

September 3, 2024

The Secretary,  
Listing Department,  
BSE Limited,  
1<sup>st</sup> Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400001  
Scrip Code: 531642

The Manager,  
Listing Department,  
The National Stock Exchange of India Limited,  
'Exchange Plaza', C-1 Block G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051  
Scrip Symbol: MARICO

Dear Sir/Madam,

**Sub.: Press Release**

Please find attached a press release by Marico Limited, titled “Marico expands its millets offering with the introduction of Saffola Masala Millets”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>.

This is for your information and records.

Thank you.

Yours faithfully,  
For **Marico Limited**

**Vinay M A**  
**Company Secretary & Compliance Officer**

Encl.: As above

## Marico expands its millets offering with the introduction of Saffola Masala Millets

*With this innovation, the company aims to replicate the success of its Oats legacy under the master brand - Saffola*

**Mumbai, September 3, 2024:** Marico, one of India's leading FMCG companies, is proud to announce the launch of its latest innovation - Saffola Masala Millets in two new exciting flavours. This new product line capitalizes on the brand's expertise in democratizing healthy grains, offering a nutritious and flavorful option that aligns with contemporary dietary trends. The new category expands the marque brand Saffola's millet portfolio, reinforcing its commitment to promoting nutritious yet taste-forward 'better for you' products.

As an increasing number of new-age consumers seek nutrient dense food options, millets have become a popular choice due to their digestive benefits, natural source of micronutrients, and overall positive impact on health. Addressing the needs of modern Indian consumers, Saffola Masala Millets provides a convenient and delicious ready-to-cook option, encouraging consumer to incorporate millets in their daily life. Thus, supporting the government's vision of encouraging more people to incorporate our very own 'Sri Anna' into their daily diets

Saffola's Masala Millets, rich in fiber and packed with nutritional benefits are available in two flavors beloved by Indian audiences: Masala Delight and Tomato Delight. The unique blend of spices and flavours ensures a satisfying taste experience that appeals to a wide range of palates. This innovation is a testament to Saffola's commitment to providing 'better for you' taste-forward products that fit seamlessly into the busy lives of today's consumers

*Speaking on the new launch, **Vaibhav Bhanchawat, Chief Operating Officer- India & Foods Business (Marico Ltd.), says, "Building on our Oats No. #1 legacy, we are committed to providing 'better for you' taste-forward products, that fit seamlessly into the busy lives of new-age consumers. Saffola Masala Millets is a step towards embracing the nutritious grain with a modern twist of delicious Indian flavours. Our goal is to make wholesome food options accessible and affordable for everyone."***

*He added "This launch is a part of our broader strategy to expand our millet-based offerings to support the increasing consumer shift towards healthier eating habits. The objective was to create a product that marries the nutritional benefits of millets with the appeal of masala flavors. With*

*Saffola Masala Millets, we aim to pave the way for millets to become a staple in Indian households.”*

Saffola Masala Millets come in a convenient 35g pack, priced affordably at just INR 20/-, making them accessible to a wide range of consumers who are seeking Nutritious and tasty food. Saffola Masala Millets are also available on leading Modern Trade chains such as Reliance and DMart stores.

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### **About Marico Limited**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. In FY 2023-24, Marico recorded a turnover of about USD 1.2 billion through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. The overseas consumer products portfolio contributes to about 26% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Prôvence, Ôliv, Thuan Phat and Isoplus.

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