

December 18, 2023

The Secretary,
Listing Department,
BSE Limited,
1st 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 “Parachute Advansed launches new hair oil “Sampoorna”.

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

Parachute Advansed launches new hair oil “Sampoorna”

~ This new hair oil Sampoorna in the Parachute Advansed portfolio has goodness of Coconut enriched with 5 special herbs – Amla, Hibiscus, Aloe vera, Methi and Curry Leaves – providing thick, long and black hair ~

Mumbai, 18th December 2023: Parachute Advansed, the premium hair nourishment brand by Marico Limited, brings its latest innovation in hair care - Parachute Advansed Sampoorna hair oil to the states of Andhra Pradesh and Telangana. Parachute Advansed Sampoorna Coconut Hair Oil is all set to revolutionize hair care by offering consumers the ultimate solution to maintaining thick, long and black hair. This first-of-its-kind product combines the trusted goodness of Coconut with the enriching qualities of five special herbs – Amla, Hibiscus, Aloevera, Methi & Curry Leaves, providing your hair with the "Extra Care" it deserves.

Somasree Bose Awasthi, Chief Marketing Officer, Marico Limited, shared her excitement about the new launch, stating, *"At Marico, we take immense pride in creating products that truly make a difference in people's lives. The introduction of Parachute Advansed Sampoorna stands as a significant milestone in our hair care portfolio. In today's fast-paced lifestyle, hair needs that 'Extra Care' to stay beautiful and healthy, and that's exactly what Parachute Advansed Sampoorna provides by combining the nourishing power of Coconut with five exceptional herbs - Amla, Hibiscus, Aloe vera, Methi, and Curry Leaves for thick, long, and black hair".*

Parachute Advansed Sampoorna is now available at all leading retail outlets across Andhra Pradesh and Telangana.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of 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 Gourmet, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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