

December 23, 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 Celebrates Farmer’s Day in Jalgaon, Inaugurates Solar Polyhouse Dryer, Empowers Local Farmers with Climate-Smart Practices”.

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 Celebrates Farmer's Day in Jalgaon, Inaugurates Solar Polyhouse Dryer, Empowers Local Farmers with Climate-Smart Practices

The event honoured the farmers of Jalgaon and explored potential opportunities for diversifying their income sources.

**Jalgaon, December 23, 2024:** Dedicated to making a positive impact on the lives it touches, Marico Limited, a leading FMCG company in India, hosted a **Farmers' Day Celebration** in Jalgaon on **10<sup>th</sup> December**. The celebration brought together over 500 farmers. Apart from villagers, Farmer Producer Organisation members, and SHG members, the event also included 80+ school kids from surrounding villages such as Dhanwad, Devhari, Karmad, Chincholi, Subhashwadi, Lonwadi and Umahale. It also witnessed participation from 100+ Medical students of Shri Chamundamata Homoeopathic Medical College & Hospital.

The key highlight of the event was the inauguration of **500Kg capacity solar polyhouse dryer** by Marico leaders Amit Bhasin, Chief Legal Officer and Group General Counsel and Dr. Shilpa Vora, Chief R&D officer, along with Self Help Group (SHG) women and farmers. Through a demonstration, attendees learned how to preserve produce and add value to their harvest. By showcasing dried products, Marico illustrated the potential for diversifying income streams through value-added goods.

The event featured a variety of activities with an aim to educate, empower, and celebrate the rural community's role in advancing sustainable agriculture. It provided local farmers and **Self-Help Groups (SHGs) with the opportunity to put-up food stalls** and sell their diverse products directly to the community, boosting visibility, creating a platform for income generation.

The event was designed to educate farmers about sustainable farming methods, encourage community engagement, and recognize for their accomplishments. **Farmers who excelled in enabling best sustainable farming practices were awarded for their dedication and innovative approach.** They also shared their success stories, highlighting how the **Jalashay Jal Samrudhhi initiative** by Marico enhanced their farm productivity and sustainability.

Expert guidance session from Krishi Vigyan Kendra, mentored the farmers on critical matters like sustainable farming, organic practices, and crop diversification. They also shared knowledge on government schemes available for farmers and multiple means to avail financial support to address their challenges.

Additionally, agriculture experts presented climate-smart farming techniques, including methods to reduce water usage and enhance resilience to weather variability. This session provided farmers with valuable insights into low-water crops that promote both sustainability and profitability, while helping them adapt to climate challenges. The event offered a comprehensive platform for farmers to learn, interact and grow.

A panel featuring Agriculture Officers, Marico leaders along with CSR team members, and NIWAS experts discussed future rural livelihood opportunities. They explored potential initiatives for Jalgaon farmers, such as moringa powder and banana chip production under the proposed Jan Samrudhhi project of Marico, emphasizing the importance of diversifying income sources.

Speaking about the event, **Amit Bhasin, Chief Legal Officer & Group General Counsel and Secretary, CSR Committee, Marico Limited**, said, "Marico's operations in Jalgaon exemplify our commitment to



sustainability and community upliftment. We believe that empowering farmers is key to building a sustainable and prosperous agricultural ecosystem. Our Farmers' Day Celebration reflects our commitment to advancing sustainable farming practices, water conservation, and rural livelihood improvement. We take pride in working alongside local communities and remain dedicated to making a lasting, positive impact on the lives of farmers and their families”.

XXXXX

---

### **Impact created by Marico in Jalgaon**

Marico’s Jalgaon unit proudly holds the distinction of being its first water-neutral manufacturing plant, achieved through comprehensive water conservation measures that prevent groundwater loss in regions prone to water scarcity.

Through its **water stewardship programme 'Jalashay'**, Marico has been able to address water scarcity in Jalgaon by creating **13.50 crore litres** of water harvesting capacity. This initiative has significantly bolstered the region’s water resources, enabling drought-prone villages to adopt water-resilient cropping techniques and improve agricultural productivity. As a part of **Jalashay’s 2030 objective**, Marico aims to replenish 100% of water consumed in its operations by reducing water consumption, promoting efficient water use, and contributing to water conservation efforts.

In addition to water management, Marico has taken strides in enhancing biodiversity with over **23,000 saplings planted** across five acres of land, in partnership with local zilla panchayat of Dhanwad last year.

### **About Marico:**

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading consumer products companies, in global beauty and wellness categories. During FY23-24, Marico recorded a Consolidated turnover of INR 96.5 billion (USD 1.2 billion) through its products sold in India and International markets.

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, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 26% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Provence, Ôliv, Lashe’, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

Follow Marico on:

[Twitter](#)

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[YouTube](#)