

| Statement of Assets and Liabilities - Marico Limited (Consolidated) | | (Rs. in Lacs) | |
|--|--|-----------------------|-----------------------|
| Particulars | | As at | |
| | | March 31, 2012 | March 31, 2011 |
| | | Audited | Audited |
| A | <u>EQUITY AND LIABILITIES</u> | | |
| | 1 Shareholder's funds | | |
| | (a) Share capital | 6,149.34 | 6,144.00 |
| | (b) Reserves and surplus | 108,151.95 | 85,404.84 |
| | Sub - total Shareholder's fund | 114,301.29 | 91,548.84 |
| | 2 Minority interest | 2,489.66 | 2,187.80 |
| | 3 Non- current liabilities | | |
| | (a) Long-term borrowings | 38,834.20 | 38,172.75 |
| | (b) Other Long-term liabilities | 62.70 | 56.87 |
| | (c) Long-term provisions | 4,129.54 | 4,286.27 |
| | Sub - total Non current liabilities | 43,026.44 | 42,515.89 |
| | 4 Current Liabilities | | |
| | (a) Short-term borrowings | 37,738.56 | 34,013.09 |
| | (b) Trade payables | 35,836.70 | 26,935.71 |
| | (c) Other current liabilities | 19,628.67 | 18,431.60 |
| | (d) Short-term provisions | 7,927.67 | 7,685.07 |
| | Sub - total current liabilities | 101,131.60 | 87,065.47 |
| | TOTAL - EQUITY AND LIABILITIES | 260,948.99 | 223,318.00 |
| B | <u>ASSETS</u> | | |
| | 1 Non-current assets | | |
| | (a) Fixed assets | 50,185.43 | 45,776.89 |
| | (b) Goodwill on consolidation | 39,548.58 | 39,759.63 |
| | (c) Non-current investments | 2,938.40 | 1,021.32 |
| | (d) Deferred tax assets (net) | 2,234.34 | 2,989.96 |
| | (e) Long-term loans and advances | 12,439.80 | 7,640.10 |
| | (f) Other non-current assets | 12,340.21 | 9,864.65 |
| | Sub - total Non current assets | 119,686.76 | 107,052.55 |
| | 2 Current assets | | |
| | (a) Current investments | 26,625.60 | 7,870.70 |
| | (b) Inventories | 72,021.00 | 60,113.18 |
| | (c) Trade receivables | 18,157.28 | 17,790.70 |
| | (d) Cash and cash equivalents | 15,880.29 | 22,056.20 |
| | (e) Short-term loans and advances | 7,510.38 | 7,916.95 |
| | (f) Other current assets | 1,067.68 | 517.72 |
| | Sub - total current assets | 141,262.23 | 116,265.45 |
| | TOTAL - ASSETS | 260,948.99 | 223,318.00 |



MARICO LIMITED

PART I

(Rs. in Lacs)

STATEMENT OF CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND THE YEAR ENDED MARCH 31, 2012

| Particulars | Quarter ended | | | Year ended | | Particulars | Quarter ended | | | Year ended | |
|---|-------------------------------|----------------------------------|-------------------------------|-----------------------------|-----------------------------|--|-------------------------------|----------------------------------|-------------------------------|-----------------------------|-----------------------------|
| | March 31, 2012 (Unaudited) | December 31, 2011 (Unaudited) | March 31, 2011 (Unaudited) | March 31, 2012 (Audited) | March 31, 2011 (Audited) | | March 31, 2012 (Unaudited) | December 31, 2011 (Unaudited) | March 31, 2011 (Unaudited) | March 31, 2012 (Audited) | March 31, 2011 (Audited) |
| 1 Income from operations | | | | | | 1. Segment Revenue (Note 4) | | | | | |
| a. Net Sales / Income from Operations (Net of excise duty) (Note 8) | 91,771.27 | 105,723.39 | 74,676.81 | 399,681.11 | 312,595.29 | (a) Consumer Products | 84,705.03 | 98,461.77 | 71,655.94 | 373,000.99 | 292,705.98 |
| b. Other operating income | 379.00 | 236.33 | 350.60 | 1,146.91 | 903.45 | (b) Skin Care (Note 9) | 7,445.24 | 2,987.95 | 3,371.47 | 27,827.03 | 20,792.76 |
| Total Income from operations (net) | 92,150.27 | 105,959.72 | 75,027.41 | 400,828.02 | 313,498.74 | Sub - total | 92,150.27 | 105,959.72 | 75,027.41 | 400,828.02 | 313,498.74 |
| | | | | | | Less: Inter Segment revenue | - | - | - | - | - |
| 2. Expenses (Note 11) | | | | | | Net Sales / Income from Operations | 92,150.27 | 105,959.72 | 75,027.41 | 400,828.02 | 313,498.74 |
| a. Cost of materials consumed | 51,690.30 | 51,418.00 | 52,219.40 | 213,856.58 | 171,265.92 | | | | | | |
| b. Purchases of stock-in-trade | 431.89 | 384.11 | 750.25 | 1,744.35 | 2,035.56 | | | | | | |
| c. Changes in inventories of finished goods, work-in-progress and stock-in-trade (Increase) / decrease | (9,484.99) | 2,691.77 | (13,371.70) | (5,724.50) | (11,543.02) | 2. Segment Result (Note 4) | | | | | |
| d. Employee benefits expenses | 8,361.87 | 8,072.27 | 6,245.29 | 30,728.34 | 22,997.81 | (Profit before Interest and Tax and exceptional items) | | | | | |
| e. Depreciation and amortization expenses (Note 9) | 1,906.05 | 1,684.83 | 3,017.28 | 7,252.28 | 7,079.86 | (a) Consumer Products | 9,693.26 | 12,093.45 | 8,921.94 | 44,380.96 | 38,237.68 |
| f. Advertisement & Sales Promotion | 11,859.63 | 13,391.38 | 6,718.49 | 44,898.99 | 34,595.41 | (b) Skin Care (Note 8 and 11) | (380.40) | (1,913.02) | (1,700.50) | (2,907.32) | (1,349.00) |
| g. Other expenses | 17,915.02 | 17,411.67 | 14,192.57 | 66,773.98 | 52,334.55 | Sub - total | 9,312.78 | 10,650.43 | 5,221.34 | 41,473.64 | 34,988.68 |
| Total Expenses | 82,681.78 | 95,254.03 | 69,771.52 | 359,524.02 | 278,766.09 | Less: Interest (net) | 722.15 | 599.84 | 1,416.40 | 2,492.80 | 2,400.14 |
| 3 Profit from operations before other income, finance costs and exceptional items (1-2) | 9,468.49 | 10,705.69 | 5,255.89 | 41,304.00 | 34,732.65 | Add: Un-allocable income (net of other un-allocable expense) | 426.70 | 340.83 | 170.42 | 1,215.15 | 244.61 |
| 4 Other Income | 673.43 | 776.68 | 601.07 | 3,140.22 | 2,121.63 | Total Profit before Tax and Exceptional Items | 9,813.33 | 10,992.22 | 3,975.36 | 40,205.99 | 32,753.15 |
| 5 Profit from ordinary activities before finance costs and exceptional items (3+4) | 10,141.92 | 11,482.37 | 5,856.96 | 44,444.22 | 36,854.28 | | | | | | |
| 6 Finance costs | 1,130.59 | 1,090.15 | 1,881.00 | 4,238.23 | 4,101.11 | 3. Capital Employed (Segment Assets - Segment Liabilities) (Note 4) | | | | | |
| 7 Profit from ordinary activities after finance costs but before Exceptional Items (5-6) | 9,011.33 | 10,392.22 | 3,975.96 | 40,205.99 | 32,753.15 | (a) Consumer Products | 125,583.44 | 120,199.23 | 115,165.04 | 125,583.44 | 115,165.04 |
| 8 Exceptional Items (Note 12) | (175.28) | - | 7,551.33 | (175.28) | 4,890.51 | (b) Skin Care | 19,302.91 | 20,504.98 | 22,795.05 | 19,302.91 | 22,795.05 |
| 9 Profit from ordinary activities before Tax (7+8) (Note 6 to 8 and 10) | 8,836.05 | 10,392.22 | 11,526.69 | 40,030.71 | 37,643.66 | Add: Unallocated Capital Employed | (10,585.60) | (11,340.93) | (46,411.25) | (10,585.60) | (46,411.25) |
| 10 Tax expense (net of MAT credit entitlement) (Note 10) | 1,887.63 | 1,781.14 | 4,283.37 | 7,824.42 | 8,198.05 | | | | | | |
| 11 Net Profit from ordinary activities after Tax (9-10) | 6,948.42 | 8,611.08 | 7,243.32 | 32,206.29 | 29,445.61 | | | | | | |
| 12 Extraordinary item (net of tax) | - | - | - | - | - | | | | | | |
| 13 Net Profit for the period / year (11-12) | 6,948.42 | 8,611.08 | 7,243.32 | 32,206.29 | 29,445.61 | | | | | | |
| 14 Share of profit / (loss) of associates | - | - | - | - | - | | | | | | |
| 15 Minority Interest | (21.29) | 199.46 | 81.75 | 495.17 | 500.94 | | | | | | |
| 16 Net Profit after taxes, minority interest and share of profit / (loss) of associates (13+14-15) | 6,969.71 | 8,411.68 | 7,161.57 | 31,711.12 | 29,643.87 | | | | | | |
| 17 Paid-up Equity Share Capital (Face Value Rs.1 per share) | 6,149.34 | 6,148.50 | 6,149.00 | 6,149.34 | 6,149.00 | | | | | | |
| 18 Reserves excluding Revaluation Reserves (as per Balance Sheet) | | | | 168,151.95 | 85,404.82 | | | | | | |
| 19 Earnings Per Share (EPS) | | | | | | | | | | | |
| II EPS before Extraordinary items for the period / year | | | | | | | | | | | |
| (a) Basic | 1.13 | 1.37 | 1.17 | 5.16 | 4.68 | | | | | | |
| (b) Diluted | 1.13 | 1.37 | 1.16 | 5.15 | 4.65 | | | | | | |
| III EPS after Extraordinary Items for the period / year | | | | | | | | | | | |
| (a) Basic | 1.13 | 1.37 | 1.17 | 5.16 | 4.68 | | | | | | |
| (b) Diluted | 1.13 | 1.37 | 1.16 | 5.15 | 4.65 | | | | | | |

PART II

SELECT INFORMATION FOR THE QUARTER AND YEAR ENDED MARCH 31, 2012

| Particulars | Quarter ended March 31 | Quarter ended December 31 | Quarter ended March 31 | Year ended March 31 (audited) | |
|---|---------------------------|------------------------------|---------------------------|-------------------------------|-------------|
| | 2012 | 2011 | 2011 | 2012 | 2011 |
| A PARTICULARS OF SHAREHOLDING | | | | | |
| 1 Public shareholding | | | | | |
| - Number of shares | 229,195,867 | 228,861,267 | 228,023,030 | 229,195,867 | 228,023,030 |
| - Percentage of shareholding | 37.27 | 37.22 | 37.11 | 37.27 | 37.11 |
| 2 Promoters & Promoter Group Shareholding | | | | | |
| (a) Pledged / Encumbered | | | | | |
| - Number of Shares | - | - | 400,000 | - | 400,000 |
| - Percentage of Shares (as a % of total shareholding of promoters and promoter group) | - | - | 0.10 | - | 0.10 |
| - Percentage of Shares (as a % of total share capital of the company) | - | - | 0.07 | - | 0.07 |
| (b) Non-encumbered | | | | | |
| - Number of Shares | 385,738,520 | 385,988,520 | 385,976,520 | 385,738,520 | 385,976,520 |
| - Percentage of Shares (as a % of total shareholding of promoters and promoter group) | 100.00 | 100.00 | 99.90 | 100.00 | 99.90 |
| - Percentage of Shares (as a % of total share capital of the company) | 62.73 | 62.78 | 62.82 | 62.73 | 62.82 |

| PARTICULARS | Quarter Ended March 31, 2012 |
|--|------------------------------|
| B INVESTOR COMPLAINTS | |
| Pending at the beginning of the quarter | Nil |
| Received during the quarter | 12 |
| Disposed of during the quarter | 12 |
| Remaining unresolved at the end of the quarter | Nil |

Notes to Consolidated financial results:

1. The information presented for the year ended March 31, 2012 is extracted from the audited financial statements for the year ended March 31, 2012. The said financial statements and results for the year ended March 31, 2012 were reviewed by the Audit Committee and approved by the Board of Directors at their meeting held on May 03, 2012.
2. The Company has opted to publish unaudited quarterly and audited consolidated financial results for the year ended March 31, 2012 pursuant to option made available as per clause 41 of the Listing Agreement. The Standalone financial results for the year ended March 31, 2012 were audited by the statutory auditors and are available on the Company's website - <http://www.marico.com> and on the websites of BSE (www.bseindia.com) and NSE (www.nseindia.com).
3. The Consolidated financial results comprise results of Marico Limited and its subsidiaries and step down subsidiaries in India, Bangladesh, UAE, Egypt, South Africa, Malaysia, Singapore and Vietnam. All the aforesaid entities are collectively called 'Marico'.
4. The primary reporting of Marico is based on two business segments namely Consumer Products and Skin Care.
5. During the quarter, the Company signed definitive agreements to acquire the personal care business of Paras Pharmaceuticals Limited (PPL), a 100% subsidiary of Reckitt Benckiser Investments India Private Limited for a consideration of Rs. 74,000 Lacs. The acquisition transaction is expected to be concluded in May 2012. The Company intends to fund the requirements with a mix of proceeds from an issuance of equity shares and internal accruals. The shareholders, at their meeting held on May 2, 2012 have approved issue of equity shares on preferential allotment basis aggregating Rs. 50,000 Lacs at a price of Rs. 170 per equity share (face value Re. 1 and share premium Rs. 169) to two overseas investors.
6.
 - a. During the quarter ended March 31, 2011, the Company acquired 85% stake in International Consumer Products Corporation (ICP), a company incorporated in Vietnam and its step down subsidiaries. The effective date of this acquisition was February 18, 2011. During the year, ICP increased its shareholding in its subsidiary Thuan Phat Food Stuff Joints Stock Company from 87 % at the time of acquisition to 98.6 % .
 - b. During the quarter ended June 30, 2010, Derma-Rx International Aesthetics Pte. Ltd. was incorporated as a wholly owned subsidiary of Kaya Limited (a wholly owned subsidiary of the Company) for the acquisition of skin care business of Derma Rx. The effective date of this acquisition was May 25, 2010.

Accordingly, the consolidated financial results for the quarter ended December 31, 2011 and the quarter and year ended March 31, 2012 include the financial results of the above-mentioned subsidiaries and the step down subsidiaries. However, the consolidated financial results for the quarter and year ended March 31, 2011 included the financial results of Derma-Rx International Aesthetics Pte. Ltd and its subsidiaries from May 25, 2010 to March 31, 2011 and of ICP and its subsidiaries from February 18, 2011 to March 31, 2011.

c. During the year, CPF International (pty) Limited, a subsidiary of the Company in South Africa, was deregistered. This has no impact on the above financial results.

7. During the year ended March 31, 2010 and three quarters till December 31, 2010, the Company had made provisions towards 75% of possible excise duty obligations in respect of the coconut oil packs up to 200 ml, which is being contested by the Company. Based on facts of the case and the legal opinion obtained, the Company had made an assessment that the probability of success in the matter is more likely than not and the liability was in the nature of contingent liability. As the said provisioning of contingent liability was not in accordance with the requirement of Accounting Standard (AS) 29 "Provisions, Contingent Liability and Contingent Assets", the Company reviewed the matter and reversed the entire provision of Rs. 2,660.82 Lacs made upto December 31, 2010 during the quarter ended March 31, 2011 and Rs. 2,934.59 Lacs made upto March 31, 2010 during the quarter and the year ended March 31, 2011, respectively (Refer note 11 below).

The Company will continue to review this matter during the coming accounting periods based on the developments on the outcomes in the pending cases and the legal advice that it may receive from time to time.

8. During the quarter ended March 31, 2011, two of the Company's subsidiaries, Kaya Limited and Kaya Middle East FZE had refined the revenue recognition policy for package services so as to better align the recognition of revenue with the services rendered. Consequently, the figures of "Net sales/Income from operations", "Net profit after tax", "Segment revenue" and "Segment results" of Skin Care Segment for the quarter ended March 31, 2012 and March 31, 2011 are not comparable.
9. During the quarter ended March 31, 2011, the Company reviewed its policy of not amortizing the intangible assets in some of its overseas subsidiaries and consequently decided to amortize these intangible assets over a period of 10 years so as to align the policy with the Indian Accounting Standards. Consequently, the figures of "Depreciation and amortization expense" for the quarter ended March 31, 2012 and March 31, 2011 are not comparable.
10. Tax expenses for the quarter ended December 31, 2011 and the year ended March 31, 2012 are net of write back of excess provision of Rs. 556.29 Lacs relating to the previous year.
11. During the quarter ended December 31, 2011, the management carried out a review of Kaya Middle East FZE, which revealed certain misstatement of expenses pertaining to earlier years. The management has taken appropriate action on this. Consequently, prior year expenses aggregating Rs. 1297.51 Lacs have been accounted during the quarter ended December 31, 2011 and the year ended March 31, 2012, which are included in the respective expense heads such as cost of material, advertising and sales promotion, employee costs and other expenses. The management has also initiated necessary steps to strengthen the processes of monitoring and oversight of operations.

12. "Exceptional Items" for the quarter and year ended March 31, 2012 and March 31, 2011 comprised the following:

| | | Rs. Lacs | | |
|----|--|---|---------------------------------|------------------------------|
| | | Quarter and year ended March 31, 2012 | Quarter ended March 31, 2011 | Year ended March 31, 2011 |
| a. | Profit on divestment of "Sweekar" brand | -- | 5,000.00 | 5,000.00 |
| b. | Reversal of provision of excise duty for the year ended March 31, 2010 (Refer note 7 above) | -- | 2,934.59 | 2,934.59 |
| c. | Reversal of provision of excise duty for the period ended December 31, 2010 (Refer note 7 above) | -- | 2,660.82 | -- |
| d. | Provision for impairment of goodwill and intangible assets relating to "Fiancée" trademark. | -- | (2,269.86) | (2,269.86) |
| e. | Provision for impairment relating to Kaya Skin Clinics in India / Middle East | (175.28) | (774.22) | (774.22) |
| | Total | (175.28) | 7,551.33 | 4,890.51 |

13. Following are the particulars of the Company's financial performance on a standalone basis:

| Rs. Lacs | | | | | |
|----------------------------------|------------------------------|------------------------------|---------------------------|-------------------------|------------|
| | Quarter Ended March 31 | Quarter Ended December 31 | Quarter Ended March 31 | Year ended March 31, | |
| | 2012 | 2011 | 2011 | 2012 | 2011 |
| Net sales/Income from operations | 67,717.52 | 76,485.28 | 61,906.40 | 296,315.91 | 234,451.60 |
| Profit before tax | 10,784.90 | 10,054.52 | 17,069.09 | 39,927.39 | 37,455.33 |
| Profit after tax | 8,770.84 | 8,736.71 | 13,180.57 | 33,658.43 | 31,533.26 |

14. Under the "Marico Employees' Stock Options Scheme 2007", the Company has granted 11,376,300 stock options to certain eligible employees up to March 31, 2012 of which 4,663,600 options have been forfeited and 5,934,387 options have been exercised. An aggregate of 7,78,313 options were outstanding as on March 31, 2012. During the quarter and year ended March 31, 2012, pursuant to the exercise of stock options, the Company has allotted 84,600 and 534,837 equity shares of Re. 1 each, respectively.

15. At its meeting held on November 4, 2011, the Board of Directors of Marico Limited declared a 1st interim dividend of 30% (Re. 0.30 per share of Re. 1 each) aggregating Rs. 2,143.72 Lacs (including tax on dividend). At its meeting held on May 3, 2012, the Board of Directors declared a 2nd interim dividend of 40% (Re. 0.40 per share of Re. 1 each) aggregating Rs. 2,858.67 Lacs (including tax on dividend). The 2nd interim dividend shall be paid to those shareholders whose names appear in the Register of Members as on May 9, 2012.
16. The figures for the quarter ended March 31, 2012 and March 31, 2011 are the balancing figures between the audited figures in respect of the full financial year and the published year to date figures upto the third quarter of relevant financial year.
17. The financial statements have been prepared as per the Revised Schedule VI to the Companies Act, 1956 which had a significant impact on presentation. Previous periods/ year figures have been regrouped/reclassified to make them comparable with those of current period/year.
18. These Financial Results and other related useful information are available on Marico's website - <http://www.marico.com>.

Place: Mumbai

Harsh C. Mariwala

Date: May 3, 2012

Chairman & Managing Director

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services Group, in the global beauty and wellness space. During 2011-12, Marico recorded a revenue from operations of Rs. 40.0 billion (USD 800 Million) through its products and services sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Mediker, Revive and Manjal. The international consumer products portfolio contributes to about 24% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Camelia, Aromatic, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, L'Ovite and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 21% in Turnover and 23% in Profits over the past 5 years.

"As part of Marico's Green Initiative your Company wants to make its contribution to save the environment by sending its shareholders the Annual Report and other communication using the electronic medium. Therefore, we request you to update your email addresses with your respective Depository Participant (DP) where you hold your DEMAT accounts. Alternatively, you can mail us at investor@maricoindia.net with your email address, Name, DP ID and Client ID. We thank you for supporting this Green Initiative."

Registered Office: "Rang Sharda", Krshnachandra Marg, Bandra Reclamation, Bandra (West), Mumbai - 400050, India.

Email: investor@maricoindia.net.

Websites: www.marico.com, www.maricoinnovationfoundation.org, www.parachuteadvansed.com
www.saffolalife.com and www.kayaclinic

| | |
|------------|------------|
| Year | 2011-12 |
| Turnover | Rs. 4008cr |
| Net Profit | Rs. 317cr |

Turnover and profit consistently growing over the corresponding quarter of the previous year, for the past 46 quarters and more

1 out of every 3 Indians is a Marico consumer.

Marico distribution network covers over 33 lac retail outlets

Most Marico brands enjoy a leadership position (No. 1 or No. 2) in their respective categories

Parachute is the world's largest coconut oil brand

Parachute Advansed Ayurvedic hair oil won a Gold at the Media Abby's in the print category at the Goafest 2012

Superbrands voted Parachute a Super Brand in UAE & Bangladesh and Hair Code in Egypt. Hair Code won an Effies MENA.

Kaya Skin Clinic has once again been awarded SUPERBRAND status for the UAE for 2012

Marico was ranked 18th in the Top Companies for Leaders 2011 (Top 20 Companies from Asia - Pacific), in a study conducted by Aon Hewitt

Marico (Dehradun) Lab became the 1st Lab to get a NABL Accreditation for Biological and Chemical testing

Marico awarded the India International Logistics Forum (IILF) 'Innovation in Supply Chain Award' 2011

Marico Crosses INR 4000 crore Turnover in FY12 Revenue from Operations up 28%, PAT up 25%

Marico, during Q4FY12, reported another quarter of robust top line growth of 18% boosted by an underlying volume growth of 13%. Profits after Tax grew by about 9%. This growth in top line and profits is before considering the effect of exceptional and non comparable items included in Q4FY11.

In FY12, Marico closed another year of sustainable profitable growth. Revenue from Operations crossed the INR 4000 crore mark. Revenue from operations grew by 28% over the previous year and Profit After Tax, (after adjusting for extra-ordinary items) grew by 25% over FY11. Marico continues to focus on expanding the consumer franchise as is evident from this year's performance. Underlying volume growth was 11% as compared to FY11.

Turnover growth was witnessed across the Company's three business units. The Indian Consumer Products Business grew by 37% in value and 14% in volume terms. Marico's International business posted a growth of 30% while Kaya skin care solutions business grew by 15% on a same store basis. Market shares continued to be healthy all across.

The Board of Directors of Marico Limited at its meeting held on May 3, 2012 declared a second interim dividend of 40% on its equity share capital of ~INR 61.5 Crore.

In February 2012, the Company executed definitive agreements to purchase the personal care business of Paras Pharmaceuticals Limited (PPL) from Reckitt Benckiser for a consideration of Rs. 740 Crore to be paid in cash. This acquisition will give the Company access to certain youth brands such as Setwet, Zatak and Livon. Brands in the portfolio occupy amongst the top three positions in the hair gel, male deodorant and leave-on hair serum categories. This acquisition gives Marico an opportunity to participate in the rapidly growing deodorant and male grooming categories in India. The transaction is expected to be completed in May 2012.

The Company intends to fund the purchase price with a mix of proceeds from a preferential equity issue and internal accruals. The shareholders, at their meeting held on May 2, 2012 have approved issue of equity shares on preferential allotment basis aggregating Rs. 500 Crore at a price of Rs. 170 per equity share (face value Re. 1 and share premium Rs. 169) to two overseas investors.

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services Group, in the global beauty and wellness space. During 2011-12, Marico recorded a turnover of Rs. 40.0 billion (USD 800 Million) through its products and services sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Mediker, Revive and Manjal. The international consumer products portfolio contributes to about 24% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Camelia, Aromatic, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, L'Ovite and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 21% in Turnover and 23% in Profits over the past 5 years.

Business Unit-wise details have been given in the next three pages.

More details are available in the Information Update issued today and posted in the Companies

website www.marico.com

| | |
|------------|------------|
| Year | 2011-12 |
| Turnover | Rs. 4008cr |
| Net Profit | Rs. 317cr |

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The **Consumer Products Business in India** (CPB) achieved a turnover of INR 2766 crore (USD 553 mio), a growth of about 37% over FY11. The underlying volume growth, despite inflationary forces, was a very healthy 14%.

Parachute, Marico's flagship brand, recorded robust volume growth during the year. Parachute coconut oil in rigid packs, the focus part of its portfolio, grew around 11% in volume over FY11. During FY12, Marico improved its market share in the coconut oil category to about 55%.

The Saffola Oil franchise grew around 11% in volume terms during FY12 compared to FY11. The brand continues to remain strongly focused on its good for heart equity. Its thought leadership campaigns to raise awareness about heart health in the country have been very well received. The brand's entry into the healthy breakfast food market through oats, including savory oats has received a positive response. With 13% market share it has emerged as the number 2 player.

Marico's hair oils portfolio under the Parachute Advansed, Nihar and Hair & Care franchises continued to grow rapidly. During FY12, hair oils in rigid packs volumes grew around 24% over FY11. Market share expanded by about 130 basis points during FY12 to reach 24.1% driven by participation in various sub-segments of the value added hair oils market. The Company is now focusing on scaling up its presence in these sub segments.

In line with the Company's strategy to participate in the Beauty and Wellness space - in specific in Hair Care and Skin Care, Marico launched Parachute Advansed Body Lotion in Q2FY12. The Company recently introduced another variant for summer called Summer Fresh. The products have received a very positive response from consumers and the brand has chalked up a market share of 5% in a short span of time.

The Company's key input material costs had seen an unprecedented increase in H2FY11, particularly for copra, its key input. High prices have sustained through most of FY12 and market prices of copra were higher than in FY11 by 20% on average. Similarly prices of safflower oil and rice bran oil were higher by 28% and 34% respectively. Consequently material costs showed an increase of about 70 basis points in FY12. After taking significant price increases in H2FY11, the company has retained prices in FY12 across most of its portfolio. Given the consumption story in India, this is expected to deliver long term growth.

Marico's **International Business Group** (IBG) focused largely on Bangladesh, MENA (Middle East and North Africa), South Africa and South East Asia comprised about 24% of the Marico Group's turnover in FY12. The overall macro environment in these markets was challenging, particularly with high inflation and foreign exchange weakness leading to higher input costs. Despite this, IBG recorded a growth of 30% during the year. Organic growth from existing geographies was about 18%.

In Bangladesh Parachute Coconut Oil has held its market share, while Hair Code hair dye has become a market leader with about 29% market share. The company is investing for future growth in the country through a range of value added hair oils under its Parachute and Nihar franchises.

The overall environment in the MENA region is relatively better but not without instances of sporadic protests and disturbances. Haircode business performed well during the year. The restage of the brand along with the new visual identity and the spout sachet packaging innovation, continues to yield good returns. The re-launch also helps the Company deal with counterfeit issues. Fiancée was backed by a campaign reinforcing its VFM positioning.

Year 2011-12

Turnover Rs. 4008cr
Net Profit Rs. 317cr

Turnover and profit consistently growing over the corresponding quarter of the previous year, for the past 46 quarters and more

1 out of every 3 Indians is a Marico consumer.

Marico distribution network covers over 33 lac retail outlets

Most Marico brands enjoy a leadership position (No. 1 or No. 2) in their respective categories

Parachute is the world's largest coconut oil brand

Parachute Advanced Ayurvedic hair oil won a Gold at the Media Abby's in the print category at the Goafest 2012

Superbrands voted Parachute a Super Brand in UAE & Bangladesh and Hair Code in Egypt. Hair Code won an Effies MENA.

Kaya Skin Clinic has once again been awarded SUPERBRAND status for the UAE for 2012

Marico was ranked 18th in the Top Companies for Leaders 2011 (Top 20 Companies from Asia - Pacific), in a study conducted by **Aon Hewitt**

Marico (Dehradun) Lab became the 1st Lab to get a NABL Accreditation for Biological and Chemical testing

Marico awarded the India International Logistics Forum (IILF) 'Innovation in Supply Chain Award' 2011

Marico launch of a new range of Hair Oils and Hammam Zait under Parachute Secrets has received a good response. This range leverages the tradition and belief amongst Arab women about the hair nourishment properties of certain ingredients.

The South African business recorded a double digit Y-o-Y growth over FY11. Turnover for FY12 crossed the INR 100 Cr mark. Caivil Just for Kids consolidated its leadership position in the Kids hair care market.

In Vietnam, X-Men, a leading Men's grooming brand increased its share in the male shampoo market to 47%. The company is also focusing on its premium variant X-Men for Boss and an extension into male deodorants. Marico's Malaysian business continues to grow at a very healthy rate. Code 10 has responded well to the brand restage and the Company has recently launched a range extensions in male hair styling.

Kaya Skin Care Solutions

During FY12, Kaya achieved a turnover of INR 279 crore (USD 55.8 mio). The Kaya business in India and in the Middle East achieved same store collection growth of 15% during FY12 as compared to FY11. Kaya has thus sustained the topline growth trend for the past 6 quarters on a same store basis. Derma Rx also reported a healthy double digit top line growth.

The products from Derma Rx introduced in India continue to gain good traction. Apart from products from the Derma Rx range, Kaya also introduced a few other products in the Indian market during the year. About 23% of the revenues from Indian operations now come from the sale of products.

During FY12, Kaya recorded a revenue growth of about 33% over FY11 and made a loss of INR 29.1 crore (USD 5.8 mio) at the PBIT level. Losses at PBIT level for FY11 were about Rs 32.5 Cr (USD 6.5 mil).

Outlook

The medium to longer term outlook on all the company's three businesses remains positive. In the short run, we may not see any easing of the cost push. Margins are thus likely to remain under pressure. Increased retail prices may have some impact on volume growth given the overall squeeze on the consumers' wallet. Should there be a sustained decline in input prices; the Company may pass back a part of the benefit to consumers in the interest of growing volumes. In the medium term, the Company will focus on strengthening the building blocks for future value creation - strong equities for its existing brands amongst its consumers, volume growths, robust new product pipelines and operational effectiveness.

Our belief in the long term potential of our businesses continues to be strong. Our belief stands bolstered by the recent record of strong volume growths across categories despite price hikes. This emboldens us to spell out our preference for growing our volume franchise as compared to focusing on profit margins alone. We believe that it is prudent to have a medium to long term perspective of growth rather than taking a quarterly view that could lead to tactical steps.

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Saugata Gupta, CEO, Consumer Products Business expressed happiness at the results: "I have confidence in the strategic building blocks we have put in place across the value chain that will enable sustainable profitable growth by growing our core while rapidly creating the portfolio of the future".

Vijay Subramaniam, CEO, International Business said: "IBG has now created a significant portfolio in nourishment and styling. We will focus on building upon this base in each of our business hubs of Bangladesh, MENA South Africa and South East Asia even as we derive synergies between the regions".

Ajay Pahwa, CEO Kaya was said: "Kaya skin business in India is on the recovery path. However the current phase of securing consumers and ensuring cost effectiveness will hold out for some time. This will keep Kaya in an investment phase for a few more quarters".

Milind Sarwate, Group CFO summed up saying "Here was another year of sustainable profitable growth. It gives us due confidence to draw the best out of the exciting and fast growing Paras personal care brands, that will soon be with us."