

KNOW MARICO BETTER

Parachute is the world's largest packaged coconut oil brand.

Marico uses 1 out of every 20 coconuts grown in India, and 3 nuts of every coconut tree in India.

1 out of every 8 Indians is a Marico consumer.

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

Marico is now No.2 in the hair oil market (up from No.5) with the success of new products - Parachute Jasmine and Parachute Sampoorna.

Marico sells over 6.3 crore consumer packs to over 13 crore consumers every month.

Marico reaches over 17 lac retail outlets, out of which 11 lac are direct outlets.

Marico's distribution network covers almost every Indian town with a population over 20,000.

Overseas sales franchise of Marico's consumer products is one of the largest among Indian companies.

Marico's turnover and profits have been consistently growing over the corresponding quarter of the previous year - turnover for the past 18 quarters and profits for the past 22 quarters.

Marico has been distributing dividend every quarter for the past 17 quarters in a row.

Marico's ROCE has been consistently above 30% for the past decade.

Parachute (46th) and Saffola (92nd) are amongst India's 100 Most Trusted Brands (Brand Equity Survey - The Economic Times - Dec.'04)

Some statements in this Annual Report describing the projections, estimates, expectations or outlook may be forward looking. Actual results may, however, differ materially from those stated on account of various factors such as changes in government regulations, tax regime, economic developments within India and the countries within which your Company conducts its business, exchange rate and interest rate movements, impact of competing products and their pricing, product demand and supply constraints etc.