

## KNOW MARICO BETTER

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

Marico uses 1 out of every 25 coconuts grown in India, and 3 nuts of every coconut tree in India.

Marico is No.2 in the hair oil market (up from No.3 in 2001) with Hair & Care, Parachute Jasmine, Parachute Advansed, Shanti Badam Amla and Nihar Naturals.

Most of Marico's brands enjoy a leadership position (No.1 and No.2) in their respective categories.

1 out of every 8 Indians is a Marico consumer.

Marico sells over 70 million consumer packs every month.

Marico reaches over 2 million retail outlets.

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

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

Marico's turnover and profit have been consistently growing over the corresponding quarter of the previous year, for the past several quarters.

Marico's operating ROCE has been consistently above 30% for the last ten years.

Marico ranks amongst the top 200 corporate houses in India in terms of ROCE.

Parachute (40th) and Saffola (87th) are amongst India's 100 Most Trusted Brands (Brand Equity Survey, The Economic Times - May '06)

Parachute won the Outstanding Marketing Achievement Award (Silver) and Best Brand Extension Award (Gold) at The Gulf Marketing Review (GMR) Awards 2006, considered as the most prestigious recognition for outstanding marketing achievement in the Middle East.

Saffola has been voted as the brand of the year twice in the last 12 years (Ad Club in 1994 and Grand Effie in 2005)

Marico has won the 'Brand Leadership Award' in the FMCG category at the India Brand Summit (Sept. '06) and is listed as one of the top 10 'Marketers in India' (Business Today, Sept. '06)

Marico has been selected as one of the eight Indian companies in the list of 300 mid-size companies across 37 countries in the latest S&P Global Challengers List that is compiled globally by Standard & Poor (S&P), a leading global provider of financial market intelligence.

Kaya has been voted for the second consecutive year as the Retailer of the Year in the category Beauty and Health at the India Retail Summit 2006.

Kaya has been awarded the Star Retailer Award for best brand in the Health & Beauty Category - The Consumer Way, by Franchisee India Holdings (2006)

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 regimes, 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.