

## Media Release

Year 2009-10

Turnover Rs. 2661cr  
Net Profit Rs. 232cr

Turnover and profit consistently growing over the corresponding quarter of the previous year, for the past 41 quarters and more

1 out of every 4 Indians is a Marico consumer.

Marico distribution network covers over 33lac 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

Marico was awarded the NDTV Profit Business Leadership Award 2009 in the FMCG (Personal Hygiene) category

Superbrands voted Parachute a Super Brand in UAE & Bangladesh and Hair Code in Egypt. It was also ranked the 2<sup>nd</sup> Most Trusted Brand in Bangladesh

Marico won the 'Food Supply Chain Innovative Company of the Year' Award at the first edition of the KPMG -Supply Chain Leadership Council Food, Retail, Logistics and Packaging Awards 2010.

Marico Jalgaon won the Runners-up trophy at the G-CUBE Good Green Governance Award in the Manufacturing category.

Marico won the Nasscom CNBC TV18 - IT User Award 2010, for excellence in IT application, in the manufacturing category.

Marico Kanjikode was awarded the prestigious 'Rajiv Gandhi National Quality Award Commendation Certificate' in the Large Scale Manufacturing Industry; Food & Drug category.

## Media Release

### Marico divests Sweekar to Cargill India

**Mumbai, Mar 25, 2011:** The Marico Group (BSE: 531642, NSE: "MARICO"), today announced the divestment of its refined sunflower oil brand 'Sweekar' to Cargill India Private Limited (Cargill). The transaction, for an undisclosed consideration envisages an assignment of the Sweekar trademark and copyrights from Marico to Cargill. The transaction takes immediate effect.

**Mr. Saugata Gupta, CEO of Marico's Consumer Products Business** announced the divestment in Mumbai. He said, "In recent years, we have chosen Saffola as our wellness platform vehicle in the refined edible oils and health foods space. In our focused journey of sustainable profitable growth, therefore, we recognized that Sweekar has limited fitment in Marico's portfolio. However, with its legacy of a loyal franchise spanning two decades and the consumer connect that it commands, we believe it would be of value to Cargill, who can sustain and nurture it as a leading brand.

**Mr. Milind Sarwate, Marico's Chief - Finance, HR & Strategy,** remarked, "Over the last 5 years, we have been accomplishing our organic growth targets at a relentless pace, augmented by acquisitions. We have also looked at rationalising our Brand basket in parallel, so that we continue to focus sharply on Beauty and Wellness. This divestment is thus a logical sub-set of a portfolio strategy aimed at sustainable profitable growth."

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services companies, in the Beauty and Wellness space. During 2009-10, Marico recorded a turnover of Rs. 27 billion (about USD 600 Million) through its products and services sold in India and over 25 other countries.

Marico touches the lives of 1 out of every 4 Indians, through its portfolio of brands such as Parachute, Saffola, Hair & Care, Nihar, Mediker, Revive and Manjal. Marico's international portfolio contributes to 23% of Marico Group's revenue and includes brands like Parachute, HairCode, Caivil, Hercules, X-Men and Code 10 spread over Bangladesh, MENA, South Africa, Malaysia and Vietnam. Marico is also present in the Skin Care Solutions segment through Kaya Skin Clinics in India, Middle East and Bangladesh and Derma Rx in Singapore.

Marico is widely recognised for its entrepreneurial culture and values of openness, trust, and empowerment. Marico's endeavour is to transform the lives of all stakeholders by helping them maximise their true potential. This purpose is articulated in the true Mariconian spirit – to 'be more. every day.'

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance – a CAGR of 21% in Turnover and 27% in Profits over the past 5 years. Marico has successfully achieved several consecutive quarters of y-o-y growth- 45 for Profits and 41 for Sales. For more information, please visit: [www.marico.com](http://www.marico.com).