

Livon Serum Associates with MTV's iconic show, 'India's Next Top Model Season 2'



Mumbai, June XX, 2016: Marico's next-gen hair serum, Livon announced its association as the title sponsor of MTV's iconic supermodel show India's Next Top Model (INTM) Season 2 that premieres in July. The winner will be granted a fabulous opportunity to earn a one-year contract with Livon serum thus providing young aspiring models a unique platform to make a mark in the world of modelling.

The brand Livon personifies the values of being vibrant, vivacious, stylish and spontaneous, representing a girl who believes she is a star and needs to shine at every step. Taking forward this unique proposition of bringing out confidence with fabulous hair, Livon aims to play a pivotal role in guiding the contestants on INTM Season 2 on hairstyling and confidence.

INTM Season 2 will be aired on July 10, with an eminent jury panel consisting of sensational model and actress, Lisa Haydon, ace photographer, Dabboo Ratnani, fashionista, Anusha Dandekar and grooming expert, Neeraj Gaba. The show will also be accessible to online viewers on platforms including YouTube and Facebook through Livon Serum and MTV's brand pages, as a sizeable chunk of the show's audience is active online.

Collaborating on the tasks during the show, Livon will be offering contestants' opportunities like 'Livon Serum Advantage' giving immunity to top performers and 'Livon Wild Card entry' offering 1 lucky contest winner to enter the show and compete for the title. One contestant with the most fabulous salon-finish hair will be presented the title of "Livon Best Hair" in the grand finale.

Speaking on this association, Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited added, *"Livon serum personifies values of being vibrant, vivacious, always stylish and unstoppable for a girl who believes she is fabulous and always wants to be in the spotlight with salon finish hair. Livon's new proposition seamlessly fits into the format of MTV's iconic show, 'India's Next Top Model Season 2' which is all about giving spotlight moments to young girls. Through this collaboration, we aim to reach out to our core TG: young, trendy, college going girls of today. It is all about giving them the ever so perfect, camera-ready hair and offering them real life modelling projects, which will help them hone their skills of being a perfect model."*

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 Million) through its products sold in India and about 25 other countries in Asia and Africa.



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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, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 18% in Turnover and 15% in Profits over the past 5 years.