

Marico Limited integrates Saffola Store with ONDC

- *The development underscores brand's commitment to support the government's 'Digital India' vision of enabling seamless e-tail services and empowering businesses and consumers*
- *Poised to make deeper inroads into the heartland of the country and cater to the ever-evolving consumer needs in the digital age*

Mumbai, June 26, 2023: Marico Limited, one of India's leading FMCG companies, has recently integrated its Saffola Store with the Open Network for Digital Commerce (ONDC). This association is a significant milestone for Marico, as it opens new avenues for growth, collaboration, and enhanced digital experiences in the ever-evolving e-commerce landscape.

The ONDC network, initiated by the Government of India, is a revolutionary digital commerce network that aims to empower businesses and consumers across the country. The initiative takes the ambitious 'Digital India' vision further by creating an inclusive ecosystem aimed at dramatically increasing e-commerce penetration in India and enabling population-scale inclusion of all types and sizes of sellers. Through this integration, Marico is committed to delivering unparalleled benefits to its stakeholders, including distributors, retailers, suppliers, and consumers.

Sanjay Mishra, COO India Business and CEO New Business, Marico Limited, emphasized, "We are delighted to partner with ONDC and further government's 'Digital India' vision. While the e-commerce market in India has grown at an exponential pace over the past decade, online FMCG retail is yet to make significant inroads into rural and semi-urban markets. Tech-led interventions such as ONDC mark a sustained effort to bring together various stakeholders within the FMCG and retail value chain to solve this challenge. With Saffola Store integration with ONDC at such a formative stage, we look forward to collaborating with stakeholders to explore the different ways in which we can use technology to unlock and maximise its value and impact."

Commenting on the milestone, **Vrijesh Nagathan, Chief Information & Digital Technology Officer, Marico Limited**, said, "We strongly believe that ONDC is a game changing initiative by the Government of India. It has the potential to revolutionize the way Indian consumers will shop in the years to come. Getting our D2C platform onto ONDC network is an example of fantastic collaborative effort between the Marico IT team and the ONDC Tech team, which will launch us into the next league of connected platforms. The integration with ONDC is a major step in this ongoing evolution of Marico as a human-centric, tech-led organisation. It will allow us an exceptional opportunity to find innovative digital solutions to existing distribution challenges."

T.Koshy, Managing Director & Chief Executive Officer, at ONDC stated, "By harnessing the power of the ONDC network, Marico plans to ensure seamless communication and collaboration with stakeholders across the value chain. Consumers, the ultimate beneficiaries of this integration, will experience a more convenient and seamless shopping experience. The integration will also facilitate efficient order fulfilment, ensuring timely delivery of products to consumers' doorsteps."

PRESS RELEASE



About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of USD 1.2 billion through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advanced, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advanced, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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About ONDC

Incorporated on 31st December 2021, Open Network for Digital Commerce (ONDC), a Section 8 company, is an initiative of the Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce, Government of India to create a facilitative model that revolutionizes digital commerce, giving greater thrust to penetration of retail e-commerce in India. ONDC is not an application, platform, intermediary, or software but a set of specifications designed to foster open, unbundled, and interoperable open networks.