

Marico Limited and Ambuja Foundation to create 10 Cr. liters of water potential, Uplift 700+ Rural Households in Sanand & Viramgam

Ahmedabad, 03 October 2025: As part of its flagship water stewardship program- **Jalashay**, Marico Limited, one of India's leading FMCG companies, has partnered with Ambuja Foundation to launch a sustainable water conservation initiative in the drought-prone regions of **Sanand and Viramgam** in Ahmedabad district. This community-focused program aims to create a **water structure, rejuvenate the water bodies for the potential of 10 crore liters water** for irrigation and underground **water recharge** by **FY2026**, supporting groundwater recharge and improved irrigation for farming communities.

The initiative focuses on reviving existing water bodies, improving irrigation access to boost farmers' income, and promoting efficient water management practices in agriculture. By encouraging community ownership and driving water resilience practices, the program aligns with Marico's core value of Responsible Growth, ultimately benefiting the local community and promoting sustainable agricultural practices. Further, Ambuja Foundation will engage community leaders and local government officials to build rapport and introduce the project

Implemented in partnership with Ambuja Foundation, the program will not only strengthen water conservation but also provide the **benefits of government social security** schemes to over **700 households** in project villages. By adopting participatory approaches, the project will ensure community engagement and promote sustainable water use practices.

This initiative is part of Marico's broader commitment to environmental sustainability and social responsibility, building on its past achievements, including the creation of over **444 crore liters of water potential** by FY2025. This total includes **32 crore liters generated in Gujarat's Sabarkantha, Banaskantha, Panchmahal, and Dahod districts** through the Jalashay program.

As a part of this, Ambuja Foundation is conducting surveys and rural appraisals to assess water resources, usage patterns, and livelihood needs in villages. Based on this finding, it will form a 3-year strategic action plan focusing on water conservation, balanced water management, and livelihood enhancement, while providing support and coordination with government departments and partner organizations.

Commenting on this partnership, **Amit Bhasin, Chief Legal Officer, Group General Counsel, and Secretary of the CSR Committee, Marico Limited** said, *"At Marico, we are committed to addressing critical challenges like water scarcity that impact the livelihoods of rural communities. Our partnership with Ambuja Foundation on this sustainable water conservation program is a testament to our dedication to creating a lasting impact. By reviving water bodies, promoting efficient water management, and enhancing agricultural productivity, we aim to empower local farmers and contribute to the socio-economic development of these underserved villages. We believe that collaborative efforts like these can drive meaningful change and improve the lives of those who need it most."*

Talking about the foundation's community-driven, partnership-focused program, **Pearl Tiwari, CEO, Ambuja Foundation**, said, *"Our motto is to empower communities by putting local people at the center of planning and execution and implementing inclusive and sustainable approach. Our collaboration with Marico Limited focuses to create lasting, positive change for both people and their surroundings. This initiative goes beyond promoting the efficient use of water and conserving water in the area, it reinforces*

the critical importance of behavioral changes and encourages the adoption of sustainable practices. We aspire to nurture a self-sufficient community with a collective shift toward a more sustainable future.”

Through this partnership, Marico Limited and Ambuja Foundation are committed to making a lasting impact on the lives of rural communities in Sanand and Viramgam, addressing critical water scarcity challenges and promoting sustainable water management practices that will benefit the region for years to come.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer goods companies operating in the global beauty and wellness categories. In FY 2024-25, Marico recorded a turnover of USD 1.3 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Prôvence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus

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About Ambuja Foundation

Ambuja Foundation is an independent, pan-Limited development organization, committed to generating prosperous rural communities. We believe in the vast, untapped potential of rural communities and the unstoppable power of the people that live there. With investments in water, agriculture, skills, women, health and education, we enable 'livelihoods' as a pathway to unleashing that potential. Partnering with like-minded corporates, Governments and others, we work collaboratively with communities to solve pressing community problems – empowering local people to be the catalysts and drivers of change. And over almost 3 decades of work, we have seen a complete transformation in the remote geographies in which we work. We are committed to expanding our footprint and impact of our work even further, through partnerships – building many more sustainable, prosperous rural communities, and revitalizing rural Limited as the backbone of this country.