

January 24, 2025

The Secretary,  
Listing Department,  
BSE Limited,  
1<sup>st</sup> Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400001  
Scrip Code: 531642

The Manager,  
Listing Department,  
The National Stock Exchange of India Limited,  
'Exchange Plaza', C-1 Block G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051  
Scrip Symbol: MARICO

Dear Sir/Madam,

**Sub.: Press Release**

Please find attached a press release by Marico Limited, titled “Nihar Shanti Pathshala Funwala celebrates International Education Day; empowering 1.76 lakh teachers through innovative digital learning solutions and benefiting 15 lakh+ students”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>.

This is for your information and records.

Thank you.

Yours faithfully,  
For **Marico Limited**

**Vinay M A**  
**Company Secretary & Compliance Officer**

Encl.: As above



## Nihar Shanti Pathshala Funwala celebrates International Education Day; empowering 1.76 lakh teachers through innovative digital learning solutions and benefiting 15 lakh+ students

*The digital education program uses accessible technologies like YouTube, web portals, and Google Forms to share materials and conduct online classroom visits.*

**Mumbai, January 24 2025:** On the occasion of International Education Day, Marico Limited, one of India's leading FMCG companies, celebrates the significant strides made in empowering teachers and students nationwide through its flagship initiative- Nihar Shanti Pathshala Funwala (NSPF). Recognizing the challenges faced by teachers in underserved regions, the program focuses on upskilling and empowering them with targeted training and innovative teaching resources.

Taking a step further, NSPF has harnessed technology to bridge the gap between educators and quality learning materials, ensuring accessibility even in the most remote areas. In the last year, more than **1.76 lakh teachers** were trained through NSPF's Literacy Program in their classrooms, benefitting over **15 lakh students** across four states- **Madhya Pradesh, Chhattisgarh, Jharkhand, and Rajasthan.**

As part of its mission, NSPF has made remarkable strides to enhancing education across government schools through dedicated teacher engagement and support.

**Madhya Pradesh** has seen the highest participation of government teachers and students in the program. The education program's content has also been broadcasted on the state's national channel, DD-MP, reaching a wider audience.

In **Chhattisgarh**, the program has initiated collaboration with the state to improve the business language proficiency level of Diploma In Elementary Education (D.El.Ed) students and pre-service teachers by introducing the language proficiency program into their curriculum.

In **Jharkhand**, NSPF has established a strong presence, working with the state government to implement the education program in schools across the state. NSPF content was uploaded to the Government Diksha portal for online learning, which is a Government of India initiative.

In **Alwar, Rajasthan** NSPF has launched the **Teacher Entrepreneur program** to empower rural women by certifying them in business language proficiency and enabling them to start tuition centres and support teachers through part-time roles. In addition to this, NSPF's three-layered program monitoring structure—comprising support via calls, online classroom visits, and offline visits—has further enhanced its effectiveness.

Further, leveraging WhatsApp Enterprise-based learning solutions, NSPF delivers structured messages, personalized updates, and content distribution at scale. In FY24 alone, over **25 million high-speed messages (HSMs)** were sent to teachers, with 90% being utility messages. In addition to this, NSPF has also launched a **Saturday Story Session**, a weekly YouTube program that enhances students' reading, listening, and comprehension skills that has garnered over **5.8 lakh views and 36,000 subscribers.**

Further, the program enables online classroom visits to ensure real-time solutions to challenges faced by teachers, improving classroom outcomes. With **over 1,75,000 lakh trained teachers in FY24**, the program has transformed the foundational learning, and numeracy in regional government schools.

Speaking about the flagship initiative, and marking the occasion of International Education Day, **Mr. Amit Bhasin, Chief Legal Officer, Group General Counsel, and Secretary of the CSR Committee, Marico Limited,**



“Through our flagship CSR initiative, Nihar Shanti Pathshala Funwala, we are dedicated to uplifting underserved communities. By improving the skills of government school teachers, we strive to enhance the educational experiences and opening doors to a more promising future.

By embracing digital solutions, we are bridging gaps in education and reaching students and teachers in even the most remote areas. Through targeted training, technological tools, and grassroots initiatives like the Teacher Entrepreneur Program, NSPF continues to shape a brighter future for both educators and students in underserved communities.”

NSPF is currently active in 50 districts (from Madhya Pradesh, Chhattisgarh, Jharkhand, and Rajasthan) identified by the Government of India in its Aspirational Districts Programme (ADP), for improving the living standards in under-developed districts. NSPF is set to expand its footprint and is dedicated to creating a brighter future for teachers and students across India. Through innovative digital learning solutions, NSPF is poised to make a lasting impact on the education sector in India. The program aims to continue its collaboration with state governments, educators, and stakeholders to drive systemic change and promote educational excellence.

### **About Marico Limited**

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading consumer products companies, in global beauty and wellness categories. During FY23-24, Marico recorded a Consolidated turnover of INR 96.5 billion (USD 1.2 billion) through its products sold in India and International markets.

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 overseas consumer products portfolio contributes to about 26% 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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