

October 25, 2023

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 “Saffola emerges as India's Number 1 Oats Brand”.

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

## Saffola emerges as India's Number 1 Oats\* Brand

~ Innovation in Taste and Flavour Proves to be a Winning Formula for the Indian Consumer ~

**India, 25th October 2023:** In a remarkable achievement, Saffola Oats, one of the leading brands of Marico Limited, has emerged as the Number 1 Oats\* brand in India, according to Kantar Household Panel Data. Since its inception in 2011, the brand has crafted a legacy of trust, consumer understanding and innovation to meet the diverse taste preferences of the Indian consumer and offer “better for you” food products.

Saffola Oats has risen to prominence, experiencing remarkable growth within the category while seamlessly becoming a staple in the daily breakfast choices of consumers. The brand has witnessed an astonishing tenfold increase in offtake volumes since inception. According to the Kantar Household Panel Data, Saffola Oats now commands an impressive 43% share of the market in value terms, surpassing all competitors. The data also underscores that 1 out of every 11 households in the country actively includes oats into their daily consumption.

Commenting on the development, **Saugata Gupta, MD and CEO, Marico Limited, said,** *“We are proud to have achieved this significant milestone and emerge as leaders in the oats category. It’s a testament to our dedication to excellence, innovation and consumer satisfaction. Indians are uncompromising when it comes to taste. With this basic learning, we set out to Indianise oats by addressing the quintessential Indian taste preferences, while seamlessly integrating the health benefits that it offers. Supporting the government’s vision of promoting millets as a sustainable and nutritious food source, we have embraced millets in our product portfolio and blended the goodness of two superfoods - oats and millets in our Saffola oats range. Our unwavering commitment to delight our consumers has helped us revolutionise oats as a category and played a pivotal role in propelling Saffola Oats to the coveted position of India’s Number 1 Oats\* Brand. Our journey continues, fueled by the trust of our customers and our commitment to provide ‘better for you’ products.”*

Saffola Oats attributes its success to an unwavering commitment to quality and taste. Consumers have played an instrumental role in this journey, extending their tremendous support to the brand especially in the thriving markets like Maharashtra, Kerala and West Bengal, making it a staple in households across these regions.

In an ever-changing consumer landscape, Saffola Oats has been quick to adapt. As the 21<sup>st</sup> entrant in the competitive plain oats market, Saffola Oats embarked on a journey to understand the unique preferences of Indian consumers. Recognizing their love for masaledaar (spicy) flavours, often found in chatpata street food in every corner across the country, the brand strategically pivoted to meet this demand by introducing the world’s first ‘Savoury Oats,’.

The brand’s journey began by educating consumers on the health benefits of oats, particularly in weight management, and then effectively transitioned from being perceived as a mere weight loss product to a staple for weight watchers. Moreover, to keep consumers engaged the brand has offered limited edition choices with international flavours, regional recipes and even catered to sweet variants for those who crave a sweet treat.



Aligning with the government's vision of promoting millets, Saffola expanded its Oats portfolio with the launch of Saffola Oats Gold that offers a perfect blend of two wholesome grains - Millet (Jowar) and Oats.

Saffola Oats offers a super-creamy texture as it is made from specially sourced soft & 100% natural wholegrain oats. The oats are a powerhouse of nutrients, offering Protein, Iron, and fiber, ensuring long-lasting energy for your day. Its savory variant, Saffola Masala Oats, offers a wide array of flavors, including Classic Masala, Peppy Tomato, Veggie Twist, Masala Coriander, and Curry Pepper. We believe in putting the consumer first, and this is evident in every spoonful of Saffola Oats.

*\*Based on data reported by Kantar Household Panel data for the Oats Category, value for the 12-month ending Dec 31,2022, for the All India (U) market. (Copyright © 2022, Kantar)*

#### **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 about 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 Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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