

June 24, 2024

The Secretary,
Listing Department,
BSE Limited,
1st 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 “Marico Expands its Breakfast Portfolio with Saffola Muesli”.

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

Marico Expands its Breakfast Portfolio with Saffola Muesli

Saffola launches its new Muesli range, making breakfast exciting through Flavour & Crunch!

Mumbai, 24th June, 2024: Marico, one of India's leading FMCG companies has announced the launch of Saffola Muesli with Flavour Pops, aiming to leverage the brand's equity in the adult breakfast segment.

Over the years, Saffola has emerged as one of the leading players with a wide breakfast range, having become #India's No. 1 Brand in Oats and launching extension to categories like Peanut Butter, Honey etc. Saffola has continuously innovated to meet the evolving needs of consumers to make convenient nutrition 'exciting'. Building on its legacy and commitment, the brand pep's up the category with crunchy muesli, in three new delicious and flavourful options - Kesar Crunch, Berry Crunch and Choco Crunch.

Saffola launched their range of Muesli, keeping in mind the popular flavours associated with milk, - whether it's the rich and aromatic kesar, the fruity goodness of berries, or the indulgent and dainty chocolate. These variants are crafted to make breakfast an enjoyable and satisfying experience with a burst of flavour and crunch delivered through the inclusion of a unique flavour pops format. Made with a natural mix of multigrain and millet, the flavour pops make Saffola Muesli irresistibly crunchy till the last bite. Moreover, each flavour is designed to satisfy the palate combined with a blend of 15-in-1 fruits, nuts, seeds, millet & more, that make it a powerhouse of nutrition.

Speaking about the launch of the new products, **Vaibhav Bhanchawat, Chief Operating Officer - India & Foods Business (Marico Ltd.), says**, "Our foray into the Muesli Category marks a significant milestone in line with our brand proposition of offering consumers "better for you" products with a "taste first" approach. While there is a growing need of products that deliver convenient nutrition, we also understand that consumers equally want their breakfast to be exciting and uplifting as it sets the tone for the rest of the day. We identified the opportunity to bring excitement and familiarity to a new age category like Muesli, much like the success we have seen in making oats exciting through Saffola Masala Oats. The idea was to deliver consumer delight through our unique flavour pops format that gives a burst of flavour and an irresistibly crunchy experience. We believe these popular flavours launched under Saffola Muesli with Crunch Flavour Pops will help consumers "brighten up their mornings to take on the day."

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. In FY 2023-24, 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 FITTIIFY, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. The overseas consumer products portfolio contributes to about 26% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Provence, Oliv, Thuan Phat and Isoplus.

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