

August 14, 2024

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 “Marico Limited launches Hair & Care Oil in Serum: The ultimate blend of styling & nourishment”.

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 Limited launches Hair & Care Oil in Serum: The ultimate blend of styling & nourishment**

*~This new serum combines the nourishing benefits of Almond oil with the soothing properties of a serum, leaving hair smooth, shiny, and silky at an affordable price~*

Hair & Care, the hair oil brand from Marico Ltd, known for providing upto 100% damage repair, has announced the launch of innovative Hair & Care Oil in Serum. This innovative serum delivers the styling of serum with the added goodness of almonds.

Launched in **West Bengal, Orissa, Punjab, and the Northeast** region, the Hair & Care Oil in Serum features an ultra-light serum formula enriched with goodness of Almond oil and infused with Vitamin E. This combination helps control frizz, leaving your hair smooth, shiny, and silky at an affordable price of Rs 2 per use.

Speaking on the launch, **Somasree Bose Awasthi, Chief Marketing Officer, Marico Ltd.** said, *“Women enjoy the beauty that comes with leaving their hair open, but frizz and tangles can often stand in the way of achieving that perfect look. That’s why we’ve introduced Hair & Care Oil in Serum—an innovative product that brings together the styling benefits of a serum and the nourishing goodness of almond oil. Understanding that serums are often seen as costly, we’ve ensured that Hair & Care Oil in Serum is an affordable, value-for-money option, offering premium hair care at just Rs 2 per use. At Marico, we are committed to delivering innovative solutions that enhance beauty routines, and this new launch is a clear reflection of that dedication.”*

Hair & Care Oil in Serum is now available at all leading retail outlets across West Bengal, Orissa, Punjab, and the Northeast region.

### **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 Advansed, 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 Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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