

Marico to acquire erstwhile Paras Personal Care Business from Reckitt Benckiser

Marico Limited (BSE: 531642, NSE: "MARICO"), one of India's leading Consumer Products & Services Groups in the Beauty and Wellness space, has executed documents to acquire Set Wet, Livon, Zatak and certain other Personal Care brands currently owned by Reckitt Benckiser (RB). RB had acquired these brands from Paras Pharmaceuticals in a deal completed during April 2011.

The transaction envisages transfer of all key assets including intellectual property rights, supply agreements and third party manufacturing agreements (Paras PC business), for an undisclosed consideration. These assets are in the process of being transferred to a separate company in which Marico will acquire 100% shares. The closing of the transaction is scheduled to take place over the next few months.

The Paras PC business is expected to achieve a turnover of over Rs. 150 crore during FY12. Brands in the portfolio are amongst the top three positions in the hair gels, male deodorant and leave-on hair serum categories. This acquisition gives Marico an opportunity to participate in the rapidly growing deodorant and male grooming categories in India. The portfolio addresses the grooming needs of the youth and is supported by India's demographic profile. Marico will also leverage its distribution strength in India to provide a fillip to the growth of the brands. The acquisition of this business is expected to further reduce Marico's dependence on edibles oils and hair oils.

Saugata Gupta, CEO, Consumer Products Business, Marico, said "I am excited about this acquisition. It fast-forwards our journey towards creating a portfolio for the future with a significant presence in the male grooming and post wash hair care segments."

Milind Sarwate, Group CFO and CHRO, Marico, stated, "This strategic acquisition is a significant building block for value creation for Marico shareholders through profitable sustainable growth over the long term. We will fund the acquisition through a judicious mix of internal accruals, equity and debt."

BRAND	BRIEF DESCRIPTION
Set Wet	Pre-eminent male grooming brand in India, particularly in hair gel and deodorant
Livon	Leading specialty hair care brand in India, with a strong position in the hair serum category, along with hair gain tonic addressing both hair fall and hair growth
Zatak	Deodorants, cooling talc and hair gels
Eclipse	Range of deodorants and beauty talc for women
Recova	Age defying and fairness skin cream
Dr. Lips	Medicated lip balm

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services companies, in the Beauty and Wellness space. During 2010-11, Marico recorded a turnover of Rs. 31.3 billion (about USD 695 Million) through its products and services sold in India and over 25 overseas countries.

Marico touches the lives of 1 out of every 4 Indians, through its portfolio of brands such as Parachute, Saffola, Hair & Care, Nihar, Mediker, Revive.. Marico's international portfolio includes brands like Fiancée, Haircode, Camelia, Aromatic, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, L'Ovite and Thuan Phat. It is also present in the Skin Care Solutions segment through Kaya Skin Clinics in India, Middle East and Bangladesh and Derma Rx in Singapore.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance - a CAGR of 22% in Turnover and 27% in Profits over the past 5 years. Marico has successfully achieved several consecutive quarters of y-o-y growth- 49 for Profits and 45 for Sales. For more information, please visit: www.marico.com.