

MARICO BANGLADESH LIMITED

Registered & Corporate Office
House-1, Road-1, Sector-1
Uttara, Dhaka-1230.



April 19, 2010

PRICE SENSITIVE INFORMATION

This is for information of our valued shareholders that the company, Marico Bangladesh Limited, is planning to market and sell a new edible oil - Saffola® Gold in Bangladesh market.

Saffola is a well known vegetable oil brand in India. Saffola Gold is a unique blend of Rice Bran Oil and Safflower Oil, which helps manage Cholesterol when accompanied with a healthy lifestyle. Saffola® Gold comes with LOSORB™ Technology, due to which oil gets less absorbed in cooked food. LOSORB™ is a Trademark Technology of Marico Ltd.