

October 1, 2019

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,  
National Stock Exchange of India Limited,  
Exchange Plaza, C-1 Block C,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051  
Scrip Symbol: MARICO

**Sub.: Quarterly Update – Q2 FY 2019-20**

Dear Sir/Madam,

Please find enclosed an update on the operating performance and demand trends witnessed during the quarter ended September 30, 2019. The same will also be made available on the website of the Company shortly.

This will be followed by a detailed Information Update once the Board approves the un-audited consolidated and standalone financial results for quarter and half year ended September 30, 2019.

Thank you.

Yours faithfully,  
For Marico Limited



**Renu Desai**  
Assistant Company Secretary



Encl.: As above



## **Quarterly Update: Q2 FY20**

*This update seeks to provide an overall summary of the operating performance and demand trends witnessed in the quarter ended 30<sup>th</sup> September 2019. This will be followed by a detailed Information Update once the Board approves the financial results for Q2 FY20.*

The demand and consumer sentiments weakened progressively during the quarter, which manifested in slowing category growths. Further, liquidity challenges led to some correction in trade inventories and exerted pressure on channel partners investments and returns. In the traditional channel, both rural and urban faced distress during the quarter. The alternate channels (Modern trade and E commerce) however, stayed on course. Despite the uninspiring narrative around the economy prevailing, we hope for some recovery in overall sentiment in the second half on the back of good monsoons and government-led stimulus.

In the India business, soft consumption trends and tight liquidity conditions led to a much subdued quarter for each of the core and some of the new categories.

On the other hand, the International business maintained its relatively stable run with Bangladesh leading the way, while Vietnam witnessed some moderation in the Home and Personal Care segment.

Benign input costs in the India and Bangladesh business as well as continued cost management measures should lead to improved profitability during the quarter, despite a rise in brand building spends and subdued topline.

The Company will continue to drive sustained profitable volume-led growth over the medium term, through its focus on strengthening the franchise in the core categories and driving the new engines of growth towards gaining critical mass.

## **About Marico:**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2018-19, Marico recorded a turnover of INR 73 billion (USD 1.05 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, Parachute Advansed, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, True Roots, Kaya Youth O<sub>2</sub>, Mediker and Revive. The International business contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat, Sedure and Isoplus.

Marico's focus on delivering sustainable business and earnings growth has so far resulted in a healthy shareholder return of 26% CAGR since listing in 1996.

Marico Limited

Reg Office: 7<sup>th</sup> floor, Grande Palladium, 175, CST Road, Kalina, Santacruz (East), Mumbai - 400 098

Tel: (91-22) 6648 0480

Fax: (91-22) 2650 0159

Website: [www.marico.com](http://www.marico.com)

E-mail: [investor@marico.com](mailto:investor@marico.com)

CIN: L15140MH1988PLC049208

Websites:

[www.marico.com](http://www.marico.com), [www.maricobd.com](http://www.maricobd.com), [www.maricoinnovationfoundation.org](http://www.maricoinnovationfoundation.org),  
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