| MARICO LIMITED |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| PART I |  |  |  |  | (Rs. in Lacs) |
| STATEMENT OF CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED MARCH $31,2014$. |  |  |  |  |  |
|  | Quarter ended |  |  | Year ended |  |
| Particulars | March 31, 2014 <br> (Unaudited) | $\begin{gathered} \text { December 31, } \\ 2013 \\ \text { (Unaudited) } \\ \hline \end{gathered}$ | March 31, 2013 <br> (Unaudited) | March 31, 2014 (Audited) | March 31, 2013 (Audited) |
| 1 Income from operations (Note 5) <br> a. Net Sales / Income from Operations (Net of excise duty) <br> b. Other operating income | $\begin{array}{r} 106,981.73 \\ 223.78 \end{array}$ | $\begin{array}{r} 119,835.02 \\ 234.12 \end{array}$ | $\begin{array}{r} 99,725.57 \\ 133.59 \end{array}$ | $\begin{array}{r} 467,618.74 \\ 1,033.36 \end{array}$ | $\begin{array}{r} 458,434.93 \\ 1,184.02 \end{array}$ |
| Total income from operations (net) | 107,205.51 | 120,069.14 | 99,859.16 | 468,652.10 | 459,618.95 |
| 2. Expenses |  |  |  |  |  |
| a. Cost of materials consumed | 60,052.82 | 57,115.60 | 53,123.17 | 224,247.83 | 222,079.47 |
| b. Purchases of stock-in-trade | 2,890.21 | 3,000.20 | 1,678.93 | 11,147.45 | 11,659.62 |
| c. Changes in inventories of finished goods, work-in-progress and stock-in-trade (Increase) / decrease | $(6,971.32)$ | 1,866.60 | $(10,704.32)$ | 4,521.09 | (12,746.05) |
| d. Employee benefits expenses | 6,512.85 | 6,789.31 | 9,618.06 | 28,471.86 | 37,028.39 |
| e. Depreciation and amortization expense (Note 7 (a)) | 2,154.77 | 2,146.04 | 2,533.12 | 7,685.98 | 8,662.36 |
| f. Advertisement \& Sales Promotion | 12,190.52 | 13,407.81 | 12,567.85 | 56,117.29 | 59,793.78 |
| g. Other expenses | 17,103.34 | 17,632.65 | 21,429.16 | 69,346.75 | 79,224.06 |
| Total Expenses | 93,933.19 | 101,958.21 | 90,245.97 | 401,538.25 | 405,701.63 |
| 3 Profit from operations before other income, finance costs and Exceptional Items (1-2) | 13,272.32 | 18,110.93 | 9,613.19 | 67,113.85 | 53,917.32 |
| 4 Other Income | 1,284.28 | 1,803.69 | 1,016.77 | 5,789.55 | 3,752.84 |
| 5 Profit from ordinary activities before finance costs and Exceptional Items (3+4) | 14,556.60 | 19,914.62 | 10,629.96 | 72,903.40 | 57,670.16 |
| 6 Finance costs | 675.07 | 730.49 | 1,244.32 | 3,445.43 | 5,802.63 |
| 7 Profit from ordinary activities after finance costs but before Exceptional Items (5-6) | 13,881.53 | 19,184.13 | 9,385.64 | 69,457.97 | 51,867.53 |
| 8 Exceptional items (Note 7) | - | - | 3,320.60 | - | 3,320.60 |
| 9 Profit from ordinary activities before Tax (7+8) (Note 5) | 13,881.53 | 19,184.13 | 12,706.24 | 69,457.97 | 55,188.13 |
| 10 Tax expense (net of MAT credit entitlement) | 4,725.95 | 5,014.35 | 4,057.25 | 19,047.82 | 14,619.03 |
| 11 Net Profit from ordinary activities after Tax (9-10) (Note 5) | 9,155.58 | 14,169.78 | 8,648.99 | 50,410.15 | 40,569.10 |
| 12 Extraordinary item (net of tax) | - | - | - | - | - |
| 13 Net Profit for the period/year (11-12) | 9,155.58 | 14,169.78 | 8,648.99 | 50,410.15 | 40,569.10 |
| 14 Share of profit / (loss) of associates | - | - | - | - | - |
| 15 Minority Interest | 278.50 | 633.05 | 262.69 | 1,872.05 | 982.63 |
| 16 Net Profit after taxes, minority interest and share of profit / (loss) of associates ( $\mathbf{1 3} \pm \mathbf{1 4 - 1 5 )}$ | 8,877.08 | 13,536.73 | 8,386.30 | 48,538.10 | 39,586.47 |
| 17 Paid-up Equity Share Capital (Note 10) <br> (Face Value Re. 1 per share) | 6,448.73 | 6,448.73 | 6,447.72 | 6,448.73 | 6,447.72 |
| 18 Reserves excluding Revaluation Reserves (as per last audited Balance Sheet) |  |  |  | 129,614.50 | 191,704.32 |
| 19 Earnings Per Share (EPS) Not Annualised (in Rs.) |  |  |  |  |  |
| i EPS before Extraordinary items for the period / year |  |  |  |  |  |
| (a) Basic | 1.38 | 2.10 | 1.30 | 7.53 | 6.18 |
| (b) Diluted | 1.38 | 2.10 | 1.30 | 7.53 | 6.17 |
| ii EPS after Extraordinary items for the period / year |  |  |  |  |  |
| (a) Basic | 1.38 | 2.10 | 1.30 | 7.53 | 6.18 |
| (b) Diluted | 1.38 | 2.10 | 1.30 | 7.53 | 6.17 |

## PART II

| SELECT INFORMATION FOR THE QUARTER AND YEAR ENDED MARCH 31, 2014. |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Particulars |  | Quarter ended |  |  | Year ended |  |
|  |  | $\begin{gathered} \text { March 31, } \\ 2014 \end{gathered}$ | $\begin{gathered} \text { December 31, } \\ 2013 \end{gathered}$ | $\begin{gathered} \text { March 31, } \\ 2013 \end{gathered}$ | $\begin{gathered} \text { March 31, } \\ 2014 \end{gathered}$ | $\begin{gathered} \text { March 31, } \\ 2013 \end{gathered}$ |
| A PARTICULARS OF SHAREHOLDING <br> 1 Public shareholding <br> - Number of shares <br> - Percentage of shareholding |  | $\begin{array}{r} 259,945,479 \\ 40.31 \end{array}$ | $259,949,979$ 40.31 | $\begin{array}{r} 259,653,279 \\ 40.27 \end{array}$ | $259,945,479$ 40.31 | $259,653,279$ 40.27 |
|  | Promoters \& Promoter Group Shareholding <br> (a) Pledged / Encumbered <br> - Number of Shares <br> - Percentage of Shares (as a \% of total shareholding of promoters and promoter group) <br> - Percentage of Shares (as a \% of total share capital of the company) | - | - | - | - | - - - |
|  | - Number of Shares <br> - Percentage of Shares (as a \% of total shareholding of promoters and promoter group) <br> - Percentage of Shares (as a \% of total share capital of the company) | $\begin{array}{r} 384,927,520 \\ 100.00 \\ \\ 59.69 \end{array}$ | $\begin{array}{r} 384,923,020 \\ 100.00 \\ \\ 59.69 \end{array}$ | $\begin{array}{r} 385,118,520 \\ 100.00 \\ \\ 59.73 \end{array}$ | $\begin{array}{r} 384,927,520 \\ 100.00 \\ \\ 59.69 \end{array}$ | $\begin{array}{r} 385,118,520 \\ 100.00 \\ \\ 59.73 \end{array}$ |
|  | PARTICULARS | Quarter | Ended March 31, | 14. |  |  |
| B | INVESTOR COMPLAINTS <br> Pending at the beginning of the quarter Received during the quarter Disposed of during the quarter Remaining unresolved at the end of the quarter |  | $\begin{aligned} & \text { Nil } \\ & 11 \\ & 11 \\ & \text { Nil } \end{aligned}$ |  |  |  |



## Notes to Consolidated financial results:

1. The information presented for the year ended March 31, 2014 is extracted from the audited financial statements for the year ended March 31, 2014. The said financial statements and results for the year ended March 31, 2014 were reviewed by the Audit Committee and approved by the Board of Directors at their meeting held on April 30, 2014 and are available on the Company's website - http://www.marico.com.
2. The Company has opted to publish unaudited quarterly and audited consolidated financial results for the year ended March 31, 2014 pursuant to option made available as per clause 41 of the Listing Agreement. The audited Standalone financial results for the year ended March 31, 2014 are available on the Company's website - http://www.marico.com and on the websites of BSE (www.bseindia.com) and NSE (www.nseindia.com).
3. The Consolidated financial results for the quarter and year ended March 31, 2014 comprise results of Marico Limited and its subsidiaries and step down subsidiaries in India, Bangladesh, UAE, Egypt, South Africa, Malaysia and Vietnam. All the aforesaid entities are collectively called 'Marico'.
4. Pursuant to the De-merger of Kaya Business, the Consolidated financial results of Marico have only one reportable segment- "Consumer Products" - in terms of Accounting Standard 17 "Segment Reporting" mandated by Rule 3 of the Companies ("Accounting Standards") Rules, 2006.
5. The Kaya Business, earlier a part of Marico, has been demerged effective October 17, 2013, with April 1, 2013 as the Appointed Date. Pursuant to the De-merger Scheme, the transfer of Kaya Business to Marico Kaya Enterprises Limited ("MaKE") has been accounted by the Company by recording the transfer of the relevant assets and liabilities of the Kaya Business at their book values as of the appointed date. The excess of book value of assets over liabilities has been adjusted against Securities Premium Reserve.

In accordance with the scheme, as on the Record Date i.e. November 5, 2013, every shareholder holding 50 fully paid equity shares with a face value of Re. 1 each in Marico Limited has been allotted 1 fully paid equity share with a face value of Rs. 10 each of MaKE. Further, MaKE has submitted the Listing application along with the Information Memorandum to the Stock Exchanges on March 14, 2014. It has obtained the necessary relaxation from SEBI and will now proceed with other statutory formalities required for Listing.

Accordingly, the financial results of the Kaya Business do not form part of the unaudited financial results for the quarter ended March 31, 2014 and December 31, 2013 and audited financial results for the year ended March 31, 2014.

However, the results of all other previous periods / year include the results of Kaya Business and accordingly, to that extent, are not comparable with the results for the quarter and year ended March 31, 2014.

Given below are the results excluding the results of Kaya business:
(Rs. in Lacs)

| Particulars | Quarter ended |  |  | Year ended |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | March 31, <br> $\mathbf{2 0 1 4}$ | December <br> $\mathbf{3 1 , 2 0 1 3}$ | March 31, <br> $\mathbf{2 0 1 3}$ | March 31, <br> $\mathbf{2 0 1 4}$ | March 31, <br> $\mathbf{2 0 1 3}$ |
| Particulars | As <br> Reported | As Reported | Comparable, <br> adjusted for <br> demerger | As <br> Reported | Comparable, <br> adjusted for <br> demerger |
| Net Sales / Income <br> from Operations | $107,205.51$ | $120,069.14$ | $91,326.21$ | $468,652.10$ | $426,017.99$ |
| Profit from ordinary <br> activities before tax | $13,881.53$ | $19,184.13$ | $15,384.73$ | $69,457.97$ | $58,600.02$ |
| Profit from ordinary <br> activities after tax | $8,877.08$ | $13,536.73$ | $11,097.28$ | $48,538.10$ | $43,390.72$ |

Given below are the total assets and liabilities excluding that of Kaya business:
(Rs. In Lac)

|  | As at |  |
| :--- | ---: | ---: |
|  | March | March |
|  | 31, 2014 | 31, 2013 |\(\left.| \begin{array}{c}Comparable, adjusted for <br>

demerger\end{array}\right]\)
6. During the quarter ended June 30, 2013, Capital Reduction Scheme pertaining to Marico Consumer Care Limited ("MCCL") for adjustment of intangible assets aggregating Rs. 72,371.98 Lacs, against the Share Capital and Securities Premium Reserve, was duly approved and given effect to.
7. "Exceptional Items" for the quarter and year ended March 31, 2013 comprised the following.
(Rs. In Lac)

| Particulars | Quarter and <br> year ended |
| :--- | :---: |
|  | March 31, <br> $\mathbf{2 0 1 3}$ |
| Surplus on change in method of depreciation (Refer note (a) below) | $3,745.05$ |
| Impairment loss of Kaya Skin Clinics in India / Middle East (Refer note (b) <br> below) | $(1,745.97)$ |


| Reversal of impairment loss on "Fiancée" trademark (Net of amortisation) <br> (Refer note (c) below ) | 905.25 |
| :--- | ---: |
| Profit on distribution of assets by Halite Personal Care India Private Limited <br> ("Halite") to MCCL on voluntary liquidation (Refer note (d) below) | 591.33 |
| (Incremental provision) / Reversal towards contingent consideration of DRx <br> Singapore | $\mathbf{( 1 7 5 . 0 6 )}$ |
| Total | $\mathbf{3 , 3 2 0 . 6 0}$ |

(a) During the year ended March 31, 2013, the Company had retrospectively changed its method of depreciation. Accordingly, the Company had recognised the surplus of Rs. 3,745.05 Lacs arising from this retrospective change during year ended March 31, 2013.

Had the previous method of depreciation been followed, depreciation charge for the quarter and year ended March 31, 2014 would have been higher by Rs. NIL and Rs. 820.96 Lacs, respectively, and the profit before tax would have been lower by of an equivalent amount.
(b) The management has, in the previous year, carried out impairment assessment in respect of Skin business at the clinic level, which the management considers as the relevant cash generating unit. This resulted in an impairment provision of Rs. 1,745.97 lacs, which is included in "Exceptional Items" in the Statement of Profit and Loss.
(c) During the year ended March 31, 2011, the Company had recognised an impairment loss of Rs. 1,388.05 Lacs towards brand "Fiancee". During the year ended March 31, 2013, the Company had reassessed the value in use and accordingly reversed an impairment loss of Rs. 1,388.05 Lacs and accounted for depreciation till date of Rs. 482.80 Lacs. The net reversal of Rs. 905.25 Lacs has been included under "Exceptional items' in the Statement of Profit and Loss.
(d) During the year ended March 31, 2013, under voluntary liquidation, Halite distributed its assets to MCCL, its sole shareholder. MCCL had taken over these assets of Halite at fair values. Excess of assets received by MCCL over its Equity investment in Halite, had resulted in profit of Rs. 591.33 Lacs, was shown as an exceptional item.
8. The Company had, opted for early adoption of Accounting Standard 30 "Financial Instruments: Recognition and Measurement" to the extent it does not conflict with existing mandatory accounting standards and other authoritative pronouncements. Accordingly, the net unrealised loss of Rs. 7,630.79 Lacs as at March 31, 2014 (Rs. 5,249.45 Lacs as at March 31, 2013 and Rs. 9,144.03 Lacs as at December 31, 2013) in respect of outstanding derivative instruments and foreign currency loans at the period end which qualify for hedge accounting, stands in the 'Hedge Reserve', which would be recognised in the Statement of Profit and Loss on occurrence of the underlying transactions or forecast revenue.
9. Following are the particulars of the Company (on a standalone basis) :
(Rs. In Lacs)

| Particulars | Quarter ended |  |  | Year ended |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
|  | March 31, <br> 2014 | December <br> $\mathbf{3 1 , 2 0 1 3}$ | March 31, <br> $\mathbf{2 0 1 3}$ | March 31, <br> $\mathbf{2 0 1 4}$ | March 31, <br> $\mathbf{2 0 1 3}$ |
|  | Unaudited | Unaudited | Unaudited | Audited | Audited |
| Net Sales / Income <br> from Operations | $85,026.71$ | $92,823.23$ | $73,133.08$ | $367,478.21$ | $339,882.53$ |
| Profit before tax | $21,428.64$ | $17,768.10$ | $14,471.19$ | $71,726.23$ | $54,198.05$ |
| Profit after tax | $17,712.31$ | $14,179.36$ | $11,060.51$ | $57,720.48$ | $42,908.58$ |

10. Pursuant to the Marico Employees' Stock Options Scheme 2007, 11,376,300 options were granted to certain eligible employees, up to March 31, 2014 of which 4,702,465 options have been forfeited and 6,461,235 options have been exercised.
11. During the quarter and year ended March 31, 2014, on exercise of the stock options, the Company has allotted Nil and 1,01,200 equity shares of Re. 1 each, respectively, to certain eligible employees resulting in increase in paid-up share capital by Rs. 1.01 Lacs and Securities Premium Reserve by Rs. 55.40 Lacs. As on March 31, 2014, 212,600 options were outstanding.
12. At its meeting held on March 25, 2014, the Board of Directors of Marico Limited has declared a one time Silver Jubilee Third Interim Dividend of $175 \%$ (Re. 1.75 per share of Re. 1 each) on paid-up equity capital of Rs. 6,448.73 Lacs. The dividend has been paid to those shareholders whose names appeared in the Register of Members as on April 1, 2014.
13. The figures of the last quarter ended March 31, 2014 and March 31, 2013 are the balancing figures between the audited figures in respect of the full financial year and the published year to date figures up to the $3^{\text {rd }}$ quarter of the relevant financial year.
14. Previous periods/ year figures have been regrouped / reclassified to make them comparable with those of current period/year.

Place: Mumbai

Saugata Gupta
Managing Director and CEO

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2013-14, Marico recorded a turnover of about Rs. 47 billion (USD 781 Million) through its products sold in India and about 25 other countries in Asia and Africa. Kaya Skin Care Services business has been demerged from Marico Ltd effective April 1, 2013.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair \& Care, Nihar, Livon, Setwet, Zatak, Mediker and Revive. The international consumer products portfolio contributes to about $25 \%$ of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, L'Ovite and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of $16 \%$ in Turnover and $21 \%$ in Profits over the past 5 years.

As part of Marico's Green Initiative your Company wants to make its contribution to save the environment by sending its shareholders the Annual Report and other communication using the electronic medium. Therefore, we request you to update your email addresses with your respective Depository Participant (DP) where you hold your DEMAT accounts. Alternatively, you can mail us at investor@maricoindia.net with your email address, Name, DP ID and Client ID. We thank you for supporting this Green Initiative."

Registered Office: 7th Floor, Grande Palladium, 175 CST Road, Kalina, Santacruz (East), Mumbai - 400098, India.

Email: investor@maricoindia.net.
Websites: www.marico.com, www.maricoinnovationfoundation.org, www.parachuteadvansed.com
www.saffolalife.com and www.kayaclinic.


| PART II |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| SELECT INFORMATION FOR THE QUARTER AND YEAR ENDED MARCH 31, 2014. |  |  |  |  |  |  |
| Particulars |  | Quarter ended |  |  | Year ended |  |
|  |  | $\begin{gathered} \text { March 31, } \\ 2014 \end{gathered}$ | $\begin{array}{\|c} \text { December 31, } \\ 2013 \end{array}$ | $\begin{gathered} \text { March 31, } \\ 2013 \end{gathered}$ | $\begin{gathered} \text { March 31, } \\ 2014 \end{gathered}$ | $\begin{gathered} \text { March 31, } \\ 2013 \end{gathered}$ |
| $\begin{gathered} \text { A } \\ \mathbf{1} \end{gathered}$ | PARTICULARS OF SHAREHOLDING <br> Public Shareholding <br> - Number of Shares <br> - Percentage of Shareholding | $259,945,479$ 40.31 | $259,949,979$ 40.31 | $\begin{array}{r} 259,653,279 \\ 40.27 \end{array}$ | $\begin{array}{r} 259,945,479 \\ 40.31 \end{array}$ | $\begin{array}{r} 259,653,279 \\ 40.27 \end{array}$ |
|  | Promoters \& Promoter Group Shareholding <br> (a) Pledged / Encumbered <br> - Number of Shares <br> - Percentage of Shares (as a \% of total shareholding of promoters and promoter group) <br> - Percentage of Shares (as a \% of total share capital of the company) | - | - | - | - | - |
|  | (b) Non-encumbered <br> - Number of Shares <br> - Percentage of Shares (as a \% of total shareholding of promoters and promoter group) <br> - Percentage of Shares (as a \% of total share capital of the company) | $\begin{array}{r} 384,927,520 \\ 100.00 \\ 59.69 \end{array}$ | $\begin{array}{r} 384,923,020 \\ 100.00 \\ 59.69 \end{array}$ | $\begin{array}{r} 385,118,520 \\ 100.00 \\ 59.73 \end{array}$ | $\begin{array}{r} 384,927,520 \\ 100.00 \\ 59.69 \end{array}$ | $\begin{array}{r} 385,118,520 \\ 100.00 \\ 59.73 \end{array}$ |
|  | PARTICULARS | Quarter Ended March 31, 2014. |  |  |  |  |
| B | INVESTOR COMPLAINTS <br> Pending at the beginning of the quarter Received during the quarter Disposed of during the quarter Remaining unresolved at the end of the quarter |  | $\begin{aligned} & \text { Nil } \\ & 11 \\ & 11 \\ & \text { Nil } \end{aligned}$ |  |  |  |

Statement of Assets and Liabilities - Marico Limited (Standalone)
(Rs. in Lacs)

| Particulars |  |
| :---: | :--- |
| $\mathbf{A}$ | EQUITY AND LIABILITIES |
| $\mathbf{1}$ | Shareholder's funds <br> (a) Share capital (Note 5) <br> (b) Reserves and surplus (Notes 3, 4 and 5) |
| $\mathbf{2}$ | Non- current liabilities <br> (a) Long-term borrowings <br> (b) Deferred Tax liabilities (Net) <br> (c) Other Long term liabilities |

3 Current Liabilities
(a) Short-term borrowings
(b) Trade payables
(c) Other current liabilities
(d) Short-term provisions

B
ASSETS
1
Sub - total Current Liabilities
TOTAL - EQUITY AND LIABILITIES

Non-current Assets
(a) Fixed assets (Note 6)
(b) Non-current investments
(c) Long-term loans and advances
(d) Other non-current assets

Sub - total Non-current Assets
2
Current Assets
(a) Current investments (Note 3)
(b) Inventories
(c) Trade receivables
(d) Cash and bank balances
(e) Short-term loans and advances (Note 3)
(f) Other current assets

Sub - total Current Assets

| As at |  |
| :---: | :---: |
| March 31, 2014 | March 31, 2013 |
| Audited | Audited |
| 6,448.73 | 6,447.72 |
| 190,884.65 | 192,697.36 |
| 197,333.38 | 199,145.08 |
| 25,153.80 | 37,682.80 |
| 1,274.37 | 303.87 |
| - | 97.32 |
| 26,428.17 | 38,083.99 |
| 15,658.64 | 27,935.14 |
| 32,063.51 | 31,007.62 |
| 38,707.23 | 15,237.48 |
| 4,164.44 | 5,417.14 |
| 90,593.82 | 79,597.38 |
| 314,355.37 | 316,826.45 |
| 49,620.30 | 48,057.10 |
| 113,293.10 | 108,705.96 |
| 6,780.95 | 13,927.77 |
| 15,490.86 | 13,533.08 |
| 185,185.21 | 184,223.91 |
| 23,381.72 | 22,942.21 |
| 66,397.04 | 70,898.94 |
| 14,844.99 | 12,384.64 |
| 12,894.61 | 2,201.93 |
| 8,963.08 | 23,340.38 |
| 2,688.72 | 834.44 |
| 129,170.16 | 132,602.54 |
| 314,355.37 | 316,826.45 |

## Notes to the Marico Limited Standalone financial results:

1. The information presented for the year ended March 31, 2014 is extracted from the audited financial statements for the year ended March 31, 2014. The said financial statements and results for the year ended March 31, 2014 were reviewed by the Audit Committee and approved by the Board of Directors at their meeting held on April 30, 2014 and are available on the Company's website - http://www.marico.com.
2. The Company has only one reportable segment- "Consumer Products"- in terms of Accounting Standard 17 "Segment Reporting" mandated by Rule 3 of the Companies (Accounting Standards) Rules, 2006.
3. The Kaya Business, earlier a part of Marico Limited, has been demerged effective October 17, 2013, with April 1, 2013 as the Appointed Date. Pursuant to the De-merger Scheme, the transfer of Kaya Business to Marico Kaya Enterprises Limited ("MaKE") has been accounted by the Company by recording the transfer of the relevant assets and liabilities of the Kaya Business at their book values as of the appointed date. The carrying value of assets and liabilities relating to Kaya business as at March 31, 2013 was Rs. 29,829.31 lacs and Rs. 102.58 lacs, respectively. The excess of book value of assets over liabilities has been adjusted against Securities Premium Reserve.

In accordance with the Scheme, as on the Record Date i.e. November 5, 2013, every shareholder holding 50 fully paid equity shares with a face value of Re. 1 each in Marico Limited has been allotted 1 fully paid equity share with a face value of Rs. 10 each of MaKE. Further, MaKE has submitted the Listing application along with the Information Memorandum to the Stock Exchanges on March 14, 2014. It has obtained the necessary relaxation from SEBI and will now proceed with other statutory formalities required for Listing.
4. The Company had, opted for early adoption of Accounting Standard 30 "Financial Instruments: Recognition and Measurement" to the extent it does not conflict with existing mandatory accounting standards and other authoritative pronouncements. Accordingly, the net unrealised loss of Rs. 7,630.79 Lacs as at March 31, 2014 (Rs. 5,249.45 Lacs as at March 31, 2013 and Rs. 9,144.03 Lacs as at December 31, 2013) in respect of outstanding derivative instruments and foreign currency loans at the period end which qualify for hedge accounting, stands in the 'Hedge Reserve', which would be recognised in the Statement of Profit and Loss on occurrence of the underlying transactions or forecast revenue.
5. Pursuant to the Marico Employees' Stock Options Scheme 2007, 11,376,300 options were granted to certain eligible employees, up to March 31, 2014 of which 4,702,465 options have been forfeited and $6,461,235$ options have been exercised.

During the quarter and year ended March 31, 2014, on exercise of the stock options, the Company has allotted Nil and 1,01,200 equity shares of Re. 1 each, respectively, to certain eligible employees resulting in increase in paid-up share capital by Rs. 1.01 Lacs and Securities Premium Reserve by Rs. 55.40 Lacs. As on March 31, 2014, 212,600 options were outstanding.
6. "Exceptional Items" for the quarter and year ended March 31, 2013 comprised the following:

Rs. In Lacs

|  |  | Quarter and Year ended <br> March 31, 2013 |
| :--- | :--- | ---: |
| a. | Surplus on change in method of depreciation <br> (Refer note (a) below) | $3,745.05$ |
| b. | Reversal of impairment loss on "Fiancee" <br> trademark (Net of amortisation) (Refer note (b) <br> below) | 905.25 |
|  | Total | $\mathbf{4 , 6 5 0 . 3 0}$ |

a. During the year ended March 31, 2013, the Company had retrospectively changed its method of depreciation. Accordingly, the Company had recognised the surplus of Rs. 3,745.05 Lacs arising from this retrospective change during year ended March 31, 2013.

Had the previous method of depreciation been followed, depreciation charge for the quarter and year ended March 31, 2014 would have been higher by Rs. NIL and Rs. 820.96 Lacs, respectively, and the profit before tax would have been lower by of an equivalent amount.
b. During the year ended March 31, 2011, the Company had recognised an impairment loss of Rs. 1,388.05 Lacs towards brand "Fiancee". During the year ended March 31, 2013, the Company had reassessed the value in use and accordingly reversed an impairment loss of Rs. 1,388.05 Lacs and accounted for depreciation till date of Rs. 482.80 Lacs. The net reversal of Rs. 905.25 Lacs has been included under "Exceptional items' in the Statement of Profit and Loss.
7. During the quarter and year ended March 31, 2014, the Company has received dividend of Rs. 11,303.78 Lacs and Rs. 20,298.65 Lacs, respectively, (NIL for the quarter ended March 31, 2013, Rs. 4,496.31 Lacs for the quarter ended December 31, 2013 and Rs. 1,871.06 Lacs for the year ended March 31, 2013) from its subsidiary Marico Bangladesh Limited.
8. At its meeting held on March 25, 2014, the Board of Directors of Marico Limited has declared a one time Silver Jubilee Third Interim Dividend of 175\% (Re. 1.75 per share of Re. 1 each) on paid-up equity capital of Rs. 6,448.73 Lacs. The dividend has been paid to those shareholders whose names appeared in the Register of Members as on April 1, 2014.
9. Ratios have been computed as follows -
a. Debt Equity Ratio = Total Debt / Shareholders' Funds
b. DSCR $=$ (Profit after Tax + Interest on Long Term Loans + Depreciation, amortization and impairment) / (Interest on Long Term Loans + Principal Repayments of Long Term Loans)
c. ISCR = (Profit before Depreciation, amortization and impairment, Interest and Tax) / Total Interest Expense
10. The figures of the last quarter ended March 31, 2014 and March 31, 2013 are the balancing figures between the audited figures in respect of the full financial year and the published year to date figures up to the $3^{\text {rd }}$ quarter of the relevant financial year.
11. Previous periods/ year figures have been regrouped / reclassified to make them comparable with those of current period/year.

Place: Mumbai

Date: April 30, 2014

Saugata Gupta
Managing Director and CEO

