



June 30, 2020

The Secretary,  
Listing Department,  
BSE Limited,  
1st 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: Intimation under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

This is further to the intimation filed by the Company on March 17, 2017 informing about the investment by the Company in Zed Lifestyle Private Limited (“the Investee Company”) equivalent to 45% of the issued and paid-up share capital of the Investee Company. The Company has now acquired the balance equity stake of 55% in the Investee Company from its existing shareholders.

The required details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”) read with the SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 are enclosed in Annexure I.

Further, pursuant to Regulation 30(8) of the SEBI LODR Regulations the enclosed disclosures will be made available on the Company’s website at the below mentioned link:

<https://marico.com/india/investors/documentation/shareholder-info>

Kindly take the same on record.

Thank you.

Yours faithfully,  
For **Marico Limited**

**Hemangi Ghag**  
**Company Secretary & Compliance Officer**

Enclosures: A/a

## Annexure I

### Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Sr. No.	Particulars	
a.	Name of the target entity	: Zed Lifestyle Private Limited ("Investee Company")
b.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired	: No. The acquisition does not fall within related party transaction.  The promoter/ promoter group/ group companies do not have any interest in the transaction.
c.	Industry to which the entity being acquired belongs	: Fast Moving Consumer Goods
d.	Objects and effects of acquisition	: The investment makes the Investee Company a wholly owned subsidiary of Marico Limited and gives Marico a complete control over the operations of the Investee Company.
e.	Brief details of any governmental or regulatory approvals required for the acquisition	: None
f.	Indicative time period for completion of the acquisition	: June 30, 2020
g.	Nature of consideration (cash consideration or share swap and details of the same)	: All cash
h.	Cost of acquisition or the price at which the shares are acquired	: Acquisition of the equity shares of the Investee Company is at a mutually agreed pre-money enterprise valuation. The said pre-money enterprise valuation has not been disclosed herein due to reasons of confidentiality.
i.	Percentage of shareholding / control acquired and / or number of shares acquired	: Shares acquired on June 30, 2020: 55% of issued and paid up capital of Investee Company.  Total shareholding of Marico Limited including the Present Investment: 100% of the issued and paid up equity share capital of the Investee Company.

j	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, Country in which the acquired entity has presence	: The Investee Company is a start-up founded by two young entrepreneurs Mr. Ashutosh Valani and Mr. Priyank Shah. It was incorporated on May 5, 2016. The Company manufactures and sells male grooming products in India under the brand name - "Beardo" Turnover of Investee Company: INR 78,49,85,170 (FY19-20); INR 48,24,44,040 (FY 2018-19); INR 22,66,35,400 (FY 2017-18).
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