



MARICO BANGLADESH LIMITED

Registered Office & Corporate Office:

House-1, Road-1, Sector-1, Uttara, Dhaka-1230

Shareholders' Information

This is for information of our valued shareholders that pursuant to approval of the Board of Directors of the Company on March 25, 2013, Marico Bangladesh Limited (MBL) has concluded the transaction for sale of certain Fixed Assets concerning its soap business as well as divestment of its soap brand under the trademarks 'Aromatic' and 'Camelia' to TLRA Holdings Limited (TLRA). TLRA is a company engaged in manufacturing, marketing and distribution of Detergent & Washing Powders, liquid detergents, laundry soaps and cleaning substances. The Managing Director of TLRA is also one of the independent directors on the board of MBL.

MBL in its focused journey of sustainable profitable growth recognised that the Soap business had limited fitment to its portfolio. Hence, the aforesaid transaction is a logical subset of its business strategy aimed at sustainable growth and brand rationalisation.

March 25, 2013

By Order of the Board
Sd/-

Sorwar Alam
Company Secretary