

Marico Limited's Saffola Launches Dual Seed Cold Pressed oils

Combining Saffola's legacy in heart health, introduces a range of Cold pressed oils both single and dual seed variants

Mumbai, 04 June 2025: Leading FMCG company in India, **Marico Limited**, has announced its foray into the Cold Pressed Oils segment with the launch of the new **Saffola Cold Pressed Oils range**. Saffola, a legacy brand known for its focus on healthy living and heart health, **introduces Dual seed Cold Pressed Oils**—a unique dual-seed format designed to combine the nutritional benefits of thoughtfully paired ingredients for everyday cooking. This launch marks a strategic expansion of the Saffola Oils portfolio, further strengthening the brand's commitment to helping Indian households make smarter, heart-healthy choices in the kitchen.

With a legacy of over five decades in supporting heart health, Saffola's entry into the growing Cold Pressed Oils category is a natural extension of its expertise. Cold pressed oils are in growing demand as they retain the natural flavour, aroma, and nutrients of the seed due to their low-temperature extraction process, making them a wholesome addition to everyday meals. **By leveraging its experience in multi-source edible oils, Saffola brings both single seed and dual seed cold-pressed variants to the market**, carving a distinct space in this evolving category.

The new Saffola Cold Pressed Oils range delivers a balanced blend of innovation and authentic taste with its Single Seed and Dual Seed options:

- **Dual Seed Cold Pressed Oils:** Groundnut & Sesame and Groundnut & Safflower— blended to provide a good fatty acid balance while preserving rich flavour.
- **Single Seed Cold Pressed Oils:** 100% Groundnut, 100% Sesame, and 100% Mustard —rich in essential fatty acids, and delivers authentic seed taste.

Cold-pressed to preserve flavour, the range offers a balanced composition of **monounsaturated (MUFA)** and **polyunsaturated (PUFA)** fatty acids supporting everyday cooking that aligns with long-term wellness and contains essential nutrients that support cholesterol management

Speaking on the launch, **Ashish Goupal, Chief Executive Officer – India Core Business, Marico Limited** said, *“With the Cold Pressed Oils category gaining momentum in India, we saw an opportunity to introduce a more thoughtful and differentiated offering. At Saffola, we understand the evolving food habits and nutritional priorities of Indian households. This launch of Cold Pressed Oils, allows us to not just participate in the category but to actively shape it. Backed by Saffola's strong heart-health equity, we are well-positioned to deliver what today's consumers seek - authenticity, functional benefits, and quality they can trust. This is more than just a portfolio expansion, it's a step towards building a future where preventive health begins with everyday choices in the kitchen.”*

The Saffola Cold Pressed Oils range will be available across India starting at (Rs 356 for 1 litre Mustard, Rs 506 for Groundnut seed and Rs 719 for Sesame), with an initial rollout on quick commerce platforms ensuring convenient access for consumers looking for health-forward cooking oils delivered to their doorstep.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer goods companies operating in the global beauty and wellness categories. In FY 2024-25, Marico recorded a turnover of USD 1.3 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, Saffola, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Prôvence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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