

## Marico Limited partners with Future Retail Limited to launch Plastic Recycling Program

Aims to build awareness amongst consumers about plastic recycling

**Mumbai, 6<sup>th</sup> November 2019:** Marico Limited, in line with its commitment to sustainability, has announced its partnership with Future Retail's format Big Bazaar to launch a plastic recycling program '**Plastic Lao Paise Kamao**'. Aligned with the national agenda on plastic waste management, this initiative is aimed at building awareness amongst consumers around plastic recycling and encourages them to take an active role.

The program enables consumers to submit plastic bottles across 21 key Big Bazaar outlets in and around Mumbai. For each bottle that is submitted, Marico Limited in association with Future Retail offers INR 10 to consumers, which is instantly credited to their Future Pay wallet and can be redeemed against their purchase. The incentive provided is for all products of Marico Limited and also for products of Future Consumer Limited, irrespective of the size of the bottle. The program will be supported by in-store announcements through radio jingles, shelf wobblers, collection units, posters, as well as promotional messages that will be shared with customers.

The Government of India has embarked upon several projects to increase awareness around plastic recycling and to curb the negative environmental impact of plastic waste. This initiative is in line with the Government's efforts and echoes the sentiments of its "Swachhatha Hi Seva" mission.

Commenting on the partnership with Future Retail, **Jitendra Mahajan, Chief Operating Officer- Supply Chain & IT, Marico Limited**, said, "This initiative is part of Marico's broader vision and commitment to address plastic waste management. While 94 percent of Marico's packaging material used is recyclable, we need to do more. Managing plastic waste is a complex challenge and needs collective action engaging consumers and other stakeholders. We are very happy to join hands with Future Retail to drive the plastic circular economy agenda aligned to the "Swachhatha Hi Seva" mission of the Government. Through this initiative, we wish to create awareness about plastic waste pollution and drive change in the consumers' behaviour".

Speaking about the partnership, **Sadashiv Nayak, Business Head, Big Bazaar**, said, "Every material has a value through-out its life cycle, it is this circular economy approach that encourages customers, businesses and the industry to participate as champions of change. The **Plastic Lao Paise Kamao** – a closed loop plastic recycling campaign, initiated in September 2018 is part of our wider sustainability agenda to reduce our ecological footprint. The program launched in Big Bazaar stores in Mumbai and parts of Maharashtra has seen increasing number of customers bring back bottles to stores and gain a financial reward in their Future Pay wallets. As a retailer, Big Bazaar is aligned with the Government's Swachh Bharat Mission and is taking necessary actions in keeping with the Prime Minister's call for a plastic free India."

Marico's sustainability agenda aims to maximise resource efficiency and mitigate negative ecological impact. With our stated purpose to always 'Make a Difference', the organisation ensures its action creates a positive impact on all stakeholders.

**About Marico Limited:**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2018-19, Marico recorded a turnover of about INR 73.3 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 O2, Mediker and Revive. The international consumer products portfolio 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, Sedure, Thuan Phat and Isoplus.