

## Marico Limited furthers its collaboration with FSSAI to promote healthy and safe food practices across India

*Targets 3 Eat Right Campuses, 5 Street Food Hubs and taps 50 schools for the Safe & Nutritious Food @School initiative to support the Food Safety and Standards Authority of India's (FSSAI), "Eat Right" Program in Gujarat*

**Gujarat, 20 February 2020:** Marico Limited, in partnership with the Food Safety and Standards Authority of India (FSSAI) and Food and Drugs Control Administration (FDA) Gujarat, aims to expand the Eat Right program with an objective to foster hygienic and safe food habits in the state. Through this program, Marico is working with 3 Eat Right Campuses, 5 Clean Street Food Hubs and 50 schools in Gujarat wherein it has introduced the Safe and Nutritious Food at School (SNF@School) initiative.

Marico has supported FSSAI's "Eat Right" program since its inception and in the last one year alone, reached out to 200 schools benefitting more than 80,000 children across India. Through the **SNF@School** program Marico aims to inculcate the habit of eating safe and eating right by 2020. This program includes magic box tool kits to help students detect adulteration and canteen certification in 50 schools, reaching out to over 50,000 children across Gujarat.

As a part of its **Eat Right Campus program**, in accordance to FSSAI's mandate, Marico Limited has adopted the five star-rating mechanism which has a set of well-defined benchmarks on food safety and hygiene, food waste management, healthy diets, promotion of local/seasonal food and awareness building on healthy eating across campuses such as IIM Ahmedabad, NIRMA University in Gujarat, among others. Additionally, Marico will also promote food safety and nutrition through Health & Wellness Coordinators and Health Teams on campuses.

In an effort to revive the street food culture across the country and provide safe and hygienic local eating experiences for domestic and international tourists, FSSAI introduced the **Project Clean Street Food** initiative. It has charted out guidelines with respect to the location and facilities; cleaning and sanitation; water supply and quality; waste disposal and other regulatory requirements that need to be followed to ensure food safety and hygiene. Marico has partnered FSSAI in this initiative and have started working with 4 street food hubs in Gujarat. Recently, one of them, Maa Bharti Udhyan and Food Court in Dahod, Gujarat was awarded certification of 'Clean Street Food Hub' by Rita Teotia, FSSAI Chairperson. The other street food hubs which are in the pipeline are Highway Food Court, Fun Food Battalion and Law Garden in Ahmedabad and Food and Fun, Rajkot.

To implement this program in Gujarat, Marico has brought on board audit partner DNVGL and FSATO for Food Safety Training and Certification of food handlers.

**Pawan Kumar Agarwal, CEO, FSSAI** says, *“I congratulate Marico Limited for initiating and supporting Eat Right Program at Gujarat, Maharashtra, Tamil Nadu and Chandigarh. I appreciate the efforts taken by respective FDAs as well as auditing and training agencies. Food Safety is a shared responsibility and Marico has been our partner in the Eat Right program since its inception. My best wishes for the future programs.”*

Speaking about the launch of these initiatives in Gujarat, **Dr. Sudhakar Mhaskar, Chief Technology Officer, Research and Development, Marico Limited** says, *“Marico has always been committed to making a difference in the community and support healthy living. In line with this, we are delighted to partner FSSAI to aid their Eat Right program. Having made a positive impact in the last 3 years, we are now expanding our initiatives in Gujarat through Eat Right Campuses, Clean Street Food Hubs and Safe and Nutritious Food at School programs, with an aim to promote healthy, safe and hygienic food habits.”*

Marico, with the support of local FDA and FSSAI, aims to work with 100 schools, 10 Eat Right Campuses and 11 Street Food Hubs and reach over 4,00,000 people across Gujarat, Chandigarh, Maharashtra and Tamil Nadu in 2020.

#### **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.