

Marico Limited enters the plant-based protein category with the launch of Saffola Mealmaker Soya Chunks

made using Super Soft Technology which keeps the chunks juicy and tender



Mumbai, November __, 2020: Marico Limited, one of India's leading FMCG companies, has announced its foray into the plant protein category with the launch of **Saffola Mealmaker Soya Chunks**. In line with its aim to strengthen its presence in the healthy foods segment, the company has introduced a differentiated product in the soya chunks segment.

Today, consumers are proactively seeking healthy and protein rich foods that can easily integrate into their daily routine. In addition, the need to boost one's immunity has further accelerated consumers' preference towards plant-based protein choices. Soya Chunks are one of the best vegetarian sources of protein and the new **Saffola Mealmaker Soya Chunks** provides 53 grams of protein for every 100 gram of product; it also has 13 percent fibre and less than 1 percent fat, making the product extremely healthy and nutritious.

Saffola Mealmaker Soya Chunks is made using a special Super Soft Technology which keeps the chunks juicy and tender. Made with carefully chosen ingredients and a balance of key nutritional factors, the chunks ensure optimum quality. The soya chunks are extruded using strict process control to obtain chunks which cook softer, so that consumers can enjoy tender, juicy and tasty chunks.

Speaking on the launch, Sanjay Mishra, Chief Operating Officer – India Sales & Chief Executive Officer – New Business, Marico Limited, said, "Today people are increasing opting for a healthier lifestyle which in turn is fuelling a trend towards the inclusion of immunity boosting foods and higher levels of protein in our

diet. Soya Chunks are a great source of vegetarian protein, high in fibre and low on fat. They are also very versatile and can be cooked in multiple ways to suit all taste. As per our research, some consumers have found existing products to be chewy and hard in texture and do not absorb any flavour easily. Keeping this in mind, we have introduced Saffola Mealmaker Soya Chunks using Super Soft Technology which makes the texture soft and spongy while absorbing all the flavours when cooked, keeping the nutritional value intact.”

“These newly launched Soya Chunks mark our entry into the plant protein category. We have emphasized our focus on taste, texture and nutrition while developing this differentiated product as we want to ensure that plant-based products such as Saffola Mealmaker Soya Chunks are tasty enough to become a regular part of consumers’ diets,” he added.

Saffola Mealmaker Soya Chunks comes in four pack sizes – 45 gram for Rs 10, 200 gram for Rs 45, 400 gram for Rs 89 and 1 kg for Rs 150. It has been launched in West Bengal across general trade. It will also be shortly available across modern trade, on direct to consumer portal (<https://stores.saffola.in/>) and on major e-commerce platforms.

Marico has been innovating and intensifying its hold in the health and immunity-boosting category, with its recent launch of Saffola Honey, a superior quality product backed by advanced NMR (Nuclear Magnetic Resonance) test certification that guarantees 100% pure honey with no added sugar. It also entered the Ayurvedic segment with the Saffola Immuniveda range of Kadha Mix and Golden Turmeric Milk Mix and Saffola Arogyam Chyawan Amrut. Going forward, Marico will continue to launch quality offerings in the health, hygiene as well as food segment in India and other geographies.

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 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 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, Saffola FITTIFY Gourmet, Coco Soul, Parachute Advansed, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group’s revenue, with brands like Parachute, Saffola, Parachute Advansed, Mediker SafeLife, Just For Baby, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.