

Marico Limited's Bio-Oil Pregathon™ encourages pregnant women to take the #BigLittleSteps towards self-love

Neha Dhupia and Mira Rajput flagged-off a first of its kind 1 Km 'Pregathon™', for 375 expectant mothers Bio-Oil Pregathon™ sets a record in the India Book of Records for 'maximum pregnant women walking together for fitness'

Mumbai, 24 February 2020: In line with Bio-Oil's quest to make every motherhood journey a smooth and comfortable one, the brand launched its #BigLittleSteps campaign with a 1km Pregathon™. Partnering with Bollywood's beloved mothers - Neha Dhupia and Mira Rajput - through this campaign, the brand aims to inspire moms-to-be to stay fit and help them focus on self-care and self-love.

Pregnancy is one of the most special and beautiful phases in a woman's life and they instinctively put their child's wellbeing before their own resulting in self-love taking a backseat. Recognising this, Bio-Oil has organised a 1km Pregathon™ with an intent to inspire to-be-mothers to take #BigLittleSteps towards motherhood by understanding the importance of self-care and staying fit throughout the pregnancy. It also encourages them to emphasize on the measures they can take to not only deal with their day-to-day concerns but also embrace this important stage in life with an unflinching resolve.

The event, held on February 23rd, witnessed 375 to-be-mothers participate in the Pregathon™ setting a record in the India Book of Records for 'maximum pregnant women walking together for fitness'.

This was followed by a collective baby shower for all which included foot massages, a wholesome brunch spread, and a lucky draw for 3 mothers who won a pre-natal photoshoot. Women often look to other mothers or mothers-to-be to seek support and solutions as they feel akin to someone that can share their experience. Therefore, the brand also had a quick tête-à-tête with Neha Dhupia and Mira Rajput, whereby they exchanged their experiences and asked questions related to motherhood.

Speaking about the campaign, Mr. Suchit Bansal, Business Head, Premium & Digital Personal Care Business, Marico Limited says, *"Bio-Oil has always partnered with and celebrated women in their journey towards motherhood, be it through our products or ideas. Pregathon is one such campaign where we are urging them to celebrate this beautiful phase of their lives, and stretch the imagination of what's possible. Through a 1km symbolic walk, Bio-Oil is encouraging the expecting mothers to stretch their limits, and unstretch their marks! Our association with Neha Dhupia and Mira Rajput is keeping in mind that participating mothers-to-be can resonate with them and would love to hear their experience first-hand."*

About Marico Limited



PRESS RELEASE

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.

About Bio Oil®

Bio Oil® is a Specialist Skincare Oil that helps improve the appearance of scars, stretch marks and uneven skin tone. It is also effective for aging and dehydrated skin. Bio Oil has won over 350 skincare awards globally and has become the No.1 selling scar and stretch mark product in 20 countries since its global launch in 2002.