



Marico introduces Saffola FITTIFY Gourmet, a Healthy-Gourmet range

~ Brings together a curated portfolio of Hi Protein Slim Meal-Shakes and Hi Protein Meal-Soups ~

February 27, 2019, Mumbai: Marico has launched a range of one-of-a-kind healthy gourmet products under ‘Saffola FITTIFY Gourmet’, bringing together the best of health combined with taste for a slimmer fitter life. The range has been created by nutritionists and curated by celebrity Chef Kunal Kapur. These products are made with plant based superfoods that enable you to get fit & slim the healthy way.

The healthy gourmet product portfolio currently comprises an interesting range of Hi Protein Meal Soups and Hi Protein Slim Meal Shakes containing a blend of five superfoods - Moringa, Quinoa, Buckwheat, Amaranth and Turmeric along with an array of exotic and delicious flavors. The products are gluten free and have no added preservatives, no artificial colors or flavors. The products further offer a 24/7 tracking with health and fitness app ‘Revofit’ and a free 30 day nutritionist consultation.

Commenting on the launch, Sanjay Mishra - Chief Operating Officer (COO), India Sales & Bangladesh Business, Marico Ltd. said, *“At a time where health has become a priority, today’s contemporary consumers are making an effort to create a healthy lifestyle through regular workouts or diet. Taking cognizance of this, we have launched the Saffola FITTIFY Gourmet range, designed to seamlessly fit into their daily routine while allowing them to get healthier the right way.”*

Created by expert nutritionists, the Saffola FITTIFY Gourmet shakes and soups are an effective way to reduce calorie intake and manage weight while allowing you to enjoy an authentic gourmet experience. Also, the convenient packaging and ease of consumption helps to ensure that barriers like busy schedules and meal prep times are taken care of.

Available in the top metros in modern trade outlets such as Godrej Nature’s Basket, Foodhall and Star Bazaar stores across Mumbai, Delhi NCR, Pune, Hyderabad and Bangalore and e-commerce portals such as Amazon, Flipkart and Big Basket, consumers can get a hold of Hi Protein Meal Soups at INR 375 for a box of 4 sachets/servings (4X53g) while Hi Protein Slim Meal Shakes at INR 1190 for a box of 12 servings (420g).

Description	Hi Protein Meal Soups	Hi Protein Slim Meal Shakes
Flavor	Mexican Sweet Corn (Real Veggies)	Royal Kesar Pista
	Italian Mix Veg (Real Veggies)	Coffee Caramel
	Spanish Tomato (Real Veggies)	French Vanilla
		Swiss Chocolate
		Alphonso Mango
		Pista Badam (no added sugar)
		Cookie & Cream (no added sugar)
Fiber	4-5g	4g
Protein	11g	19-20g
Vitamins & Minerals	26	26



Highlights	Each serve provides 70% less calories as compared to an average Indian meal + 50% daily Vitamin nutrition	Control & manage weight; lose up to 4kgs in 2 months
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About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2017-18, Marico recorded a turnover of INR 63 billion (USD 982 Million) 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, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The International business 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, Thuan Phat and Isoplus.

Marico's focus on delivering sustainable business and earnings growth has so far resulted in a healthy shareholder return of 26% CAGR since listing in 1996.