

Mr. Rohit Pandita  
Marico India Pvt Ltd  
Mumbai

Date: 03/06/2025

**Sub: Oats Households and HHP Values in All India Urban**

This refers to your request for the estimate of Households, Penetration and Purchase Value captured by Household Panel for Saffola Oats for the period May 2024 to April 2025 (MAT Apr'25) as per Kantar, Worldpanel Division, India (Household Purchase Panel) in All India Urban. (as per survey definition).

As you are aware, Kantar, Worldpanel Division Household Purchase Panel is based on a sample of over 65,100 homes across Urban India. This is a continuous measurement system where we collect the information on the monthly purchases meant for in-home consumption for over 50 product categories from the same sample homes each month. The findings from these sample homes are then extrapolated to the estimated universe of households in that reporting unit using standard scientific statistical practices.

Basis the purchase information available with us in the mentioned time period, following results have been estimated (Source: Kantar, Worldpanel Division)

Oats Brands	MAT Apr'25			
	Households (in 000s)	Penetration %	Purchase value captured by Household Panel (in million Rs)	Value Share %
OATS	24173	20.3%	9302	9301.966
SAFFOLA OATS	14766	12.4%	4092	44.0%
QUAKER OATS	7404	6.2%	2704	29.1%
KELLOGGS OATS	2641	2.2%	568	6.1%
BAGRRY OATS	1321	1.1%	311	3.3%
HORLICKS OATS	62	0.1%	5	0.1%

Note:

- Please note that the above information is provided to you as a subscriber of the above service and is for your internal use only. However, as an exception Kantar Worldpanel hereby grants limited permission to Marico India Pvt Ltd for dissemination of the said Purchase data for sales promotion and on the packs meant for retail sales.
- Since this estimate has emerged from a sample survey, they are subject to statistical error.
- This survey is a household level survey and does not take the single member homes as well as usages in hostels/ mess/ PG etc. into consideration.
- The Data/figures reflected here are based on the monthly Data collection for Household Panel which are estimates derived from sample surveys and subject to the limits of statistical errors/rounding up or down.
- This Data is based on survey done across centres / households and hence they may not be a true representation of the Universe.
- Kantar, Worldpanel Division shall not be liable for any loss/ claim howsoever arising out of the Client's interpretation and inference of the Data / deliverables.
- Marico India Pvt. Ltd. hereby agrees to indemnify Kantar, Worldpanel Division and its officers and directors, affiliates and subsidiaries against all actions, claims, costs, and damages (including all legal costs and expenses) either from client, its subsidiary, parent or affiliated companies and/or from any third parties arising from the rights granted under this Claim letter)
- This claim letter is valid up to 31<sup>st</sup> December 2025

With kind regards,

Yours sincerely,  
For Kantar Worldpanel Division

**Manoj K Menon**  
Director Commercial  
Kantar Worldpanel Division