

Marico Celebrates World Water Day with Landmark Achievement; Attains Water Neutrality Milestone at their Jalgaon Facility

Marico's Jalashay Water Stewardship Program has generated 292.52 crore litres of water conservation potential till date, with 12.4 crore litre rainwater conservation potential created in Jalgaon alone

Mumbai, 22nd March 2024: On World Water, Marico Limited, one of India's leading FMCG companies announces that its Jalgaon facility has been certified '**Water Neutral**' with independent verification by DNV Business Assurance India. Marico's Jalgaon facility has created over 2X water capacity in FY23, compared to its total consumption in operations. The total water credited is more than the total water debited, exhibiting positive water balance status. The freshwater intake (ground source) is lesser as compared to rainwater harvested for community use.

This milestone was attained through Marico's **Water Stewardship Program - Jalashay**, that aims to offset water consumption by creating water storage potential for communities in water stress regions across the country. Spearheaded in Jalgaon, the water stewardship program has created **12.4 crore litre rainwater conservation potential** in the region. Further, the program has created **292.52 crore litres of water conservation potential till date** and managed to touch the lives of over 50000 beneficiaries who benefit from water availability for irrigation and domestic usage. This achievement underscores Marico's unwavering commitment to sustainability and responsible water management practices.

Marico's Jalgaon plant has implemented comprehensive water conservation measures, including rainwater harvesting, infrastructure development, and community engagement initiatives, despite operating in a region prone to water scarcity. These efforts have not only enhanced water availability but also contributed to agricultural sustainability and improved the quality of life for local communities. The program has been instrumental in driving awareness of water-resilient cropping and improved farming techniques such as drip irrigation, mulching, solar-powered pumps, vermicomposting, and water budgeting. In a year, the program was able to create 13.50 crore litres of water harvesting capacity, replenishing water for the drought-prone villages of Jalgaon.

Commenting on this milestone, **Amit Bhasin, Chief Legal Officer & Group General Counsel and Secretary of the CSR Committee, Marico Limited** said, "Water is a core thrust area of Marico's sustainability agenda. Since the inception of our sustainability vision for 2030, we have prioritized water stewardship as one of our key focus areas and thus achieving water neutrality is a significant milestone for us. We believe that the creation of a holistic policy is vital towards ensuring water efficiency and sustainability, as this is the foundation on which our water management practices are built on.

We are continuously evaluating and executing innovative projects to reduce water consumption across our operational footprint. We have implemented rainwater harvesting ponds, treatment and reuse of effluents and sewage water, eco water fittings, among others. The water stewardship project at Jalgaon seeks to address water scarcity challenges, enhance agricultural sustainability, and uplift the community's quality of life through comprehensive water resource management.



On **World Water Day**, we take this opportunity to announce that our Jalgaon unit has been certified 'water neutral'. This milestone is emblematic of our commitment to responsible water management. This milestone reflects our dedication to sustainability and reinforces our pledge to make a difference in the lives we touch. Through initiatives like Jalashay, we are not only offsetting our water consumption but also making a positive impact on the communities we serve."

As part of Jalashay's 2030 objective, the goal is to replenish 100% water consumed in operations by reducing water consumption, promoting efficient water use, and contributing to water conservation efforts, thus creating water storage potential for communities in water-stressed regions across the country. Through collaborations with NGOs and community organizations, Jalashay implements water conservation activities such as dam desilting, rejuvenation of water bodies, and construction of farm ponds. In FY23, the program had operational water footprint of 12.88 Cr litres and had taken a target of creating a water conservation potential of 18 Cr litres program. However, Marico has surpassed expectations by creating 30 crore litres of water conservation potential, which is more than 2.5 times the total water consumed in operations during the reporting year.

Marico's water stewardship initiatives align with several Sustainable Development Goals (SDGs), including SDG 6 (Clean Water and Sanitation), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 12 (Responsible Consumption and Production).

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of about USD 1.2 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, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. The international consumer products portfolio contributes to about 23% 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.

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