

Marico Unveils Game-Changing Innovation with the Launch of Saffola Cuppa Oats— A redefining moment in the Category!

Saffola Oats, India's No 1 Oats Brand, further innovates to create a powerpack *Masaledaar* snack which delivers *masaledaar taste, but no time waste*

Mumbai, 24th February 2025: Marico, one of India's leading FMCG companies, is set to redefine the convenience in the Oats category with the launch of Saffola Cuppa Oats—a delicious, nutritious, and hassle-free snack tailored for today's fast-moving consumers.

Saffola Cuppa Oats, ready in 4 minutes by just adding boiling hot water, will be available in two flavours - Magic Masala and Spicy Mexicana, along with a delightful blend of oats, millets & crunchy multigrain bites. Not only does the product guarantee a *masaledaar* flavour with crunchy bites but also is high in fiber and acts as a source of protein. True to Saffola's 'No Nasties' promise, the product is crafted as NO *Maida*, No artificial flavours, No colours, No preservatives, and No palm oil, making it a better-for-you snack without compromising on taste.

Designed for minimal effort and maximum flavour, it ensures that new-age consumers that comprises of working professionals, young adults and students can enjoy a delicious snack without hampering their schedules. Whether it's a rushed morning, a midday boost, or a late-night craving, Saffola Cuppa Oats delivers a seamless and satisfying experience, combining taste, nutrition, and ease of preparation in just four minutes, delivering on its promise of 'Masaledaar taste, no time waste'.

Saffola Cuppa Oats will be currently available in leading retail stores and quick-commerce platforms, making it the perfect go-to snack for modern consumers.

Introducing Saffola Cuppa Oats, **Nilanjan Roy Choudhury, Business Head – Foods Business at Marico Ltd** shared insights on the launch, *"At Marico, we are committed to continuous innovation that meets the evolving health needs of our consumers. We recognised that modern consumers crave for a snack that delivers flavour and nutrition without compromising on the chores of their busy life. To bridge this gap, we curated Saffola Cuppa Oats, a category-redefining easy-cook oats offering a quick, tasty, and nutritious mess-free snack that fuels their ambitions and effortlessly fits into their dynamic lifestyles. This unique product represents a fusion of modern convenience and wholegrain goodness, designed for today's fast-moving world."*

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer goods companies operating in the global beauty and wellness categories. In FY 2023-24, Marico recorded a turnover of 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 26% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Prôvence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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