



PRESS RELEASE

Marico Limited strengthens its play in the hygiene segment with the launch of 'Protect' range of surface disinfectants; Partners with Ola and HDFC to ensure safe and hygienic environment for customers and employees

Mumbai, August 06, 2020: As India unlocks, Marico Limited, one of India's leading consumer companies, announced the launch of the Protect range of surface disinfectant sprays. Expanding its offering in the safety and hygiene portfolio which includes hand sanitisers, handwash and fruit and vegetable cleanser. Marico's Travel Protect and Marico's House Protect which are effective against viruses, bacteria and fungi on multiple surfaces without the need to wipe them down after spraying.

Amidst the global pandemic, there is a significant shift in consumer behaviour towards adopting conscientious safety and hygiene practices. This has led to a steep surge in demand for personal, domestic and out-of-home sanitising and disinfecting solutions. Moreover, as the unlock eases and people venture outside the comfort of their homes, service providers, retailers and employers alike are focused on alleviating hygiene and safety concerns of consumers, customers and employees.

The launch of the Protect Range of surface disinfectants is a move towards bolstering that purpose. Adhering to the norms of this 'new normal', Marico Limited aims to drive meaningful partnerships within the eco-system to provide best in class hygiene solutions to corporates and service providers.

To begin with, we are announcing our partnership with Ola, India's leading mobility platform and one of the world's largest ride-hailing companies, to help them continue to offer safe mobility services to all. This partnership is poised to further Ola's Ride Safe India initiative that has been launched to ensure strict adherence to safety and hygiene protocols thereby enabling the customers and driver partners to experience safe and best in class mobility services. Ola will provide The Protect range to the driver partners and it will be used by them to disinfect commonly used surfaces like seat, inner panel, handles etc before every ride.

Marico Limited has also partnered with HDFC Limited, India's premier housing finance company where Marico's Protect range will be instrumental in safeguarding their customers and employees in offices across India. The Protect range will help create a hygienic and sanitised work environment for both HDFC employees and the customers who walk into their offices.

Speaking on the occasion, Koshy George, Chief Marketing Officer, Marico Limited says, "During these difficult times, higher hygiene standards and enhanced cleanliness protocols are top priorities for consumers. In line with this, Marico's Protect range of surface disinfectant sprays help provide a clean and sanitised experience while effectively killing 99.999% of germs at home or while venturing out. As much as people are apprehensive of stepping out, employers too, are concerned about the safety of their



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employees. We are thus happy to partner Ola and HDFC in their endeavour to provide employees, customers and driver partners a safe and sanitised environment.”

Anand Subramanian, Spokesperson for Ola, said, “Ola has established industry leading safety benchmarks in mobility, enabling India to ride safely again. With best in class safety practices and protocols, our ‘Ride Safe India’ initiative has also brought together citizens and driver-partners to enlist their support and commitment to safety at large. Through our partnership with Marico, India’s leading consumer goods company, we are pleased to bring to market their new range of ‘Protect’ surface disinfectants that will help complement our efforts to deliver safe mobility for all.”

Speaking on the partnership with Marico Limited, Shailesh Sawant, Deputy General Manager, Facilities Management, HDFC Limited said, “As the country begins to open up, we at HDFC, are furthering our safety and hygiene measures to ensure the wellbeing of our consumers as well as employees. Through this association with Marico’s Protect range, we aim to extend protection across all touchpoints, in our offices, in our employees’ homes and while they commute.”

About Marico’s Protect Range

Both variants of the Protect range, Marico’s Travel Protect and Marico’s House Protect comes with high efficacy and contains 77% alcohol. They are available in easy to spray formats and helps sanitise surfaces immediately killing 99.999% germs. Marico’s Travel Protect instantly disinfects surfaces such as car seats, office desks and mobile screens, amongst others and has a long-lasting fragrance. Marico’s House Protect can be used on plastic bottles, grocery bags, curtains, sofas and other surfaces in the home. While both variants are available across e-commerce platforms and modern trade channels in 200 ml pack for INR 179, Travel Protect is also available in a compact, easy to carry, easy to spray and travel friendly 75 ml pack for INR 99.

Marico Limited has been innovating and intensifying its hold in the category, having entered the hand hygiene segment with the launch of Mediker Hand Sanitizer in India as well as hand sanitiser and hand wash in Bangladesh. The company further launched the first-of-its-kind fruit and vegetable cleanser Veggie Clean and aims to continue exploring newer avenues in the health, hygiene as well as food sector in other geographies.

About Marico Limited

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 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,



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Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth O2, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, Mediker SafeLife, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.