

## Marico Limited, in association with the Government of Maharashtra, creates over 660 million litres of water capacity in Jalgaon

**Jalgaon, August 2019:** Marico Limited, with its aim to ensure water security for people especially living in areas with scanty rainfall, adopted the district of Jalgaon under the 'Galmukt Dharan Galyukt Shivar' scheme of the Government of Maharashtra. Through an integrated watershed management approach, it has created 664 million litres of water capacity and benefitted 150 villages in the Jalgaon district.

In February 2019, Marico entered into a partnership with the Government of Maharashtra by signing a Memorandum of Understanding, to aid the government's aim to make Maharashtra drought-free. Having adopted Jalgaon, Marico facilitates drought-proofing activities that include desilting of dams and integrated watershed treatment. Through the "Jalashay" initiative, the company is supporting more than 150 villages in the district by creating water capacity in 170 dams through desilting.

In addition to helping farmers meet their agricultural water demands and improve land fertility by using the excavated silt, the initiative also helps in providing water for domestic consumption and to improve livelihoods in the area.

Celebrating the success witnessed through Marico' "Jalashay" initiative, the Company hosted a Jal Poojan in the Pachora Tehsil on 26th August 2019 that was attended by Dr. Avinash Dakne- District Collector of Jalgaon, Shri. Kailas Chawde - Tehsildar of Pachora along with other Government Dignitaries like Shri. Rajendra Kachre- Province Officer. Along with them, the event had presence of Sarlabai Rameshchandra Bafna -Sarpanch, NGO partner, Panchayat members, Farmer beneficiaries and all the community members of Kolhe Village, Pachora.

Speaking on this initiative, **Udayraj Prabhu, Executive Vice President and Head - Business Process Transformation and IT, Marico Limited** said, "Water is a core thrust area of Marico's sustainability agenda and we, aim to promote effective conservation and management of the country's water resources. Our pursuit is to replenish 10 times of Marico's operational water footprint by 2022. Through our collaborative efforts of the "Jalashay" program, we are honoured to contribute towards Maharashtra Chief Minister's vision to ensure all villages in Maharashtra to become drought-free by 2020 and we will continue to extend our support to the Jalgaon district till it is completely drought-free."

Marico believes in consciously maintaining and fulfilling the interests of all its stakeholders - shareholders, consumers, associates, employees, the Government, and the society at large - while growing responsibly and in a sustainable manner. Its water stewardship initiatives are for water conservation and harvesting water, supporting the irrigation requirements of farmers for agriculture and livestock, thereby benefitting the local community.

### 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 2018-19, Marico recorded a turnover of about INR 73.3 billion (USD 1.05 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, Set Wet, Set Wet Studio X, True Roots, Kaya Youth O2, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, XMen, Sedure, Thuan Phat and Isoplus.