

#MaricoUnitedAgainstCovid19: Marico Limited launches hand sanitizers under its trusted hygiene brand Mediker

Mumbai, 16 April, 2020: Marico Limited, one of India's leading FMCG companies, today announced its foray into the Hand Sanitizer category with the launch of "Mediker Sanitizer". This development is part of the company's response to the unprecedented health crisis faced by country and to support the government's relief operations. As the demand for hand hygiene essentials reaches its peak, Marico has forayed into this category under its long-standing brand, Mediker, a 50 year old brand with a strong niche equity in the protection space. These hand sanitizer packs have 70% v/v alcohol content that is sufficient to kill 99.9% germs without water, ensuring effective protection on-the-go from disease-causing germs.

To start with, Marico plans to donate a part of the production of the sanitizers to some of the Suraksha Stores- a unique Private Public initiative where FMCG companies including Marico are collectively supporting the Government in helping neighborhood grocery stores embrace safe and hygienic practices. In addition, some will also be allocated to the community and our partner eco-system.

Increased hygiene awareness has accelerated global demand for hand sanitizers, following the Covid-19 pandemic. With health hygiene becoming more critical than ever before, timely accessibility to affordable yet efficacious products is the need of the hour. This newly launched range will be gradually made available across medical stores, kiranas, modern retail outlets and e-commerce platforms in select cities. This launch augments the company's hygiene portfolio which currently offers anti-lice treatment shampoo and oil under the "Mediker" brand.

Commenting on the launch, **Koshy George, Chief Marketing Officer, Marico Limited said**, *"Guided by our core ethos of making a difference, we are trying to do our bit in these challenging times. With Mediker Sanitizers, we are entering into one of the most critical categories in the country today. It is one of our quickest launches, brought to the forefront in record-time, to address the surging consumer demand given the current pandemic. As a responsible corporate, we are committed to serve our consumers to the best of our abilities with products which are essential to them."*

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 Advanced, 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 Advanced, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.