



Marico amongst the first ones to launch Mobile App for the Investor community.

This new Investor Relations Mobile App will allow investors, potential investors and analysts to track Marico and access Company related information, "on the go"!

September 4th, 2012: Marico (BSE: 531642, NSE: "MARICO"), India's leading Consumer Products & Services Group in the global beauty and wellness space, is the one of the foremost consumer company to launch an Investor App providing the entire financial community quicker access to information related to Marico. The APP can be easily downloaded by searching 'Marico' in iTunes and 'Android Market' on iPhones & Android phones respectively or by clicking on www.maricoinvestorapp.com from your phone.

This technologically advanced move by Marico will give the stakeholders and investors access to all relevant information regarding Marico like Annual report, Quarterly results, as well as recent News Updates in real time.

This mobile application created by The Web Depot is based on the revolutionary cloud computing format. Mr. Milind Sarwate, Chief Financial Officer said, *"At Marico, innovation is a part of the culture and we are constantly thinking of ways to improve communication with the investor community. Considering we are living in a mobile generation, the Marico Investor App will provide easy access to company information for investors who are always on the move."*

About Marico Ltd.

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services Group, in the global beauty and wellness space. During 2011-12, Marico recorded a turnover of Rs. 40 billion (~USD 800 million) through its products and services sold in India and 25 other countries 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, Hair & Care, Nihar, Mediker, Revive and Manjal. The international portfolio contributes to 24% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancee, Aromatic, Caivil, Hercules, BlackChic, Ingwe, Code 10, X-Men, L'Ovite and Thuan Phat. Marico is also present in the Skin Care Solutions segment through Kaya Skin Clinics in India, Middle East and Bangladesh and Derma Rx in Singapore. In addition the company has

recently acquired the erstwhile personal care business of Paras from Reckitt Benkiser. Marico now owns popular brands like Livon, Setwet , Zatak and other personal care brands.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance – a CAGR of 21% in Turnover and 23% in Profits over the past 5 years.