

## Marico Limited launches its first range of Ayurvedic products, Saffola ImmuniVeda

*Consisting of Kadha Mix and Golden Turmeric Milk Mix, the range is made from time-tested recipes enhanced with added ingredients to boost immunity*



**Mumbai, September 16, 2020:** Marico Limited, one of India's leading FMCG companies, has strengthened its position in the healthy foods and immunity-boosting segment, with the launch of the Saffola ImmuniVeda range. The new range consists of **Saffola Kadha Mix** and **Saffola Golden Turmeric Milk Mix**, both made with the goodness of traditional recipes along with added ingredients that make the immunity boosting range even more beneficial.

The COVID-19 pandemic has led to an increased awareness and interest in immunity boosting products, especially those that have the benefits of natural ingredients. Recognising the need for superior quality immunity boosting products, Marico has forayed into the Ayurvedic segment under Saffola, a brand synonymous with healthy living having a wide portfolio of edible oils, oats, honey and the Saffola Fittify Gourmet range. This is one of the several new launches in the pipeline for the company in the coming months in either existing or new categories.

Speaking on the launch, **Sanjay Mishra, Chief Operating Officer – India Sales & Chief Executive Officer – New Business, Marico Limited** said, "There has been a marked change in consumption habits with consumers looking for preventive solutions in healthy and immunity-boosting space. The new range of Saffola ImmuniVeda ayurvedic products – the Kadha Mix and the Golden Turmeric Milk Mix - are contemporary format innovations which make these traditional recipes more enjoyable to all family members while boosting immunity from within. Additionally, these include a unique blend of ingredients for added potency and are available in convenient, easy to use packs."

**Saffola ImmuniVeda Kadha Mix** provides the goodness of the time-tested immunity boosting “kadha” made from Ayush Kwath ingredients (Tulsi, Dalchini, Kalimiri, Sunthi) as well as 11 immunity boosting ayurvedic herbs. This herbal mix has the power of Ashwagandha, Giloy, Haridra, Amla, Manuka which boost immunity; the power of Vasa, Kalimiri, Yestimadhu, Kankol which supports respiratory immunity; and the power of Sunthi, Tulsi, Yestimadhu, Kantakari which relieves cough, cold and sore throat. The Saffola ImmuniVeda Kadha mix is available in 80 g packs comprising 20 sachets for INR 199.

**Saffola ImmuniVeda Golden Turmeric Milk Mix**, a healthy yet tasty contemporary ayurvedic drink based on the traditional immunity boosting "Haldi-Doodh" recipe. It is enriched with black pepper, cardamom and cinnamon with real almond bites that can be consumed either hot or cold. Each scoop of the Golden Turmeric Milk Mix has the goodness of 2 spoons of turmeric and no artificial flavour. The mix is available in 400g SKUs for INR 399.

The new range is being made available across modern trade outlets, Saffola Stores (<https://stores.saffola.in/>) and e-commerce platforms.

Marico has been innovating and intensifying its hold in the health and hygiene category, having entered the hand hygiene segment with the launch of Mediker Hand Sanitizer in India as well as in other geographies. The company further launched the first-of-its-kind fruit and vegetable cleanser, Veggie Clean as well as the KeepSafe personal care range and Protect range of surface disinfectant sprays. The company has recently introduced Saffola Honey, a superior quality product backed by advanced NMR (Nuclear Magnetic Resonance) test certification that guarantees 100% pure honey with no added sugar. Going forward, Marico will continue to launch quality offerings in the health, hygiene as well as food segment in India and abroad.

**Link:**

[Saffola ImmuniVeda Kadha Mix](#)

[Saffola ImmuniVeda Golden Turmeric Milk Mix](#)

**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, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Parachute Advansed, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, 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, Saffola, Parachute Advansed, Mediker SafeLife, Just For Baby, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.