

## Marico Limited adds Mayonnaise and Peanut Butter under highly popular Saffola range; Expands portfolio with healthy spreads

*Striking the perfect balance of health and taste, Saffola Mayonnaise and the two variants of Saffola Peanut Butter, enriched with Jaggery, are now available across all major e-commerce platforms*

**Mumbai, March 31, 2022:** Strengthening its foothold in the healthy foods and ready-to-eat segment, Marico Limited, one of India's leading FMCG companies, has forayed into the **healthy spreads** with the launch of its all-new **Saffola Mayonnaise** and **Saffola Peanut Butter**. While Saffola Mayonnaise is a healthy eggless offering made with milk cream, Saffola Peanut Butter replaces refined sugar with its perfect blend of peanuts and jaggery and comes in two delectable variants, namely 'Crunchy' and 'Creamy'.

Consumers today are seeking food products that are not only delicious but also ready to eat and healthy. There is also a sizable demand for snackable items that fit into the fluid schedules of fitness enthusiasts. Recognizing this, Marico is expanding its healthy food portfolio under the banner of Saffola with innovation at the heart of it. Saffola Mayonnaise and Saffola Peanut Butter are the latest addition to this bestselling tasty yet healthy range.

Commenting on the new launches, **Sanjay Mishra, Chief Operating Officer (COO)- India Business and Chief Executive Officer (CEO)- New Business, Marico Limited** has said, "Over the past few years, Saffola has become a mainstay in the Indian healthy snacking market. **The brand is now synonymous with healthy products that don't compromise on taste.** We are extremely delighted to introduce Saffola Mayonnaise and Saffola Peanut Butter under the Saffola range in our bid to champion this category. With this launch, we aim to become the go-to choice for health and fitness conscious individuals while consistently delivering superior quality that Saffola, as a brand, is known and trusted for."

Saffola Mayonnaise is made with milk cream and is enriched with the goodness of vitamins including A, D and E. It has the perfect balance of sweet and sour taste and is smooth and extra creamy, making it the ideal companion to elevate any dish...sandwiches, burgers or even roti.

### Saffola Healthy Spreads

- Marico Expands healthy foods offering under Saffola
- Launches Mayonnaise and Peanut Butter
- Healthy yet no compromise on taste
- Available across leading e-commerce platforms
- Will be launched across channels and cities in a phased manner

### Saffola Mayonnaise

- Eggless
- With Milk cream
- Goodness of Vitamin A, D and E

### Saffola Peanut butter

- Zero refined Sugar
- Made with best quality peanuts and Jaggery
- Two variants – crunchy and creamy



Saffola Peanut Butter is a nutritious, yet tasty spread infused with the goodness of jaggery. It has 31% RDA protein and 0% refined sugar. Made from the best peanuts and jaggery in creamy and crunchy variants, Saffola Peanut Butter comes with just the right amount of sweetness. A great choice for health and taste-oriented people alike.

Saffola Mayonnaise and Peanut Butter are available on all major e-commerce platforms and will be launched across other channels in a phased manner.

Marico Limited has been successfully innovating and reinforcing its leadership position in the healthy foods and immunity-boosting category over the past two years, with its unique premise of providing healthier options to consumers without compromising on the taste.

**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 FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 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, Saffola ImmuniVeda, Saffola Arogyam, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.

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