

Saffola Masala Oats introduces an exclusive collection of guilt-free dishes on Holachef

Holachef offers a healthier food menu in partnership with Saffola Fit Foodie, a one-stop destination for Saffola Masala Oats-based recipes

Mumbai, 10 August 2016: In the endeavour to increase accessibility of tasty and healthier food options to the new-age Mumbaikar, Marico has announced the collaboration of its leading brand Saffola Masala Oats with online food curation and delivery service provider, Holachef. Through this association, consumers will be able to order from a plethora of delicious yet healthier dishes that have been prepared using Saffola Masala Oats on the Holachef menu.

Online kitchens have been growing at a very rapid pace in the Indian metros. Compelled by the hectic urban lifestyle and long working hours, Mumbaikars are unfortunately left with hardly any time at their disposal to prepare their own meals, yet healthy meal is of essence to them. This has given rise to start-ups like Holachef, which is a big player and is increasingly gaining popularity for their food delivery service. It is also observed that consumers crave to eat something exciting for lunch and dinner but don't want to give into the temptation of eating heavy meals. Saffola Masala Oats' decided to take cognisance of this emerging trend and cater to the requirements of such consumers. Through Saffola Masala Oats, Holachef consumers will now be provided with the opportunity to choose delicious dishes carefully curated, tasted and checked by Saffola's expert panel comprising of foodies, chefs and nutritionists to ensure that the consumer gets the best of both health and taste. Interestingly, Saffola's Fit Foodie panel is headed by star Chef Kunal Kapur and the dishes on this menu have been developed by renowned food enthusiast Archana Doshi.

Talking about the association, **Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited**, said, "Through this collaboration, Saffola Masala Oats is trying to make its Fit Foodie dishes more accessible to the consumers. Our consumers will be able to experience the deliciousness and healthiness of the versatile Saffola Masala Oats with the ease of ordering lunch or dinner from home or office. Today, Saffola Fit Foodie is one of the country's top food recipe website and with this tie-up, Holachef gets to serve these consumers through our kitchens. We truly believe that health & taste can go hand in hand and this tie-up is another embodiment of our philosophy."

Through its wholesome offering and association with the leading food delivery service provider, Saffola Masala Oats will be providing guilt-free meals at the mere click of a button, thus leading India into healthier food habits.

Speaking about launching the health food category, **Saurabh Saxena, Founder and CEO, Holachef**, says, "Mumbaikars' eating behaviour is evolving, and consumers expect their meals to meet their everyday nutritional needs. They want their meals to be wholesome and tasty. With more and more consumers aspiring for better health and healthier eating, we had already launched a packaged food section with nutritional munchies and snacks. With Saffola Fit Foodie, we are catering to the growing demand for health food even in fresh-meals category."

Users can order these dishes through Holachef's website or app on Android and iOS. Holachef Saffola Fit Foodie menu will comprise of exciting dishes such as Classic chowmien, pastas, burgers, sandwiches and

wraps loaded with the goodness of oats. Also, some Indian classics include Butter Chicken, Biryani, Palak Paneer, Malai Kofta among others.

Learn more about tasty + Healthy Recipes, please visit Fitfoodie.in

To place your order, please visit: Holachef.com

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2015-16, Marico recorded a turnover of about Rs. 61 billion (USD 915 Million) through its products sold in India and about 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 Advanced, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 16% in Turnover and 19% in Profits over the past 5 years.

About Holachef:

Holachef is a Mumbai based online curated food delivery service working with chefs for menu planning, food packing, storage, customer service, quality control, et al. Holachef's dynamic, crowd managed menu comprises a range of cuisines from Mexican to Middle-Eastern and from Kashmiri to Chettinad. Offering the best in taste and quality, chefs prepare dishes with fresh ingredients in state-of-the-art kitchens. Deliveries are made within pre-selected time slots in one-person meal format.