

Marico to make strategic investment in functional wellness brand ‘Cosmix’

To buy majority stake; Founders to retain balance stake & continue leading the business

Mumbai, 04 February, 2026: Marico Limited (BSE: 531642, NSE: “MARICO”) has announced that it has signed definitive agreements to acquire 60% stake in Cosmix Wellness Private Limited, which owns “**Cosmix**” (<https://cosmix.in/>), one of India’s leading digital-first functional wellness brands, at an equity valuation of **c.₹375 cr.** The brand offers a range of plant-based protein powders, fermented yeast protein powders, functional superfood blends and has recently launched functional foods like plant-protein pancake mixes and plant-protein bars. Bootstrapped and profitable since inception, the brand has scaled to **c.₹100 Cr ARR (L6M)** with a **sustainable high teen EBITDA margin profile.**



Founded in 2019 by husband-wife duo Vibha Harish and Soorya Jagadish, **Cosmix** is known for its vegan, gut-friendly formulations, built on a mission to promote holistic health through sustainable sourcing and a root-cause approach to wellness. The brand has gained tremendous traction on its D2C website (<https://cosmix.in/>) with top-quartile repeat, LTV (customer lifetime value) and brand recall metrics. In addition, the brand proudly holds the #1 bestseller position in the plant protein category across leading e-commerce and quick commerce platforms, cementing its leadership in the rapidly growing plant protein market. Going forward, **Cosmix** will focus on driving accelerated profitable growth, while broadening its footprint in adjacent wellness and nutraceutical categories through strategic new product

launches, strengthening its multi-channel distribution capabilities, and continuing to shape a distinctive premium brand built on innovation and differentiation.

Saugata Gupta, MD and CEO, Marico Limited, said, "The investment in Cosmix brings another strong and differentiated brand into our digital-first portfolio. We foresee immense potential in the wellness and plant-based nutrition space, and Cosmix has already demonstrated deep consumer resonance with its best-in-class, innovative offerings. Together, we are committed to accelerating their journey, expanding into relevant adjacent wellness categories, and building a sustainable, profitable brand that inspires trust and delivers meaningful value to consumers across India."

Vibha Harish & Soorya Jagadish, Co-founders, Cosmix said, "We started Cosmix to champion clean ingredients and honest communication - creating the kind of wellness products we wanted for ourselves and our community. Partnering with Marico is a defining moment for that mission. We see incredible synergies in R&D, manufacturing and more. Seeing such a long, beautiful future for Cosmix makes us incredibly happy. Together, we'll continue building one of India's most loved, ethical, and trusted wellness brands."

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. During FY 2024-25, Marico recorded a turnover of INR 10.8 billion (USD 1.3 billion) through its products sold in India and select emerging 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. Marico's International business contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Prôvence, Ôliv, Mediker SafeLife, Thuan Phat and Isoplus.

For more information on Marico, please visit www.marico.com

For more information on Cosmix, please visit <https://cosmix.in/>, Facebook and Instagram handles below:

