

OUR PRESENCE IN THE SUB-CONTINENT



MORE ABOUT MARICO

Parachute is the world's largest packaged coconut oil brand.

Marico uses 1 out of every 25 coconuts grown in India, and 3 nuts of every coconut tree in India.

1 out of every 10 Indians is a Marico consumer.

Marico's brands enjoy a leadership position (No. 1 or No. 2) in their respective categories.

Marico is now No. 2 in the hair oil market (up from No. 5) with the success of new products - Parachute Jasmine and Shanti Amla.

Marico sells over 56 million consumer packs every month.

Marico reaches over 1.2 million retail outlets.

Marico's distribution network covers almost every Indian town with a population over 20,000.

Overseas sales franchise of Marico's consumer products is one of the largest among Indian companies.

Marico's turnover and profits have been consistently growing over the corresponding quarter of the previous year - turnover for the past 14 quarters and profits for the past 18 quarters.

Marico has been distributing dividend every quarter for the past 13 quarters in a row.

Marico's ROCE has been consistently above 30% for the past ten years.

Marico ranks 15th among the top 200 corporate houses in India in terms of ROCE (Business India Survey - November 2003).

Parachute (30th) and Saffola (80th) are amongst India's 100 Most Trusted Brands (Brand Equity Survey - The Economic Times - December 2003).

Some statements in this Annual Report describing the projections, estimates, expectations or outlook may be forward looking. Actual results may, however, differ materially from those stated on account of various factors such as changes in government regulations, tax regimes, economic developments within India and the countries within which your Company conducts its business, exchange rate and interest rate movements, impact of competing products and their pricing, product demand and supply constraints.



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