

April 13, 2018

The Secretary,
Listing Department,
BSE Limited,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001
Scrip Code: 531642

The Manager,
Listing Department,
The National Stock Exchange of India Limited
'Exchange Plaza', C-1 Block G,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400051
Scrip Symbol: MARICO

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("the SEBI Regulations")

This is to inform you that Marico Limited ("Marico" or "the Company") has agreed to make a strategic investment in Revolutionary Fitness Private Limited ("Revofit") by acquiring/ agreeing to acquire equity shares upto 22.5% of the post-acquisition paid-up share capital of Revofit as stated below. Towards this end, the Company has today, i.e. on April 13, 2018 entered into Shareholders' Agreement ("SHA") and Share Subscription Agreement ("SSA").

- a) Initial Investment: Subscription to 12.66% of the issued and paid-up share capital of Revofit upon execution of SHA & SSA; and
- b) Subsequent Investment(s): Subscription to additional 9.84% of the issued and paid-up share capital of Revofit subject to Revofit's achievement of the milestones set out in SHA.

The details required under Regulation 30 of the SEBI Regulations read with the SEBI circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015 are enclosed in Annexure I to this intimation. A press release on the aforesaid acquisition is also enclosed as Annexure II for your information.

Further, pursuant to Regulation 30(8) of the SEBI Regulations, the aforesaid disclosures and the press release will be made available on the Company's website, which can be accessed using links:

<http://marico.com/india/investors/documentation/shareholder-info>
<http://marico.com/india/investors/documentation/latest-update>

Kindly take the same on record.

Thank you.

Yours faithfully,
For Marico Limited


Hemangi Ghag
Company Secretary & Compliance Officer



Enclosures: A/a

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Annexure I

**Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of
Para (A) of Part (A) of Schedule III to regulation 30 of the SEBI Regulations**

Sr. No.	Particulars	
a.	Name of the target entity	: Revolutionary Fitness Private Limited ("Revofit")
b.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired	: No
c.	Industry to which the entity being acquired belongs	: Health, Fitness & Food
d.	Objects and effects of acquisition	: To explore the hybrid physical-digital business model and offer an integrated fitness solutions so as to deliver a healthy lifestyle to its consumers.
e.	Brief details of any governmental or regulatory approvals required for the acquisition	: None
f.	Indicative time period for completion of the acquisition	: Within 12 months from the date of entering into Shareholders' Agreement dated April 13, 2018 ("SHA").
g.	Nature of consideration (cash consideration or share swap and details of the same)	: Cash
h.	Cost of acquisition or the price at which the shares are acquired	: Subscription to the equity shares of Revofit will be done at a mutually agreed pre-money enterprise valuation. The said pre-money enterprise valuation has not been disclosed herein due to reasons of confidentiality.
i.	Percentage of shareholding / control acquired and / or number of shares acquired	: Initial Investment: Marico will subscribe to 12.66% of its issued and paid up equity share capital upon execution of SHA. Subsequent Investment(s): Marico will subscribe to additional 9.81% of its issued and paid up equity share capital subject to Revofit's achievement of the milestones set out in the SHA. Both these percentages are calculated with reference to the paid up share capital post Marico's investment.
j.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, Country in which the acquired entity has presence	: <ul style="list-style-type: none"> • Revofit was incorporated on December 19, 2014. The Company is engaged in the business of providing customized health and wellness solutions to consumers and development and sale of ready-to-eat food products, through e-commerce routed through its website and mobile application and at its physical locations along with such other sales channels as it may adopt from time to time • The details of turnover of last 3 years: <ul style="list-style-type: none"> - FY2014-15 (year of incorporation): ZERO - FY2015-16: 1,97,198.44 - FY2016-17: 2,31,042.66 • Please refer the press release for further information.



Marico to make a strategic investment in Revolutionary Fitness Private Limited

Leveraging integrated fitness solutions to enhance its healthy lifestyle offerings

Mumbai, April 13, 2018: Marico Limited, today, has announced a strategic investment in **Revolutionary Fitness Private Limited** by agreeing to acquire upto 22.5% equity stake, through primary and secondary infusions.

Revolutionary Fitness Private Limited owns Revofit (<https://revofit.com>) - an integrated fitness and holistic wellness solutions app (available on Android and iOS), which provides a 360-degree approach to a healthy lifestyle. It helps urban, health conscious, working professionals build healthy habits and enables easy access to all health needs, be it diet, fitness, nutrition or exercise.

Over the years, Marico, through its brand 'Saffola', has always championed a proactive and healthy lifestyle. Saffola has been expanding its product offerings from healthy edible oils to healthy foods such as oats (plain and masala), high-fibre soups and meal-replacement high protein Nutrishakes. Going forward, the brand will continue to develop a wider bouquet of healthy foods. This alliance is yet another step towards strengthening Marico's healthy lifestyle offerings, by leveraging Revofit's integrated platform.

Saugata Gupta, MD and CEO, Marico Limited, said, "I am delighted with the partnership with Revofit, a next generation digital wellness platform. This complements Marico's aspiration to participate in the nutraceuticals and wellness space. This win-win alliance offers a wider choice to consumers looking to incorporate wellness, fitness and nutrition into their daily lifestyle".

Sunjay Ghai, Co-founder and CEO, Revolutionary Fitness Private Limited, said, "Marico stands for innovation and we take great pleasure in partnering with them on our journey to make India healthier. Marico's deep domain knowledge in marketing, distribution and product development, coupled with our strengths in digital channels and focus on niche FMCG products for millennials, will enable cross pollination of ideas to create a robust high growth business. Our team is super excited to begin this journey with Marico."

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About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, operating in the global beauty and wellness space. During 2016-17, Marico recorded a turnover of INR 59 billion (USD 886 Million) through its products sold in India and other 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, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The





PRESS RELEASE

International business 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, Isoplus and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 10% in Turnover and 18% in Profits over the past 5 years.

