

January 18, 2011

The Secretary,
Bombay Stock Exchange Limited,
1st Floor, Phiroze Jeejeebhoy
Towers, Dalal Street,
Mumbai - 400001

✓ The Manager
Listing department
National Stock exchange of India Limited
'Exchange Plaza', C-1 Block G
Bandra Kurla Complex, Bandra(E)
Mumbai - 400 051

Fax: 22722037/ 39/ 41

Fax: 26598237/ 38

Dear Sir / Madam,

Subject: Holding Pattern – Clause 35 of the Listing Agreement

In terms of revised clause 35 of the Listing Agreement, we enclose the Distribution of shareholding for the quarter ended December 31, 2010.

Kindly acknowledge.

Thank you.

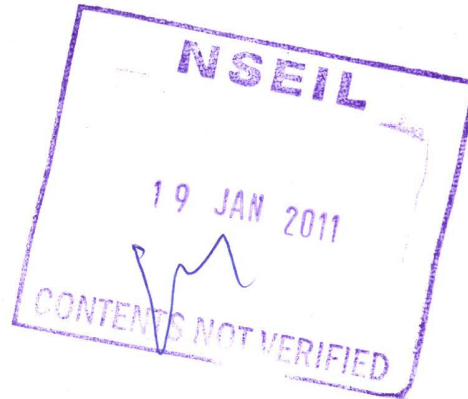
Yours faithfully,

For **Marico Limited**



Hemangi Wadkar
Company Secretary &
Compliance Officer

Encl : a/a



o/c
Hand-delivery



January 18, 2011

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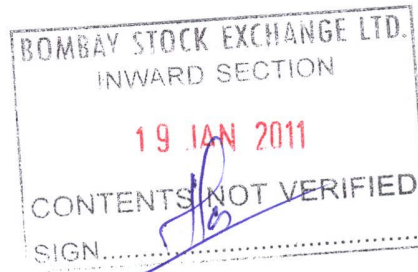
Thank you.

Yours faithfully,

For **Marico Limited**

Hemangi Wadkar
Company Secretary &
Compliance Officer

Encl : a/a



Marico Limited
Regd. Office.:Rang Sharda,
Krishnachandra Marg
Bandra Reclamation, Bandra (W)
Mumbai-400 050, India
Tel:(91-22) 2645 0212
Fax:(91-22) 6649 0112/3/4

www.marico.com

| I)(a) STATEMENT SHOWING SHAREHOLDING PATTERN | | | |
|---|--------------------------------------|--|---|
| Name of the Company: Marico Limited | | | |
| Scrip Code: 531642 (on BSE) / MARICO (on NSE) | | | |
| Quarter ended: December 31, 2010 | | | |
| Partly paid-up shares:- | No. of partly paid-up shares | As a % of total no. of partly paid-up shares | As a % of total no. of shares of the company |
| Held by promoter/promoter group | NIL | Not Applicable | Not Applicable |
| Held by public | NIL | Not Applicable | Not Applicable |
| Total - D | 0 | | 0 |
| Outstanding convertible securities:- | No. of outstanding securities | As a % of total no. of outstanding convertible securities | As a % of total no. of shares of the company, assuming full conversion of the convertible securities |
| Held by promoter/promoter group | NIL | Not Applicable | Not Applicable |
| Held by public | NIL | Not Applicable | Not Applicable |
| Total - E | 0 | | 0 |
| Warrants:- | No. of warrants | As a % of total no. of warrants | As a % of total no. of shares of the company, assuming full conversion of warrants |
| Held by promoter/promoter group | NIL | Not Applicable | Not Applicable |
| Held by public | NIL | Not Applicable | Not Applicable |
| Total - F | 0 | | 0 |
| Total paid-up capital of the company, assuming full conversion of warrants and convertible securities (Grand Total (A+B+C)+ D+E+F) | 0 | | 0 |



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(I)(b) Statement showing Shareholding of persons belonging to the category "Promoter and Promoter Group"

| Category code | Category of shareholder | Number of shareholders | Total number of shares | Number of shares held in dematerialized form | Total shareholding as a percentage of total number of shares | | Shares Pledged or otherwise encumbered | |
|---------------|---|------------------------|------------------------|--|--|----------------------------------|--|--|
| | | | | | As a percentage of (A+B) ¹ (VI) | As a percentage of (A+B+C) (VII) | Number of shares (VIII) | As a percentage (IX) = (VIII)/(IV) * 100 |
| (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) | (VIII) | (IX) |
| (A) | Shareholding of Promoter and Promoter Group² | | | | | | | |
| (1) | Indian | | | | | | | |
| (a) | Individuals/ Hindu Undivided Family | 22 | 84450520 | 83550520 | 13.75 | 13.75 | 400000 | 0.47 |
| (b) | Central Government / State Government(s) | | 0 | 0 | 0.00 | 0.00 | 0 | 0.00 |
| (c) | Bodies Corporate | 2 | 8822000 | 8822000 | 1.44 | 1.44 | 0 | 0.00 |
| (d) | Financial Institutions / Banks | | 0 | 0 | 0.00 | 0.00 | 0 | 0.00 |
| (e) | Any other (specify) | | 0 | 0 | 0.00 | 0.00 | 0 | 0.00 |
| | Trust Holdings | 4 | 293504000 | 293504000 | 47.78 | 47.78 | 0 | 0.00 |
| | Sub-Total (A)(1) | 28 | 386776520 | 385876520 | 62.96 | 62.96 | 400000 | 0.10 |
| (2) | Foreign | | | | | | | |
| | Individuals (Non-resident Individuals / Foreign Individuals) | - | - | - | 0.00 | 0.00 | 0 | 0 |
| (a) | Individuals | | | | 0.00 | 0.00 | 0 | 0 |
| (b) | Bodies Corporate | | | | 0.00 | 0.00 | 0 | 0 |
| (c) | Institutions | | | | 0.00 | 0.00 | 0 | 0 |
| (d) | Any other (specify) | | | | 0.00 | 0.00 | 0 | 0 |
| | Sub-Total (A)(2) | 0 | 0 | 0 | 0.00 | 0.00 | 0 | 0 |
| | Total Shareholding of Promoter and Promoter Group (A) = (A)(1) + (A)(2) | 28 | 386776520 | 385876520 | 62.96 | 62.96 | 400000 | 0.10 |
| (B) | Public shareholding³ | | | | | | | |
| (1) | Institutions | | | | | | NA | NA |
| (a) | Mutual Funds/UTI | 38 | 19751985 | 19751985 | 3.22 | 3.22 | NA | NA |
| (b) | Financial Institutions / Banks | 2 | 5500 | 5500 | 0.00 | 0.00 | - | - |
| | Central Government/ State Government(s) | - | - | - | 0.00 | 0.00 | - | - |
| (d) | Venture Capital Funds | - | - | - | 0.00 | 0.00 | - | - |
| (e) | Insurance Companies | 12 | 7997370 | 7997370 | 1.30 | 1.30 | - | - |
| (f) | Foreign Institutional Investors | 105 | 154766448 | 154761448 | 25.19 | 25.19 | - | - |
| (g) | Any Other (specify) | - | - | - | - | - | - | - |
| | Sub-Total (B)(1) | 157 | 182521303 | 182516303 | 29.71 | 29.71 | - | - |
| (2) | Non-Institutions | | | | | | NA | NA |
| (a) | Bodies Corporate | 617 | 17136662 | 17094662 | 2.79 | 2.79 | - | - |
| (b) | Individuals - | 31416 | 24909717 | 23890672 | 4.06 | 4.06 | - | - |
| | i. Individual shareholders holding nominal share capital up to Rs. 1 lakh. | 31402 | 21263388 | 20244343 | 3.46 | 3.46 | - | - |
| | ii. Individual shareholders holding nominal share capital in excess of Rs. 1 lakh. | 14 | 3646329 | 3646329 | 0.59 | 0.59 | - | - |
| (c) | Any Other (specify) | | | | | | | |
| | Clearing Members | 140 | 313583 | 313583 | 0.05 | 0.05 | - | - |
| | In transit | 0 | 0 | 0 | 0.00 | 0.00 | - | - |
| | Non - Resident Indians | 655 | 1975082 | 1975082 | 0.32 | 0.32 | - | - |
| | Trust Holdings | 2 | 80399 | 80399 | 0.01 | 0.01 | - | - |
| | ESOP/ ESOS/ ESPS | 37 | 582884 | 582884 | 0.09 | 0.09 | - | - |
| | Sub-Total (B)(2) | 32867 | 44998327 | 43937282 | 7.33 | 7.33 | - | - |
| | Total Public Shareholding (B) = (B)(1) + (B)(2) | 33024 | 227519630 | 226453585 | 37.04 | 37.04 | - | - |
| | TOTAL (A)+(B) | 33052 | 614296150 | 612330105 | 100.00 | 100.00 | 0 | 0 |
| (C) | Shares held by Custodians and against which Depository Receipts have been issued | | | | | | | |
| | | 0 | 0 | 0 | 0.00 | 0.00 | NA | NA |
| | GRAND TOTAL (A)+(B)+(C) | 33052 | 614296150 | 612330105 | 100.00 | 100.00 | 400000 | 0.07 |

Note 1:

(I)(b) Statement showing Shareholding of persons belonging to the category "Promoter and Promoter Group"

(I)(c) Statement showing Shareholding of persons belonging to the category "Public" and holding more than 1% of the total number of shares

1. For determining public shareholding for the purpose of Clause 40A.
2. For definition of "Promoter" and "Promoter Group", refer to Clause 40A.
3. For definitions of "Public Shareholding", refer to Clause 40A.

(I)(b) Statement showing Shareholding of persons belonging to the category " Promoter and Promoter Group"

| Sr. No. | Name of Shareholder | Total shares held | | Shares pledged or otherwise encumbered | | |
|---------|---|-------------------|---------------------------------------|--|--------------------|--|
| | | Number of shares | As a % of Grand total (A) +(B) +(C) | Number | As a percentage | As a % of grand total (A)+(B)+(C) of sub-clause (I)(a) (VII) |
| (I) | (II) | (III) | (IV) | (V) | (VI)=(V)/(III)*100 | (VII) |
| 1 | RAJEN K MARIWALA | 4093200 | 0.67 | 400000 | 9.77 | 0.07 |
| 2 | HARSH C MARIWALA WITH KISHORE V MARIWALA FOR VALENTINE FAMILY TRUST | 73376000 | 11.94 | 0 | 0.00 | 0.00 |
| 3 | HARSH C MARIWALA WITH KISHORE V MARIWALA FOR AQUARIUS FAMILY TRUST | 73376000 | 11.94 | 0 | 0.00 | 0.00 |
| 4 | HARSH C MARIWALA WITH KISHORE V MARIWALA FOR TAURUS FAMILY TRUST | 73376000 | 11.94 | 0 | 0.00 | 0.00 |
| 5 | HARSH C MARIWALA WITH KISHORE V MARIWALA FOR GEMINI FAMILY TRUST | 73376000 | 11.94 | 0 | 0.00 | 0.00 |
| 6 | HARSH C MARIWALA | 23254600 | 3.79 | 0 | 0.00 | 0.00 |
| 7 | RAVINDRA K MARIWALA | 7783320 | 1.27 | 0 | 0.00 | 0.00 |
| 8 | KISHORE V MARIWALA | 2915260 | 0.47 | 0 | 0.00 | 0.00 |
| 9 | ARCHANA MARIWALA | 12300000 | 2.00 | 0 | 0.00 | 0.00 |
| 10 | ARTIC INVESTMENT AND TRADING CO LTD | 8785000 | 1.43 | 0 | 0.00 | 0.00 |
| 11 | PALLAVI C JAIKISHEN | 900000 | 0.15 | 0 | 0.00 | 0.00 |
| 12 | PREETI GAUTAM SHAH | 900000 | 0.15 | 0 | 0.00 | 0.00 |
| 13 | ANJALI R MARIWALA | 3709000 | 0.60 | 0 | 0.00 | 0.00 |
| 14 | RAJVI HARSH MARIWALA | 7100000 | 1.16 | 0 | 0.00 | 0.00 |
| 15 | RISHABH HARSH MARIWALA | 7100000 | 1.16 | 0 | 0.00 | 0.00 |
| 16 | MALIKA CHIRAYU AMIN | 900000 | 0.15 | 0 | 0.00 | 0.00 |
| 17 | PAULA R MARIWALA | 3709000 | 0.60 | 0 | 0.00 | 0.00 |
| 18 | HARSHRAJ C MARIWALA HUF | 6120000 | 1.00 | 0 | 0.00 | 0.00 |
| 19 | HEMA K MARIWALA | 3666140 | 0.60 | 0 | 0.00 | 0.00 |
| 20 | THE BOMBAY OIL INDUSTRIES PVT LTD | 37000 | 0.01 | 0 | 0.00 | 0.00 |
| | TOTAL | 386776520 | 62.96 | 400000 | 0.10 | 0.07 |

(I)(c) Statement showing Shareholding of persons belonging to the category " Public" and holding more than 1% of the total number of shares

| Sr. No. | Name of the shareholder | Number of shares | Shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} |
|---------|--|------------------|--|
| 1 | ARISAIG PARTNERS (ASIA) PTE LTD | 35353269 | 5.76 |
| 2 | THE ROYAL BANK OF SCOTLAND PLC | 28567789 | 4.65 |
| 3 | T ROWE PRICE INTERNATIONAL INC | 22879077 | 3.72 |
| 4 | HDFC TRUSTEE COMPANY LTD - A/C | 11709877 | 1.91 |
| 5 | ACACIA PARTNERS, LP | 9949389 | 1.62 |
| 6 | JANUS CONTRARIAN FUND | 8671408 | 1.41 |
| 7 | M/S NAPEAN TRADING AND INVESTMENT CO PVT | 8430362 | 1.37 |
| 8 | FRANKLIN ADVISERS, INC A/C | 6370119 | 1.04 |



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| | | | |
|--|--------------|----------|----------|
| | TOTAL | 0 | 0 |
|--|--------------|----------|----------|

(II)(a) Statement showing details of Depository Receipts (DRs)

| Sr. No. | Type of outstanding DR(ADRs, GDRs, SDRs etc.) | Number of outstanding DRs | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares {i.e. Grand Total (A)+(B)+(C) indicated in Statement at para(I)(a) above} |
|---------|---|---------------------------|---|---|
| 1 | Not Applicable | | | |
| 2 | | | | |
| | TOTAL | | 0 | 0 |

(II)(b) Statement showing Holding of Depository Receipts (DRs), where underlying shares are in excess of 1% of the total number of shares

| Sr. No. | Name of the DR Holder | Type of outstanding DR(ADRs, GDRs, SDRs etc.) | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares {i.e. Grand Total (A)+(B)+(C) indicated in Statement at para(I)(a) above} |
|---------|-----------------------|---|---|---|
| 1 | Not Applicable | | | |
| 2 | | | | |
| | TOTAL | | 0 | 0 |

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