

March 12, 2024

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.: Press Release

Please find attached a press release by Marico Limited, titled “Nihar Shanti Pathshala Funwala language learning program impacts over 10 lakh students in rural India”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>.

This is for your information and records.

Thank you.

Yours faithfully,
For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

Encl.: As above

Nihar Shanti Pathshala Funwala language learning program impacts over 10 lakh students in rural India

India, March 12, 2024: As a country, we have made significant in-roads into making education accessible to all, including rural India. Education is the primary driver of progress in society, and as a brand that shares this purpose, **Nihar Naturals Shanti Badam Amla** identified building language proficiency as a way to contribute.

The brand has partnered with **LeapForWord**, a non-profit organization, and launched Nihar Shanti Pathshala Funwala, an English language proficiency program. This program uses phonetics to educate teachers in their mother tongue enabling them to teach English with ease. The program is available on WhatsApp and YouTube maximizing its reach across different parts of India, making the English language accessible to all.

Restating the brand's purpose of driving progress through education, **Somasree Bose Awasthi, Chief Marketing Officer, Marico Limited** said, *"We take immense pride in the deep connection that **Nihar Naturals Shanti Badam Amla** hair oil has formed with consumers, who recognize the brand's purpose. In 2019, **Nihar Shanti Pathshala Funwala** was created with the primary objective to enhance reading and comprehension proficiency among students in rural areas. We achieved this with the introduction of our unique **English Literacy Program** that equips educators to promote literacy in a language that opens doors to better higher education opportunities. Witnessing the program's impact on teachers and students has been truly fulfilling. In 2023 alone, the brand has collaborated with **1.4 lakh government schools**, successfully educating **2 lakh teachers**, thereby positively impacting over **10 lakh students across 142 districts**. With the support of our valued Nihar family across the country, we hope to make this movement bigger and better, year on year."*

Commenting on the partnership, **Pranil Naik, Founder at LeapForWord** said, *"The program Nihar Shanti Pathshala Funwala is an outcome of a common goal of championing the cause of progress through children's education. Collaborating with Nihar Naturals Shanti Badam Amla hair oil has accelerated our outreach, from 1 district in 1 state to over 140 districts in India. The purpose of our existence lies in the quality of impact this program has had in enabling children to prepare for higher education. For teachers, the program has not only skilled them in the English language but has also helped them overcome their social limitations and create new growth opportunities for themselves."*

So far, the Nihar Shanti Pathshala Funwala program has been launched in the states of Madhya Pradesh, Uttar Pradesh and Jharkhand.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of USD 1.2 billion through its products sold in India and chosen 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, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements and Beardo. The international consumer products portfolio 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, Thuan Phat and Isoplus.

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