

February 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  
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Mumbai - 400 051

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## Disclosure under Clause 36 of the Listing Agreement

### Marico enters Vietnam through investment in ICP

Dear Sir/Madam,

This is to inform you that Marico Limited has acquired 85% equity stake in International Consumer Products Corporation (ICP), a Vietnamese company engaged in consumer products business.

A media release giving all the relevant details of the acquisition is enclosed and is also being posted on the Marico Website [www.marico.com](http://www.marico.com) for information.

Please take this disclosure on record and acknowledge.

Thank you.

Yours faithfully,  
For **Marico Limited**



**Hemangi Wadkar**  
Company Secretary

Encl: As above

## Media Release

Year	2009-10
Turnover	Rs. 2661cr
Net Profit	Rs. 232cr

Turnover and profit consistently growing over the corresponding quarter of the previous year, for the past 40 quarters and more

1 out of every 7 Indians is a Marico consumer.

Marico distribution network covers over 33lac retail outlets

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

Parachute is the world's largest coconut oil brand

Kaya cosmetic dermatology has been a pioneer with over 100 clinics in India, Bangladesh and the Middle East

Marico was awarded the NDTV Profit Business Leadership Award 2009 in the FMCG (Personal Hygiene) category

SuperBrands voted Parachute a Super Brand in UAE & Bangladesh and Hair Code in Egypt

Parachute ranked the 2<sup>nd</sup> Most Trusted Brand in Bangladesh

Kaya was awarded the 'Most Admired Retailer for Health and Beauty' at the Images Retail Awards '09

Marico's manufacturing unit won the Outstanding Achievement Trophy at the IMC Ramkrishna Bajaj National Quality Award (RBNQA) 2009

## Media Release Feb 18, 2011

### Marico enters Vietnam through investment in ICP

Marico (BSE: 531642, NSE: "MARICO"), one of India's leading Consumer Products & Services Groups in the Beauty and Wellness space, today, took up 85% equity in International Consumer Products Corporation (ICP), one of the most successful Vietnamese FMCG Companies, for an undisclosed consideration.

ICP was founded, in 2001, by Dr. Phan Quoc Cong and his partner. ICP achieved a turnover of a little over USD 25 million, during the calendar year 2010. Its brands (X-Men, L'Ovite, Thuan Phat and others) have a significant presence across personal care, beauty cosmetics and sauces / condiments categories.

X-Men is a leading player in the male grooming segment in Vietnam and is the 2<sup>nd</sup> Most Trusted Personal Care brand in the country. With over 35% market share, it leads the men's shampoo category. X-Men has recently extended its presence to other male grooming segments such as deodorants and shower gels. L'Ovite, the company's premium cosmetics brand ranks amongst the top 5 premium cosmetics brands in Vietnam. Thuan Phat participates in the rapidly growing branded sauces and condiments market in Vietnam.

Dr. Cong, co-founder of ICP, has nurtured a vibrant culture and a highly engaged team that contributes to ICP's success. Guided by his inspiring vision of building a winning organization and encouraging creativity to overcome challenges, ICP has over the past decade, established itself as a leading domestic player in Vietnam's personal care industry. Dr. Cong will continue to lead ICP as its CEO.



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Expressing happiness over the transaction, Dr Cong said, "I am delighted at Marico's investment in ICP. I am confident that with Marico's learning, from its successes in India and other markets, we can take ICP to new heights together." Dr. Cong will continue to hold his entire stake of 15% in ICP for 3 years.

Mekong Enterprise Fund II Ltd. managed by Mekong Capital and BankInvest Vietnam (both private equity funds) and other individual shareholders were the key shareholders that have divested their shareholding to Marico.

**Added Vijay Subramaniam, CEO, International Business Group, Marico:** "I am excited about our investment in the rapidly growing Vietnamese market. ICP has built a strong portfolio of brands and I look forward to robust high paced growth under Dr. Cong's stewardship. ICP imparts strength to Marico's international business group in the male grooming segment."

### About Marico

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services Groups, in the Beauty and Wellness space. During 2009-10, Marico recorded a turnover of Rs. 27 billion (about USD 600 Million) through its products and services sold in India and over 25 other countries.

Marico touches the lives of 1 out of every 4 Indians, through its portfolio of brands such as Parachute, Saffola, Sweekar, Hair & Care, Nihar, Mediker, Revive and Manjal. Marico's international portfolio contributes to 23% of Marico Group's revenue and includes brands like Parachute, HairCode, Fiancee, Camelia, Aromatic, Caivil, Hercules, BlackChic, Code 10 and Ingwe, spread over Bangladesh, MENA, South Africa and Malaysia. It is also present in the Skin Care Solutions segment through Kaya Skin Clinics in India, Middle East and Bangladesh and Derma Rx in Singapore.

Marico is widely recognised for its entrepreneurial culture and values of openness, trust, and empowerment. Marico's endeavour is to transform the lives of all stakeholders by helping them maximise their true potential. This purpose is articulated in the true Mariconian spirit – to 'be more. every day.'

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance – a CAGR of 21% in Turnover and 27% in Profits over the past 5 years. Marico has successfully achieved several consecutive quarters of y-o-y growth- 45 for Profits and 41 for Sales. For more information, please visit: [www.marico.com](http://www.marico.com).