

Marico enters Vietnam

through

investment in ICP

February 18, 2011

Marico's International Business



- Present in over 25 overseas countries
- Contributes to 23% of the Group's revenue
- Includes several leading brands
 - Parachute, HairCode, Fiancee, Camelia, Aromatic, Code 10
 - Caivil, Hercules, BlackChic, Ingwe
- 2010-11 Turnover Rs. 7 Billion (USD 150 Million)

- Separately
 - Marico also present in the Skin Care solutions segment
 - through Kaya Skin Clinics
 - in the Middle East, Bangladesh & Derma Rx in Singapore

Marico & ICP



Marico (BSE: 531642, NSE: “MARICO”)
Leading Consumer Products & Services Group
In Beauty and Wellness space
Turnover FY10 Rs. 27 billion (~USD 600 Million)
Marico’s Purpose... ‘Be More. Every Day.’



International Consumer Products (ICP)
Turnover ~ USD 25 million during 2010
Leading domestic player in Consumer Products
One of the most successful Vietnamese FMCG co.s



Marico has taken up 85% equity in ICP
Equity purchased by Marico from..
Mekong Capital, BankInvest Vietnam & a few individuals

- Founded in 2001
 - by Dr. Phan Quoc Cong & his partner
- Turnover ~ USD 25 million during 2010
- Leading player in Consumer Products
- Significant brand presence across
 - Personal Care
 - Beauty cosmetics
 - Sauces / condiments





Brands



- Leading player in male grooming segment
- 2nd Most Trusted Personal Care brand
- Over 35% market share
- Leads the men's shampoo category



- Range of premium cosmetic products
- Ranked amongst the top 5 premium cosmetics brands in Vietnam



- Branded sauces and condiments



New Partners in Growth & Progress



Mr. Vijay Subramanian, CEO - IBG

“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 the stewardship of Dr. Cong. ICP imparts strength to Marico’s international business group in its participation in the male grooming segment.”

Dr. Phan Quoc Cong, CEO, ICP

“I am delighted at Marico’s investment in ICP. I am confident that with Marico’s learning from its successes in India and its international markets we can take ICP to new heights together.”



Thank You