

Year 2017-18

Turnover INR 6,333 crs  
Net Profit INR 814 crs

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Marico has been ranked as #8th Best Workplace in Manufacturing in India by Great Place to Work Institute, 2018.

Marico India ranked 32nd in India's Best Companies to Work For in 2018 in a study conducted by Great Place to Work Institute and The Economic Times.

Marico is recognized for Excellence in Corporate Governance by 15th ICSI National Awards

Marico wins in the Globetrotters category at the Pitch Top 50 Brands 2018

Marico wins 7 awards at The International Business Awards 2018 in the Communications & PR Category

Marico was also recognized as one of the 'Most Honored Companies' among Small and Mid - cap companies in India in the All-Asia (ex-Japan) Executive Team Rankings 2018 by Institutional Investor

Marico Bangladesh receives Silver Award for Excellence in Corporate Governance from ICSB.

Saugata Gupta was ranked #4 in FMCG & #47 Pan-India in the Business Today-PWC list of India's Top 100 CEOs

Saugata Gupta, MD & CEO, was recognised as one of India's Most Valuable CEOs in the large companies category by Business World.

Marico CQA team received a Special Recognition at the 6th CII National Excellence Practice Competition 2018 in the Services & Manufacturing Category

Marico's India Business has achieved a 'Level 4-TCM Enabled Company' rating by CII

Marico has won Best in Class Supply Chain Strategy & Design Award 2017" in 11th edition of Express Logistics & Supply Chain (ELSC) Leadership Awards

Marico's Baddi unit wins IMC Ramkrishna Bajaj National Quality award and gets CII GreenCo Gold certification

Marico won 12 awards at the INDIASTAR Packaging Awards 2017, a premier event promoting packaging design, innovation and excellence.

Teach Little Minds' recognized as the Best CSR Practice at World Quality Congress



## Marico Limited – Q2FY19 Results

### Double Digit Growth in Revenue and PAT

**Exciting Innovations in Premium Hair Care and Healthy Foods**  
**Stable Growth Momentum Building in the International Business**

In Q2FY19, Revenue from Operations grew by 20% YoY to INR 1,837 crore (USD 262 million). EBITDA was at INR 294 crores, up 14% YoY and PAT was at INR 214 crores, up 18% YoY.

The underlying volume growth in the India business was 6%. While overall consumption trends seemed normal, volume growth in the India business was dampened by a double-digit volume decline in CSD sales. **Volume growth ex-CSD was 7%.**

The **trend of rural growth (24%) outpacing urban growth (11%)** sustained during the quarter. **Modern Trade** grew 39% and **E-Commerce** more than quadrupled during the quarter.

The **International business** posted a broad-based constant currency growth of 11%, led by volume growth of 8%.

Our focus on innovation and premiumization landed some first-of-its-kind products into the market during the quarter, namely, **True Roots**, a botanical hair tonic that delays hair greying by increasing melanin levels in the hair roots, and **Nihar Naturals Extra Care**, a fragrant light hair oil filled with the nourishment of Activ-seeds (Fenugreek, Mustard, Nigella, Sesame and Bottle Guard), that reduces hairfall by upto 8X. **Pav-Bhaji flavoured Saffola Masala Oats** and new variants in **Livon Serums** were also launched. A female grooming range under a fresh brand '**Sedure**' was launched in Vietnam.

**Advertising & Sales Promotion spends** in Q2FY19 was up 11% on a YoY basis. Investment towards brand building will be further ramped up to support market growth initiatives in core categories, expansion into adjacent categories and a visibly strong innovation pipeline for the next 2-3 years.

For FY19 and beyond, the Company retains the target of **8-10% volume growth and healthy market share gains in the India business**. The Company aims to build **Healthy Foods, Premium Hair Nourishment** and **Male Grooming** into growth engines of the future and expects to deliver value growth at 20% plus CAGR over the medium term in these portfolios.

In the **International business**, the Company expect to clock organic broad-based double-digit constant currency growth in the medium term.

At its meeting held on November 1, 2018, the Board of Directors of the Company has declared an **interim dividend of 200% (INR 2.00 per share)** on its paid up equity share capital of INR 129.09 crores.

#### Other Updates:

- Marico was recognized in the Globetrotters category at the Pitch Top 50 Brands Awards 2018.
- Marico's CQA team received a 'Special Recognition' at the Sixth CII National Excellence Practice Competition 2018 in the Services and Manufacturing category.

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2017-18, Marico recorded a turnover of about INR 63 billion (USD 982 Million) through its products sold in India and chosen countries 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 Naturals, Livon, Set Wet, True Roots, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.

**Business Unit-wise details have been given in the following pages. More details are available in the Information Update issued today and posted on the Company's website [www.marico.com](http://www.marico.com)**

# Media Release

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**Marico's India Business** recorded a turnover of **INR 1,439 crores** (USD 205 million), a growth of **20%** over the same period last year. The operating margin was at 18.0% before corporate allocations.

**Parachute Rigids (packs in blue bottles)** posted a volume growth of **8%**, led by higher category growth and stronger offtakes in non-core markets. The portfolio grew 32% in value terms owing largely to price hikes taken during the previous year to partly offset the raw material cost increase. The Coconut Oil franchise consolidated its volume market share at **59%** (Sep 2018 MAT).

**Saffola refined edible oils** grew 5% in volume terms during the quarter. The franchise appears to be responding to the concerted efforts taken towards reinvigorating this segment. The brand strengthened its leadership position in the super premium refined edible oils segment to **~71%** volume market share (Sep 2018 MAT).

**Healthy Foods** grew by 35% in value terms. Growth in **Saffola Masala Oats (SMO)** has been spurred by the continued promotional campaign which highlights its health supremacy over instant fried noodles. The brand continued the uptrend in its value market share, now holding **~70%** in the flavoured oats category (Sep 2018 MAT).

**Value Added Hair Oils** registered a volume growth of 5%, lower than the medium term aspiration, due to a steep decline in CSD sales. **Volume growth in Value Added Hair Oils ex-CSD was at 10%**. The Company consolidated its market leadership at a volume share of **~34%** (Sep 2018 MAT).

**Nihar Naturals Shanti Amla Badam** strengthened its volume market leadership in the Amla Hair Oil category, and in the process, further cemented its position as **"India's No. 1 Hair Oil"**. **Parachute Advanced Aloe Vera Enriched Coconut Hair Oil** has made healthy progress in its chosen markets of Maharashtra and southern India. The Company will scale up the footprint gradually over the next few quarters.

**Premium Hair Nourishment** grew 66% in value terms. **Livon Serums** registered strong growth during the quarter. The Company launched variants of Livon Serums, specifically formulated for common hair care needs – **Livon Serum for Dry and Unruly Hair, Livon Colour Protect Serum and Livon Shake and Spray Serum**.

**Male Grooming** grew 32% in value terms. **Set Wet Hair Gels** continued to dominate with a **57%** value market share in the Hair Gels category. The recently launched affordable pocket perfume spray, **Set Wet Go** (priced at INR 49), has been gaining traction across all the launch markets. It is now one of the top 3 players in the budget perfumery segment.

**Marico's International business grew by 11% in constant currency terms (volume growth of 8%) in Q2FY19**. The operating margin was at 18.0% before corporate allocations, in line with medium term guidance.

**Bangladesh** grew by 10% in constant currency (cc) terms, led by robust growth in the non-Coconut oil portfolio in line with the stated diversification strategy. **Vietnam** grew by 13% (in cc terms) as both male shampoos and male deodorants performed well. **Middle East and North Africa** posted a growth of 19% (in cc terms). **South Africa (including Isoplus)** also posted a growth of 18% (in cc terms).

**Commenting on the Q2FY19 performance, Saugata Gupta, MD & CEO** said, *"In addition to the healthy topline and bottom-line growth, we are enthused by the distinctive new products launched during the quarter. The performance in the first half of FY19 affirms our potential to deliver on our growth aspirations. While we continue our efforts towards broad-basing the growth in the domestic business, the international business is also showing signs of a stable uptrend. With the innovation engine revving up, we are committed to stepping up the investments behind building our brands and enhancing capabilities especially in the area of premiumisation and new channels."*