



December 9, 2022

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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

This is to inform you that Marico South East Asia Corporation (“MSEA”), a wholly owned subsidiary of Marico Limited, has entered into a definitive agreement to acquire 100% shares of Beauty X Joint Stock Company (“Beauty X”), an entity incorporated in Vietnam which owns the personal care brands “Purité de Prôvence” and “Ôliv”. The said acquisition is subject to requisite regulatory approvals and satisfaction of various terms and conditions as specified in the definitive agreement.

Accordingly, upon completion of the acquisition as aforesaid, Beauty X will become a subsidiary of MSEA and consequently a subsidiary of Marico Limited as well.

Disclosure under Regulation 30 of the SEBI Listing Regulations read with the SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is enclosed as Annexure I. A Press release on the aforesaid acquisition is enclosed as Annexure II.

The disclosures and press release are also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>

Kindly take the same on record.

Yours faithfully,

For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

ENCL: As above.

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Marico Information classification: Official

Annexure I

Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sr. No.	Particulars	Description								
1.	Name and details of the target entity	Beauty X Joint Stock Company, an entity incorporated in Vietnam which owns the personal care brands “Purité de Prôvence” and “Ôliv” (“ Beauty X ”)								
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/group companies have any interest in the entity being acquired	The acquisition does not fall within related party transactions. The promoter/ promoter group do not have any interest in the Target Company.								
3.	Industry to which the entity being acquired belongs	Beauty and Personal Care (in Vietnam)								
4.	Objects and effects of acquisition	The transaction will expand Marico’s presence in the female personal care segment in Vietnam, with an offering of a range of premium and differentiated hair care and skin care products, while also realizing various operational synergies.								
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Approval from the Department of Planning and Investment in Vietnam.								
6.	Indicative time period for completion of the transaction	The transaction is expected to be completed by March 31, 2023, subject to requisite regulatory approvals and customary closing conditions.								
7.	Nature of consideration (cash consideration or share swap and details of the same)	Cash								
8.	Cost of acquisition or the price at which the shares are acquired	Vietnamese Dong (VND) 493Billion (INR 172Cr., based on conversion rate as on December 9, 2022)								
9.	Percentage of shareholding/control acquired and/or number of shares acquired	Acquisition of 100% of the share capital of Beauty X by Marico South East Asia Corporation.								
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, Country in which the acquired entity has presence.	<p>Beauty X is an SPV incorporated in Ho Chi Minh City, Vietnam in July 2022, which owns the personal care brands “Purité de Prôvence” and “Ôliv” having a range of premium and differentiated hair care and skin care products.</p> <p>Details of last 3 years’ turnover attributable to these brands are as follows:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Turnover*</th> </tr> </thead> <tbody> <tr> <td>CY 2021</td> <td>VND 251 Billion (INR 82 Cr.)</td> </tr> <tr> <td>CY 2020</td> <td>VND 267 Billion (INR 85 Cr.)</td> </tr> <tr> <td>CY 2019</td> <td>VND 200 Billion (INR 62 Cr.)</td> </tr> </tbody> </table> <p>*Figures in INR have been converted from VND based on exchange rate(s) as at the end of respective reporting period.</p>	Year	Turnover*	CY 2021	VND 251 Billion (INR 82 Cr.)	CY 2020	VND 267 Billion (INR 85 Cr.)	CY 2019	VND 200 Billion (INR 62 Cr.)
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CY 2019	VND 200 Billion (INR 62 Cr.)									

Marico to acquire personal care brands “Purité de Prôvence” and “Ôliv” in Vietnam

Mumbai, 9 December 2022: Marico Limited (BSE: 531642, NSE: “MARICO”) has announced that it’s wholly owned subsidiary, Marico South-East Asia Corporation (MSEA), has entered into a definitive agreement to acquire 100% of Beauty X Corporation. Beauty X owns **female personal care brands “Purité de Prôvence” and “Ôliv”**, which offer a range of premium and differentiated hair care and skin care products in Vietnam, such as shower gels, shampoos, conditioners, face wash, lotions, among others.



Purité de Prôvence, launched in 2011, honors pure and natural beauty with the know-how and ingredients of Provence, France, which come to life in various fragrances such as lavender, cherry blossom, rose, among others.

Ôliv, launched in 2017, brings the goodness of extra virgin olive oil, combined with other natural ingredients, in its wide range of products for nourishment of hair and skin.

The natural and unique proposition offered by the brands has gained consumer traction and the business is growing profitably.

Saugata Gupta, MD and CEO, Marico Limited, said, “The addition of Purité de Prôvence and Ôliv presents an opportunity to significantly expand our play in female beauty and personal care category and therefore increase our total addressable market in a high growth country like Vietnam. Both brands have established a distinct natural proposition and scaled up profitably in a rather short span of time. We are buoyant about the medium-term prospects of beauty and personal care category in Vietnam and expect to further step-up growth and profitability through investing in brand building and leveraging various operational synergies with our existing portfolio over the next few years.”



PRESS RELEASE

About Marico Limited:

Marico Limited (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies in the global beauty and wellness space. During FY 2021-22, Marico recorded a turnover of INR 95 billion (USD 1.3 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, Beardo and True Elements. Marico's International business 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, Mediker SafeLife, Thuan Phat and Isoplus.