

Marico steps up to aid India in its fight against COVID-19

As India combats the unprecedented global pandemic, Marico Limited extends support to the government, citizens, support workers and medical fraternity. With the rapidly escalating spread of COVID-19, it is imperative for every member to come together and unite their efforts towards providing relief to all affected communities. Living by the ethos Marico was built on to 'make a difference'; our resources and efforts are directed towards multiple stakeholders.

Commenting on this situation **Saugata Gupta, Managing Director and CEO, Marico Limited** said, "At Marico, community sustenance has been at the core of our business for last three decades. As we stand united against COVID-19, we extend our support to the communities we live in and to the front-runners in this battle – medical professionals, the police force, primary healthcare workers, emergency services staff and fellow citizens who have been worst affected in this crisis. We are ably supported by our own heroes including our manufacturing teams, supply chain teams, our distribution partners and sales teams. We have increased the safety measures and adopted necessary precautions to keep these heroes safe, who are working tirelessly in their attempt to deliver essential products to our consumers safely in compliance with the government guidelines. We salute their perseverance and thank them for making a difference."

Our outreach in this fight against COVID-19 encompasses several areas to which we have committed an initial outlay of INR 8 Crore.

#MaricoUnitedAgainstCovid19

Safety and Hygiene Kits : With a commitment to safeguard lives of those who are fighting the battle on-ground –primary healthcare workers, the police force and emergency services staff we are providing them with personal protective equipment like face masks, sanitizers, hand wash, thermometers etc. The distribution of these kits has already begun in Mumbai and in Jalgaon (Maharashtra) as we continue to expand our reach to include more beneficiaries across multiple states. We also plan to partner the government in its rehabilitation initiatives.

Meals program: In partnership with various government agencies we are providing meals and dry rations for migrant labourers, the police force, and health-workers, poor and elderly people during this time. We are working with CII and FICCI under the able guidance of Ministry of Consumer Affairs and other Government authorities for this initiative. We have also partnered with Swiggy and Zomato to deliver these meals. The meal delivery has commenced in Mumbai and dry rations are being provided in Thane District, Aurangabad (Maharashtra) and Baddi (Himachal Pradesh) as we work together with various industry bodies and our partners to scale up the delivery of meals and dry rations across multiple states.

Contribution to PM Care Fund

As the government continues its valiant efforts to fight the pandemic, Marico also pledges contribution to the PM Care Fund.

Innovate2BeatCOVID challenge

With an aim to support our medical infrastructure, Marico Innovation Foundation (MIF) has launched a unique, nationwide platform called #Innovate2BeatCOVID. It invites med-tech entrepreneurs, corporates and innovators to share existing cost-effective and innovative solutions to combat short supply of ventilators, personal protective equipment and other respiratory solutions that can aid the medical fraternity. As the pandemic progresses, the dynamic grand challenge may expand to other items of critical need in consultation with medical experts. Marico Innovation Foundation along with the A.T.E. Chandra Foundation and Harsh Mariwala in his personal capacity will offer total grants worth INR 2.5 Crore to the most impactful innovations. The challenge has received an overwhelming response already with 1000+ applications.

Supporting Each Other

Marico members are united in the fight against COVID-19 in this hour of need. We have together created a fund through voluntary member contributions aided with equivalent contribution from Marico Limited, through which we will help the front line teams of our business partners who are working on-ground ensuring the availability of essential Marico products to consumers. Apart from securing them with personal protective equipment, they will be given extra monetary help under “COVID Assistance”. In addition to this, in the event of any person being detected positive with Covid-19 and hospitalized, Marico will provide medical assistance.

Members at the manufacturing facilities

As we continue to adhere to all Central and State Government guidelines and orders in carrying on our operations, our manufacturing teams are working to the best of their abilities to make available the much needed essential products to consumers. Apart from personal protective equipment and increase in the frequency of disinfection and fumigation, we have established strict social distancing measures and have implemented mandatory thermal scanning. Entry and exit from the plants during shift timings are demarcated to avoid gathering of members at the gate. Minimum two metres distance is maintained between each of the work stations. Additionally, each site has identified a dedicated isolation room with necessary facilities.

This is a difficult time for most nations across the world, with this health crisis affecting hundreds of thousands of people and has impacted the global economy. In this hour of need we are stepping up to make a difference to our people, our partners and citizens alike. Above all we are committed to serve our consumers to the best of our abilities with products which are essential to them safely and securely.



About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2018-19, Marico recorded a turnover of about INR 73.3 billion (USD 1.05 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, Parachute Advansed, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, True Roots, Kaya Youth O2, 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.