

## Marico Limited's Parachute Kalpavriksha Foundation impacts over 40,000 coconut farmers; increases their productivity by 15%

*Celebrates World Coconut Day 2021 with webinars to educate coconut farmers on science backed cultivation practices*

**Mumbai, September 02 2021:** In line with its mission of making a difference, Marico Limited, one of India's leading FMCG companies, had launched the Parachute Kalpavriksha Foundation on World Coconut Day in 2017. Four years since, the Foundation has impacted the lives of over 40,000 coconut farmers by enabling them in sustainable, scientific farming methodologies. The program uses a three-pronged approach to achieve its objectives: aiding the farmers to grow higher and more sustainable crop yield; training them to become self-sufficient and capable in farm management; and transforming beliefs and myths-based farming into scientific and research-based activities. This year on World Coconut Day, Parachute Kalpavriksha Foundation organised webinars on topics such as different variants of coconut and ways to maintain them by improving soil health as well as disease and pest control.

**Speaking about the success of Parachute Kalpavriksha Foundation, Udayraj Prabhu, EVP Business Process Transformation & IT and Head CSR said,** "Sustainability is an inseparable part of Marico's ethos as we believe it empowers us to lead with excellence, agility and innovation, in order to create value for all stakeholders throughout our journey. Since its launch on World Coconut Day 2017, the Parachute Kalpavriksha Foundation has grown to impact over 40,000 farmers by equipping them with the tools, scientific techniques, advanced agricultural training and a range of farm-support resources aimed at boosting their yield as well as enhancing their livelihoods. This World Coconut Day, we are reenergizing ourselves to continue creating a lasting difference by uplifting India's coconut farming community."

Marico has leveraged a ground-breaking socio-economic development model to transform the lives of coconut farmers through various initiatives. The company established the Kalpavriksha Knowledge Centre (KKC) in FY21 to deliver scientific and outcome-based learning to farmers. As part of the program, 1,000 farmers were trained in best management practices for coconut farming such as pest, disease, and water management, with the help of experts. Besides classroom learning, open house group discussions allow the farmers to raise doubts and receive further guidance and knowledge. The last part of the learning module under this initiative involves the farmers visiting the Kalpavriksha demo farm to get hands-on learning of the best practices involved in tech-enabled, science-based coconut farming.

Under this program, Marico has created water saving potential of more than 60 Cr liters till date by constructing more than 450 farm ponds. In the last financial year, Marico also launched the Agri Business Centre (ABC), an agri-clinic where farmers can obtain farm care inputs along with services like the hiring of farm equipment including rotavator and power tiller, along with labour services at an affordable price. Established with the help of local entrepreneurs, these agri-ventures have helped over 1,000 farmers in the



past two years. The company also leveraged tech-enabled media and social media platforms to increase the program's outreach and impact in the wake of the pandemic. The Parachute Kalpavriksha Foundation reached and supported more than 15,000 farmers through digital engagement initiatives in FY21.

**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 FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 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 Gourmet, Saffola ImmuniVeda, Saffola Arogyam, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and Beardo. The international consumer products portfolio 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.