

Coco Soul promises #SuperFoodsforSuperMoms this Mother's Day

Mumbai, 11th May 2019: This Mother's Day, Coco Soul is on a mission to bring back the generations of goodness that a coconut signifies- in ways that are both modern and exciting. The brand has launched a digital film that triggers nostalgia by asking millennials about their memories of coconuts and how their moms used to give them coconuts in different ways. This brings out the warmth and smiles as they recall how the mothers used to give them coconuts as part of dishes, prasaad and so much more!

The millennials are then given different Coco Soul products to taste that are made using 100% natural coconuts in exciting formats - Coconut Chips, Coconut Spreads and Peanut Coconut Butter. These remind them of how their mothers would love these products and they would want to give them this goodness back for Mother's Day. A simple yet heartfelt way of thanking the mothers for the goodness and warmth.

The digital film is accompanied by influencers gifting their mother's hampers and propagating the message of #SuperFoodsforSuperMoms.

Video Link - <https://www.youtube.com/watch?v=4tXsfMr-EuU>

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About Marico Limited:

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 INR 63 billion (USD 982 Million) 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, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The International business 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, Thuan Phat and Isoplus. Marico's focus on delivering sustainable business and earnings growth has so far resulted in a healthy shareholder return of 26% CAGR since listing in 1996.