

## On the back of the success of its healthy foods portfolio, Marico Limited launches Chyawanprash under the aegis of Saffola Immuniveda

*The new product will be available across e-commerce, modern trade and general trade in 3 convenient SKUs*

*Saffola Immuniveda, the contemporary Ayurvedic range from Marico also offers Kadha Mix and Golden Turmeric Milk Mix to strengthen immunity*



**Mumbai, September 27, 2021:** With an aim to further strengthen its presence in the immunity-boosting and ayurvedic segment, Marico Limited, one of India's leading FMCG companies, has extended its healthy foods portfolio with the launch of **Saffola Chyawanprash** under Immuniveda banner, its contemporary Ayurvedic range. Adding to the success of brand Saffola in immunity boosting space, this new offering by Marico provides the power of Ayurveda to its consumers with the use of modern technology, under the renowned expertise that the Saffola aegis is trusted for.

Over the years, consumers in India have been proactively seeking immunity boosting solutions that are not only effective but can also be seamlessly integrated into their daily routine, a trend which has only increased in the wake of the pandemic. Recognising the benefits provided by Chyawanprash described in the ancient Ayurvedic texts, Marico has launched its new product that will take care of the health and well-being of the whole family. Saffola Chyawanprash incorporates the goodness of over 50 ingredients such as Amla, Giloy, Ashwagandha, Honey, Shatavari, Bala, Pippali, Vidarikand etc. This carefully considered combination not only helps boost immunity, energy and stamina but also helps in improving respiratory health so that one is less susceptible to seasonal cough, cold and sore throat. It is available in a premium design and is positioned towards the modern consumer, who is looking for immunity boosting products for everyday use that fit into their busy schedules.

Speaking about the new launch, **Mr. Sanjay Mishra, COO- India Sales & CEO- News Business, Marico Limited** has said that, *“As we have been intensifying our healthy foods portfolio, we have been witnessing exponential growth owing to the superior quality of Saffola as well as the trust our consumers place in us. Taking this a step further, we have launched the all new Saffola Chyawanprash under our Immuniveda banner, an enriched product that combines the benefits of Ayurveda and the expertise to our consumers who are seeking immunity boosting products that fits into their hectic lifestyles, to ensure the wellbeing of themselves and their families. Given the success we have seen in our recent product launches under brand Saffola, we are confident of earning the consumers love for Saffola Chyawanprash as well.”*

Marico Limited has been successfully innovating and intensifying its hold in the healthy foods and immunity-boosting category over the past year, having grown by more than 100% in value terms in Q1FY22. It launched Saffola Honey, a superior quality product backed by advanced NMR (Nuclear Magnetic Resonance) test certification which has quickly garnered a double-digit market share in key modern trade chains and consolidated its market share above 25% in E-Commerce. The company also entered the Ayurvedic segment with the Saffola Immuniveda range of Kadha Mix and Golden Turmeric Milk Mix. Further, Marico has forayed into the plant-based protein segment with the recent successful launch of Saffola Meal Maker Soya Chunks and also strengthened its ready-to-eat portfolio with Saffola Oodles. Going forward, the company aims to continue to bring quality offerings in the healthy foods category to its consumers across geographies.

The all new Saffola Chyawanprash comes in three SKUs – 500gm for INR 199, 1kg for INR 350 and a 1.25kg value pack exclusively for modern trade stores, all while promising consistent quality which is associated with the Saffola brand. The product is available across e-commerce, modern trade and general platforms all over India, as well as the [Saffola Store](#) direct-to-consumer portal.

**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.