

Marico Limited signs a MoU with Government of Rajasthan to extend its Nihar Shanti Paathshala Funwala initiative further

Launches teachers training program just ahead of Children's Day to impact learning outcomes in English language for more than 10,000 children

Rajasthan, 13 November 2019: Marico Limited has announced the signing of a Memorandum of Understanding (MoU) with the Government of Rajasthan in order to launch a teachers training program under its flagship initiative - Nihar Shanti Paathshala Funwala. Further to the brand's commitment to enable children's education and progress, this initiative will equip government school teachers with effective and innovative teaching pedagogy thereby enabling them to teach English and other subjects in English language to children from their respective communities.

Aligned with the Children's Day celebrations, the MoU was signed by Ms. Priyanka Puri responsible for heading Education CSR initiatives at Marico Limited and Mr. Abhishek Bhagotia, SPD (SMSA), Government of Rajasthan in the presence of the Minister of Education as well as other dignitaries.

Through this program, the brand endeavours to enable teachers who impart English language training in a unique manner in order to make the children self-sufficient in forming words and sentences in English. With an aim to impact 10,000+ children, the program will cover more than 100 government school teachers in the district, training them in a unique English language teaching pedagogy and equipping them with required material. Furthermore, it will provide free-of-cost study material to the children under this initiative and equip the schools with training kits. It will also provide access to basic English language training anytime anywhere over toll free number.

This initiative will be implemented in association with an NGO partner, Leap For Word, across 5 Mahatma Gandhi Medium Government schools in Jaipur, Alwar, Dausa, Sikar and Jhunjhunu districts as well as 96 Secondary and Sr. Secondary Schools in the Kishangarhbas and Ramgarh blocks of Alwar District.

Speaking about the initiative, **Udayraj Prabhu, Head-CSR, Marico Limited** says, "*Marico's Nihar Shanti Amla has always championed the cause of children's education. This association with Government of Rajasthan is in line with the government's Sustainable Development Goals to provide quality education in rural India and impact learning outcomes. We believe in collaborating to co-create and benefit the society at large. This initiative is aimed at strengthening and supplementing the existing government school framework, and innovatively empowering school teachers with a unique teaching pedagogy and leave a befitting ever-lasting impact on over 10,000 children across 100+ schools.*"

Over the last seven years, Nihar Shanti Amla has remained true to its purpose of providing underprivileged children with opportunities and access to education, contributing 5% of its profits towards the same. To further its cause of supporting children's education, the brand launched the Nihar Shanti Paathshala Funwala which helps children learn spoken English anytime, anywhere free of cost.

Nihar Shanti Paathshala Funwala has led massive rural outreach programmes that have positively impacted 7500+ villages with more than 10 lakh calls received on the toll free number from 3 lakh children in these villages in the past year.

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.