

India's leading FMCG major, Marico Limited, collaborates with Swiggy and Zomato to deliver essential food items to consumers

First FMCG company to go live directly on Swiggy Stores

First FMCG company to go live on Zomato market under 'groceries' in multiple cities

Mumbai, April 3, 2020: Marico Limited, one of India's leading FMCG firms, has partnered with Swiggy and Zomato to introduce 'Saffola Store' on the country's foremost foodtech platforms. This initiative enables the consumer to order essential food items under the Marico portfolio - Saffola Oils, Saffola Plain Oats, Saffola Masala Oats and Coco Soul Virgin coconut oil, from the safety of their homes. This service is available on Zomato in Delhi NCR and Bangalore. It will be activated in other cities such as Mumbai, Kolkata, Chandigarh and Ahmedabad starting next week. The Swiggy stores have started the delivery in Gurgaon and the service will be extended to rest of Delhi NCR, Bangalore and Mumbai this weekend.

With the rapidly escalating spread of COVID-19, availability of essentials is a critical need of the hour and so is consumer safety. Through this collaboration, in line with its commitment to provide safe and nutritious food, Marico Limited aims to supply necessary food items to consumers without having them to step out of their homes, in these times of turmoil. The delivery services are designed in adherence to strict hygiene and safety guidelines.

Commenting on this partnership, **Sanjay Mishra, Chief Operating Officer- India Sales & Bangladesh Business, Marico Limited** said, *"As India grapples with the unprecedented global pandemic, it is incumbent on every one of us to come together and extend our support. As one of India's leading consumer companies, we are working towards ensuring the availability and easy access of essential food items to consumers. In an effort towards this, we have partnered with Swiggy and Zomato to provide Saffola and Coco Soul products to individuals' doorstep in a safe manner."*

Vivek Sunder, Chief Operating Officer, Swiggy, said, *"Swiggy is committed to serving the citizens of our country in every way possible especially during these difficult times. Through our partnership with Marico, Swiggy will leverage and engage its extensive delivery fleet to ensure that essential products such as cooking oil and oats reach consumers quickly and in a safe manner. We are sure that this association will deliver immense value to our customers especially in this time of need."*

"As an essential service provider, it is important we find ways to utilise our expertise to fight against this pandemic. We are glad to partner with Marico and be able to deliver the necessary products to our users. We are starting this partnership in Delhi NCR and Bangalore and will expand it to more cities by next week," said **Mohit Sardana, Chief Operating Officer-Food Delivery, Zomato**.

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.

About Swiggy:

Founded in 2014, Swiggy is India's leading on-demand delivery platform with a vision to elevate the quality of life for the urban consumer by offering unparalleled convenience. It connects consumers to over 1,60,000 restaurant partners and stores across 520+ cities. Using innovative technology, Swiggy provides a hassle-free, fast and reliable delivery experience. Every order delivered by Swiggy's dedicated fleet of delivery partners engaged on a principal to principal basis, ensures a host of customer-centric features like lightning fast delivery, no minimum order value, live order tracking, and 24/7 customer support.

About Zomato:

Zomato's mission is better food for more people. We started in 2008 and democratised restaurant discovery to help users find high-quality food at restaurants, faster and cheaper. We continue to work with the restaurant industry to create innovative consumption models for both delivery and dining out, in addition to organising the food supply chain to make sure that people trust and buy restaurant food, more than home-cooked food.