

Nihar Naturals celebrates the 'Akai Aiksho' in every woman, this Durga Pujo

Creates a unique first-of-its-kind 3-D Pujo Pandal to celebrate their Shakti

National, 18 October 2018: Nihar Naturals Coconut Hair Oil, by Marico Limited, is a champion of the inherent strength and power of women making it synonymous with modern and progressive women. Building on this ideology, during this year's Durga Pujo across West Bengal the brand celebrated the power of Goddess Durga in every woman with a first-of-its-kind, Nihar Naturals Akai Aiksho Pujo Pandal.

"Akai Aiksho" in Bengali means – having immense inner strength that you alone are equal to a hundred.

These unique pandals did not have an actual idol of Goddess Durga. A 3D installation of only the Dashabhuj (ten hands of Durga) was placed, for women to come on the stage and embrace the avatar while they narrate their stories of independence and strength.

In the absence of a Goddess Durga idol, women who have overcome challenges in their lives are celebrated and worshipped for their inner strength and resilience, who are "Akai Aiksho".

So far, the campaign has reached over 20 Lakh consumers across Facebook and Instagram with hundreds of women participating in the festivities at the pandal, by clicking their pictures in front of the Dashabhuj backdrop.

One of these inspiring women will have the chance to eventually become the face of an upcoming Nihar Naturals campaign in the future.

The Akai Aiksho Pujo pandal was inaugurated on Monday, 15th October by Mimi Chakroborty, a famous Bengali actor and the brand ambassador along with Amrita Mukhopadhyay a real life 'Akai Aiksho' woman. Amrita runs a school for the specially-abled children and is also a crusader against child marriage.

Minakshi Handa, Head of Marketing - Hair Care and Hair Innovations, Marico Limited said, "Nihar Naturals has always championed the cause of woman's progress and its new campaign *Akai Aiksho* celebrates the surge of strong and spirited women. Beyond just communication, Nihar is driving the platform of Akai Aiksho to recognize real women, who have moved ahead in life despite challenges."

The pandal will be open to all till 18th October, Thursday, when the all-girls fusion/folk band *Soul of Tunes* will play mesmerising tunes and a rendition of the Nihar Naturals Akai Aiksho anthem.

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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.



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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.