

## **Nihar Shanti Pathshala Funwala extends its purpose-driven initiative through a MoU with Government of Rajasthan**

**Rajasthan, July 2019:** Nihar Naturals Shanti Badam Amla, Marico Limited's leading value added hair oil brand, has launched a children education program in Alwar district of Rajasthan in association with its partner Leap For Word. To enable this, the brand has signed a Memorandum of Understanding (MoU) with the Government of Rajasthan. In line with its commitment to the cause of a progressive society by contributing towards children's education, this initiative will involve teacher-training leading to an improvement in the learning metrics for the children they teach.

Through this program, the brand endeavours to make quality education accessible to students in Alwar, Rajasthan. 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. Furthermore, it will provide free-of-cost study material to the children under this initiative and equip the schools with training kits.

Over the last seven years, Nihar Naturals Shanti Badam 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. It has struck the chord with its consumers who not only want to look good but also do good at large. Therefore, the communication approach "Dikho Khoobsurat, Karo Khoobsurat" which resonates with the women who have an opportunity to be agents of change in the society.

To further its cause of supporting children's education, the brand has partnered with Educate Girls, an NGO that reenroll and retain girls in school through a community volunteer model, and improve in-class learning in Rajasthan. It also launched the Nihar Shanti Pathshala Funwala which helps children learn spoken English anytime, anywhere at free of cost. The programme was taken to the next level with a unique initiative called 'Phone Uthao India Ko Padhao', which connected urban volunteers with underprivileged children in rural areas who want to practice spoken English.

**Speaking about the initiative, Koshy George, Chief Marketing Officer, Marico Limited** says, "Nihar Naturals Shanti Badam Amla has consistently been true to its purpose of championing progress. This enables it to bring to life a movement that resonates emotionally with the consumers while delivering on its functionality. The brand believes that an Indian woman not only wants to look good but also good for the larger progress of the society. Hence, the brand promise of "Dikho Khoobsurat, Karo Khoobsurat". With this new initiative, we aim to strengthen our cause of enabling children's education, by training teachers in the Alwar district and equipping them with the tools and methods of teaching in a unique way."

Over the past few years, Nihar Shanti Amla has led massive rural outreach programmes that

have positively impacted 3000 villages and reached 4.6 lakh children in these villages.

**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.