

SAFFOLA HONEY IS 100% PURE AND COMES WITH A CERTIFICATE OF PURITY

Mumbai, December 14, 2020: Are you sure that you are consuming 100% pure honey? There have been many doubts recently in the minds of the consumers regarding the quality of honey. To put consumer doubts at rest, Saffola, one of the most trusted brands, is encouraging consumers to receive their very own *Saffola Honey Certificate of Purity* for every bottle they buy to be completely assured of the quality.

Saffola Honey, which is entirely sourced from Indian beekeepers, is manufactured at a USFDA registered plant with state-of-the-art technology ensuring robust quality checks. It is also compliant with each of the quality parameters mandated by FSSAI (Food Safety and Standards Authority of India). Saffola guarantees that every batch of Saffola Honey is NMR tested (Nuclear Magnetic Resonance test), which is one of the most advanced tests in the world and is considered the gold-standard for detecting adulteration in honey. The honey is tested at the stage of packaging to ensure there is no added sugar in the final product. Every batch of Saffola Honey is tested using NMR (Nuclear Magnetic Resonance) technology in the best in class laboratories to ensure that the honey is 100% pure, free from added sugars and free from any form of adulteration.

Honey processing and packaging are areas of significant potential contamination, so it is important that every batch of the final product is required to be tested in order to ensure it is 100% pure and free from any adulteration. Testing with NMR technology is globally recognized as one of the most powerful methods for detection of adulteration, ensuring authenticity and quality control in honey.

Saffola Certificate of Purity is a food quality and assurance certificate, which signifies that every Saffola Honey bottle sold guarantees consumers, top standards for quality and safety with 100% pure honey that is free from any adulteration and free from added sugar. This purity certification is especially significant right now, given the heightened interest of consumers in honey for its immunity-boosting properties.

Sanjay Mishra, Chief Operating Officer, India Sales and Chief Executive Officer, New Business, Marico Limited, said, *“Each and every batch of Saffola Honey is independently tested using one of the most advanced tests in the world using NMR (Nuclear Magnetic Resonance) technology in the best in class German laboratories. We believe in transparency and want to assure our consumers of our testing processes and results. By enabling consumers to receive the Saffola Honey Certificate of Purity reiterates our ongoing commitment to reliability, quality assurance, and public health safety.”*

Consumers can receive the Saffola Honey Certificate of Purity for their Saffola Honey bottle by sending an image of the batch no of the bottle to csc@marico.com. This certificate assures them that from beehives to the pack, Saffola Honey goes through 60+ quality checks, including a thorough NMR testing in one of the best-in-class German laboratories.

Link: <https://www.youtube.com/watch?v=KhQSQd7HyK0>



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 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Kaya Youth, Coco Soul, Revive, Set Wet, Livon, Veggie Clean, KeepSafe, Travel Protect, House Protect, 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.