

Marico Limited onboards celebrated actress Priya Mani to highlight the superior Purity of Saffola Honey

The campaign aims to raise awareness about the need for consumers to demand proof of the claims of quality and purity of the products they consume

Watch the film: *Kahan Likha Hai* - <https://youtu.be/aZhlrU0tXL4>

Mumbai, 11 November 2021: Marico Limited, one of India's leading FMCG companies, has been successfully innovating and reinforcing its leadership position in the healthy foods and immunity-boosting category over the past year. The launch of Saffola Honey, a 100% Pure Honey which passes all FSSAI standards and also tested through advanced NMR (Nuclear Magnetic Resonance) technology for any added sugar/ exogeneous adulteration, further underscores its commitment to delivering high-quality, zero-adulteration products to its consumers. The brand has also collaborated with the renowned actress Priya Mani for its new TVC campaign.

Launched in June 2020, Saffola Honey is 100% pure and free from any form of adulteration, making it 100% free from any added/exogenous sugar. Produced at a USFDA-registered plant using state-of-the-art technology, each jar of Saffola Honey is procured by trained collectors who perform rigorous checks and exercise strong quality controls to ensure that every batch of the product is superior to other variants in the market. The brand also assures consumers that from beehives to the pack, Saffola Honey goes through 60+ quality checks, including a thorough examination in one of the best-in-class German laboratories and passes through multiple filtration stages to remove impurities.

Speaking on the brand's focus on purity and its TVC, **Sanjay Mishra, Chief Operating Officer, India Sales and Chief Executive Officer, New Business, Marico Limited** commented, "While honey is a popular natural sweetener and is consumed by many in India, the adulteration in honey through added sugar is a widespread problem. At Saffola, we are committed to delivering only the best-in-class products sourced, processed, and delivered to the consumer by following the highest levels of quality controls and standardisation. Saffola Honey is tested through one of the most advanced Nuclear Magnetic Resonance testing technique in specialised laboratories of Germany to ensure Saffola honey is free from any added or exogenous sugar. We are also delighted to collaborate with Priya Mani for our TVC, which aims to generate a conversation around the need for Indian consumers to demand the certification of purity and quality of the products they consume."

Talking about the association for new TVC, **Priya Mani** said, "Saffola has always been a trusted partner for India's quest towards a healthy lifestyle. With Saffola Honey, Marico Limited has taken the superior quality they are known for a step further, by creating a product that does not compromise on anything and is accredited with the famed NMR certification. I am honoured to be associated with Saffola Honey and am excited to bring lasting change into people's lives with this campaign."



The TVC shows a lady at a coaching centre and a parking lot where she asks for proof of the authenticity of the claims made by the store owners and the security guard, respectively, who are unable to offer a suitable reply. In the 3rd scene, the lady asks for proof of the claim made by salesman in a supermarket that Saffola Honey is 100% pure. In response, the salesman asks the lady to refer to the pack of Saffola Honey which mentions it passes all government standards and is NMR tested for sugar adulteration. The salesman further explains that NMR testing can detect even the smallest amount of adulteration, thereby assuring the lady of the product's quality and purity, which impresses her. The final scene shows the lady joining the shopkeeper to encourage the viewers to purchase Saffola Honey which is a pure honey.

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 FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 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, Saffola Arogyam, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and 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.