

September 9, 2025

The Secretary,
Listing Department,
BSE Limited,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001
Scrip Code: 531642

The Manager,
Listing Department,
The National Stock Exchange of India Limited,
'Exchange Plaza', C-1 Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051
Scrip Symbol: MARICO

Dear Sir/Madam,

Sub.: Press Release

Please find attached a press release by Marico Limited, titled “Marico launches Parachute Advanced Olive Enriched Coconut Hair Oil, elevating the benefits of Olive in haircare”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>.

This is for your information and records.

Thank you.

Yours faithfully,
For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

Encl.: As above

Marico launches Parachute Advansed Olive Enriched Coconut Hair Oil, elevating the benefits of Olive in haircare

Mumbai, September 9, 2025: Marico Limited, one of India's leading FMCG companies, announced the launch of Parachute Advansed's latest variant in its premium hair nourishment range - **Parachute Advansed Olive Enriched Coconut Hair Oil**. This launch positions Olive as a vital ingredient for hair nourishment and strength, while reinforcing the brand's portfolio of natural haircare solutions. Through this product, the brand aims to connect with the contemporary, digitally-savvy consumer who is well-informed about emerging beauty trends and ingredients.

This unique *superblend* of Coconut-based hair oil and Olive helps reduce hair fall and makes hair stronger and smoother. Olive, known for its nourishing properties, helps reduce breakage and supports healthy hair growth. Coconut-based hair oil, on the other hand, helps lock in protein, promoting up to 10x stronger hair. Together, this powerful combination reduces hair fall by up to 10x, giving you up to 90% stronger hair*. The blend of these two potent ingredients delivers intense nourishment, making it ideal for those seeking long-term hair strength.

Dr. Shilpa Vora, Chief R&D Officer, Marico said, "Olive oil has long been treasured for its benefits, and we're excited to bring the goodness of this natural ingredient to haircare. It has been cherished for centuries for its nourishing properties, while coconut-based hair oil is a trusted favourite in Indian homes. Together, they make a powerful duo that strengthens hair from within. This new superblend is our way of giving women a simple, natural and effective solution for stronger hair that is full of life."

With this launch of *Parachute Advansed Olive Enriched Coconut Hair Oil*, the brand has expanded its existing 'superblend' portfolio which consists of:

- *Parachute Advansed Rosemary Enriched Coconut Hair Oil* for long and thick hair
- *Parachute Advansed Bhringraj Enriched Coconut Hair Oil* for hairfall control
- *Parachute Advansed Almond Enriched Coconut Hair Oil* for soft and silky hair
- *Parachute Advansed Castor & Shea Enriched Coconut Hair Oil* for healthy hair growth

All you need is 30 minutes of regular hair oil application before a hair wash for nourished, strong and smooth hair.

Parachute Advansed Olive Enriched Coconut Hair Oil is available exclusively on e-commerce platforms, priced at Rs. 350/300 ml.

* *Basis technical study vs untreated hair, 2025*

PRESS NOTE



About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer goods companies operating in the global beauty and wellness categories. In FY 2024-25, Marico recorded a turnover of USD 1.3 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, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Prôvence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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