

February 9, 2026

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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)**

This is to inform you that Marico South East Asia Corporation (“**MSEA**”), a wholly owned subsidiary of Marico Limited (“**Company**”), has entered into definitive agreements to make strategic investment in Skinetiq Joint Stock Company (“**Skinetiq**”), an entity incorporated in Vietnam which owns the digital-first science-backed skin care brand “**Candid**” and holds exclusive distribution rights in Vietnam for the luxury clinical skincare brand “**Murad**”.

As part of the aforesaid strategic investment, MSEA will acquire 75% of total shares of Skinetiq from its existing shareholders, subject to receipt of requisite regulatory approvals and terms of the definitive agreements. Accordingly, upon completion of the acquisition as aforesaid, Skinetiq will become a subsidiary of MSEA and consequently a subsidiary of the Company.

Disclosure under Regulation 30 of the SEBI Listing Regulations read with the SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 (as amended) is enclosed as Annexure I. A Press release on the aforesaid acquisition is enclosed as Annexure II.

This intimation is also being made available on the Company’s website at:  
<https://marico.com/india/investors/shareholder/stock-exchange>.

Kindly take the same on record.

Yours faithfully,

**For Marico Limited**

**Vinay M A**  
**Company Secretary & Compliance Officer**

Encl.: As above

**Annexure I**
**Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Sl. No.	Particulars	Description												
1.	Name and details of the target entity	Skinetiq Joint Stock Company ("Skinetiq")												
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/group companies have any interest in the entity being acquired	The acquisition does not fall within related party transaction.  The Promoter/Promoter Group of the Company do not have any interest in the transaction.												
3.	Industry to which the entity being acquired belongs	Beauty and Personal Care (in Vietnam)												
4.	Objects and impact of acquisition	The transaction aligns with Marico's long term strategy of building a strong premium beauty play in Vietnam, while enabling participation in the country's growing D2C beauty market and also realizing various operational synergies.												
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Approval from the Department of Finance (in Vietnam).												
6.	Indicative time period for completion of the transaction	The transaction is expected to be completed within 90 days from the date of signing definitive agreements, subject to receipt of requisite regulatory approvals and customary closing conditions.												
7.	Nature of consideration (cash consideration or share swap and details of the same)	Cash												
8.	Cost of acquisition or the price at which the shares are acquired	Aggregate consideration of upto Vietnamese Dong (VND) 750 Billion (INR 261.6 Cr., based on conversion rate as on February 06, 2026), towards acquisition of 75% of total shares of Skinetiq, payable in two tranches as below: - Tranche 1: VND 637.5 Billion (INR 222.3 cr), upon receipt of 75% of total shares; and - Tranche 2: VND 112.5 Billion (INR 39.3 cr) subject to fulfilment of certain terms and conditions under the definitive agreements.												
9.	Percentage of shareholding/control acquired and/or number of shares acquired	Acquisition of 75% of total shares of Skinetiq by Marico South East Asia Corporation ("MSEA") subject to receipt of requisite regulatory approvals and customary closing conditions.  Additionally, MSEA has the right to acquire the remaining shares of Skinetiq after completion of FY28 at a consideration to be determined at such time, subject to achievement of certain milestones, requisite approvals and terms and conditions under the definitive agreements.												
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, Country in which the acquired entity has presence.	Skinetiq Joint Stock Company is an entity established in Ho Chi Minh City, Vietnam on January 9, 2020, which owns the digital-first science-backed skin care brand "Candid" and holds exclusive distribution rights in Vietnam for the luxury clinical skincare brand "Murad". Details of last 3 years' turnover are as under: <table border="1" data-bbox="743 1702 1457 1882"> <thead> <tr> <th>Year</th> <th>Turnover – unaudited (VND in Billions)</th> <th>Turnover* (INR in Crores)</th> </tr> </thead> <tbody> <tr> <td>CY 2025</td> <td>443</td> <td>152</td> </tr> <tr> <td>CY 2024</td> <td>181</td> <td>61</td> </tr> <tr> <td>CY 2023</td> <td>131</td> <td>45</td> </tr> </tbody> </table> *Figures in INR have been converted from VND based on exchange rate(s) as at the end of respective reporting period. CY represents calendar year.	Year	Turnover – unaudited (VND in Billions)	Turnover* (INR in Crores)	CY 2025	443	152	CY 2024	181	61	CY 2023	131	45
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## PRESS RELEASE

## Marico extends D2C footprint to Vietnam through strategic investment in Skinetiq

**Mumbai, 09 February 2026:** Marico Limited (BSE: 531642, NSE: "MARICO") has announced that its wholly owned subsidiary, Marico South-East Asia Corporation (MSEA), has entered into definitive agreements to acquire **75% equity stake** in Skinetiq Joint Stock Company, based on an equity valuation of **c.₹350 cr.\***

Co-founded in 2020 by **Mr. Bui Ngoc Anh** and **Ms. Hannah Nguyen** (leading beauty blogger in Vietnam with more than 1.5 million followers on both TikTok and Facebook), Skinetiq is a Vietnamese direct-to-consumer company that owns digital-first science-backed skin care brand, "**Candid**". Skinetiq also holds exclusive distribution rights in Vietnam for the globally renowned luxury clinical skincare brand, "**Murad**". Vietnam's beauty industry is undergoing a remarkable shift, with about 50% of category consumption now driven by e-commerce and social commerce channels. Skinetiq has scaled to **₹152 cr.\* in revenues in CY2025** with a **sustainable mid-twenties EBITDA margin profile**.



**Candid** offers clinically proven active ingredient-based skincare products catering to the mid-premium market. Candid's product portfolio includes retinol treatments, B5 Cica barrier-repair creams, multi-layer hydration masks, AHA/BHA/PHA exfoliants, niacinamide + vitamin C brightening masks, and peptide-based eye care, among others.

The business garners a large majority of its revenues from online channels and has grown rapidly through social commerce, dermatology-led content, and a strong community of young, digitally savvy consumers.

\* Figures in INR have been converted from VND based on exchange rate as at the end of the reporting period.

## PRESS RELEASE

**Saugata Gupta, MD and CEO, Marico Limited**, said, "The investment in Skinetiq reflects our commitment to building a strong premium beauty play in Vietnam and advancing our D2C strategy internationally. Vietnam remains a priority market for us, driven by its strong macroeconomic fundamentals and rapidly evolving beauty landscape. Skinetiq's digital-led model and science-backed portfolio align seamlessly with Marico's vision for the future of beauty and portfolio premiumization. This partnership positions us to invest ahead of the curve in Vietnam's fast-growing e-commerce and D2C space, while creating a strong platform to introduce more brands in the years ahead."

**Bui Ngoc Anh, Founder & Executive Chairman, Skinetiq JSC** said, "We founded Skinetiq with a simple belief: Vietnamese consumers deserve high-quality, science-backed skincare tailored to their needs. Today, partnering with Marico gives us the platform, expertise, and resources to build a strong foundation for long-term, sustainable growth. I'm excited to embark on our next phase with a company that shares our ambition and commitment to excellence, as we scale our innovation pipeline and deepen our connection with Vietnamese consumers."

### **About Marico Limited:**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. During FY 2024-25, Marico recorded a turnover of INR 10.8 billion (USD 1.3 billion) through its products sold in India and select emerging 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, Just Herbs, True Elements, Beardo and Plix. Marico's International business contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Provence, Oliv, Lashe Superfood, Mediker SafeLife, Thuan Phat and Isoplus.

For more information, please visit [www.marico.com](http://www.marico.com)