

March 22, 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 “World Water Day – Marico Creates 400+ Crore Litres of Water Conservation Potential in FY25 Across villages of Maharashtra, Gujarat, and Tamil Nadu”.

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

World Water Day – Marico Creates 400+ Crore Litres of Water Conservation Potential in FY25 Across villages of Maharashtra, Gujarat, and Tamil Nadu

Mumbai, March 22, 2025: On World Water Day, Marico Limited, one of the leading Indian FMCG companies highlighted that it has created over **400Cr+ litres** of water potential across villages of Maharashtra, Tamil Nadu and Gujarat, cumulatively by the end of FY25, through its water stewardship programme - *Jalashay*. To date, the Marico has constructed over **1,200 water harvesting structures** and implemented micro-irrigation systems across more than **230 acres**. These efforts are part of our ongoing dedication to preserving water resources and supporting responsible agricultural practices.

Listed are some of the key initiatives driven by Marico across the three states:

- Marico's Jalashay programme has been driving impactful change in **Jalgaon** through rainwater harvesting, infrastructure development, and community engagement. It has successfully replenished water supplies in drought-prone villages of Jalgaon.
- In **Pondicherry**, Marico promotes roof-top rainwater harvesting. The programme also focuses on grey water treatment for repurposing it in school gardening activities.
- In **Dahod**, one of the aspirational districts identified by the Government of India in its Aspirational Districts Programme (ADP), Marico has built new water harvesting structures and the de-siltation of existing check dams for prioritizes optimal water retention and bolstering the resilience of the entire community against water scarcity.

Under Jalashay programme, Marico **has partnered with ACWADAM**, a leading expert in groundwater assessment, to develop scientific approaches for managing water resources effectively. Marico's Jalashay programme promotes crop diversification among farmers, reducing their reliance on water-intensive crops and encouraging the adoption of sustainable agricultural practices.

Through Jalashay, Marico also **conducts training and capacity building programmes at Panishala** to understand the hydrogeology condition of the water site, ground water availability, monitoring of water site, understandings of aquifer, collection of Socio-hydrogeological data, water budgeting, drip irrigation, usage of green energy, water-resilient cropping practices and advanced farming techniques. These initiatives collectively contribute to strengthening water availability and improving the livelihoods of rural communities. Further, the efforts align with several Sustainable Development Goals (SDGs), including SDG 6 (Clean Water and Sanitation), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 12 (Responsible Consumption and Production).

Commenting about the programme on World Water Day, **Mr. Amit Bhasin, Chief Legal Officer, Group General Counsel, and Secretary of the CSR Committee, Marico Limited** said that "We are committed to embedding water stewardship into our business strategy, recognizing the critical role it plays in ensuring a sustainable future. Our Jalashay programme is designed to address the complex water challenges faced by our communities and we are proud of the progress we have made so far. Taking this a step forward, we will continue to collaborate with stakeholders to drive meaningful impact and create a water availability for all."

Under the Jalashay Jal Samrudhi project, Marico has demonstrated the impact of community-driven, CSR-led interventions in water resource management. The initiative has yielded several key benefits, including enhanced agricultural productivity through assured irrigation, leading to increased crop yields and better income stability for farmers. It has also reduced the water scarcity concern and dependency on erratic monsoons while improving soil health by preserving fertility through reduced erosion.

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 2023-24, Marico recorded a turnover of USD 1.2 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 26% 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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