

November 25, 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 Nihar Naturals Shanti Aloe Vera Amla Hair Oil; Reimagines Traditional Haircare for the Modern Indian Woman”.

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 Nihar Naturals Shanti Aloe Vera Amla Hair Oil; Reimagines Traditional Haircare for the Modern Indian Woman

The trusted hair oil brand evolves to meet the needs of today's women with a new blend of strength and shine

Mumbai, India – November 25, 2025: Marico Limited, one of India's leading FMCG companies, announces the launch of Nihar Naturals Shanti Aloe Vera Amla Hair Oil. Building on its legacy of trust and nourishment, the new variant brings together two powerhouse ingredients – Amla, known for strength, and Aloe Vera, for softness and shine – in one potent blend.

Rooted in decades of trust and efficacy, Nihar Shanti Amla has been a household staple across several states in Northern and Western India – including Madhya Pradesh, Gujarat, Uttar Pradesh, and Punjab, to name a few. With this new variant, the brand takes a strategic step forward, embodying the evolving aspirations of today's consumer.

Commenting on this, **Ashish Goupal, CEO, India Core Business, Marico Limited**, said, *"Nihar Naturals Shanti Aloe Vera Amla Hair oil represents our continued commitment to innovation grounded in consumer insight. Women today seek solutions that are not just nourishing but also reflective of their dynamic lifestyles and evolving beauty needs. This launch is a testament to how we are modernizing our heritage brands while staying true to their core purpose – providing accessible, trusted, and effective haircare for all. As the volume market share leader in the hair oil category, it is our responsibility to continuously expand the range of choices we offer to our consumers. With this launch, Nihar Shanti Amla takes a meaningful step forward in driving innovation within the amla hair oil category, bringing consumers a fresh, modern experience from a brand they already love and trust."*

This new variant is available across pack sizes ranging from Rs 20/- to Rs 120/- and will be available across offline stores and e-commerce platforms.

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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