

Media Release

Year	2009-10
Turnover	Rs. 2661cr
Net Profit	Rs. 232cr

Turnover and profit consistently growing over the corresponding quarter of the previous year, for the past 38 quarters and more

1 out of every 7 Indians is a Marico consumer.

Marico distribution network covers over 33lac retail outlets

Most Marico brands enjoy a leadership position (No. 1 or No. 2) in their respective categories

Parachute is the world's largest coconut oil brand

Kaya cosmetic dermatology has been a pioneer with over 100 clinics in India, Bangladesh and the Middle East

Marico was awarded the NDTV Profit Business Leadership Award 2009 in the FMCG (Personal Hygiene) category

SuperBrands voted Parachute a Super Brand in UAE & Bangladesh and Hair Code in Egypt

Parachute ranked the 2nd Most Trusted Brand in Bangladesh

Kaya was awarded the 'Most Admired Retailer for Health and Beauty' at the Images Retail Awards '09

Marico's manufacturing unit won the Outstanding Achievement Trophy at the IMC Ramkrishna Bajaj National Quality Award (RBNQA) 2009



Media Release

Mumbai, May 25, 2010

Marico acquires aesthetic skin care business in Singapore

Augments Kaya Skin Care solutions business

Marico Limited (Marico), today, announced its acquisition of the aesthetics business, of the Singapore based Derma Rx Asia Pacific Pte. Ltd. (Derma Rx), through Kaya Limited (Kaya). Kaya is Marico's wholly owned subsidiary that delivers skin care solutions, in India and overseas, through its range of Kaya Skin Clinics.

The deal, for an undisclosed consideration, envisages the acquisition by Derma Rx International Aesthetics Pte Ltd, a wholly owned subsidiary of Kaya Limited, of the IPRs relating to DermaRx's business and the shares in wholly owned subsidiaries of Derma Rx Asia Pacific Pte. Ltd.

Derma Rx, led by one of Singapore's eminent aesthetic physicians, Dr S. K. Tan, operates three centres in Singapore and one in Kuala Lumpur. With a customer base of about 37,000, Derma Rx generates a turnover of about Rs 50 cr. The business is expected to be EPS accretive.

This acquisition provides Kaya access to an advanced range of skin care products and a strong sourcing network, including suppliers of products from developed nations. Besides establishing itself in the South East Asian region, the company plans to introduce, over time, Derma Rx products into its range of offerings, at Kaya clinics in India and the Middle East. This would enable Kaya to increase its share of revenue, from sale of products, from the current level of about 13% to over 20%.

Derma Rx's founders, Dr S. K. Tan and Ms. Janifer Yeo, will continue to be engaged in the business, for the next three years, to facilitate the transition and provide Kaya, with the know-how and experience, from their expertise in aesthetic solutions in a relatively more evolved market.

Speaking on the occasion, Ajay Pahwa, CEO, Kaya, said, "I am excited about this acquisition. It opens up new vistas for our skin care solutions business. Derma Rx will add a clearly profitable segment to the Kaya portfolio, while Dr. Tan will add immense value, in bringing global skill sets into the Kaya fold".

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Added Milind Sarwate, Chief of Finance, HR & Strategy, Marico, "With this acquisition, nearly 45% of our skin care solutions revenue would come from overseas. This will strengthen our efforts to continue to bring world-class skincare solutions, to our customers".

Chaitanya Deshpande, Head- M&A and Investor Relations, expressed happiness at the successful conclusion of this transaction. "This fortifies the Kaya business and is expected to enhance Marico's shareholder value," he added.

About Kaya:

Kaya Ltd., India's foremost chain of skin care clinics, was launched with the single-minded objective of delivering flawless skin, using the latest technology available around the world. During 2009-10, Kaya generated a turnover of over Rs. 180 cr. Kaya Skin Clinic has 101 clinics across 27 cities in India, 13 clinics in the Middle East and 1 clinic in Bangladesh. For more information visit <http://www.kayaclinic.com>

About Marico

Marico is one of India's fastest growing Consumer Products & Services groups, in the Global Beauty and Wellness space. During 2009-10, the Group generated a turnover of Rs. 26.6 billion (about USD 600 Million). Marico markets well-known brands such as Parachute, Saffola, Sweekar, Hair & Care, Nihar, Shanti, Mediker, Revive, Kaya, Fiancée, Hair Code, Caivil, Code 10 and Black Chic.

Marico's brands occupy leadership positions and significant market shares in their respective categories. One out of every seven Indians is a Marico consumer. Marico is also present in the Skin Care Solutions segment through 101 Kaya Skin Clinics in India, Middle East and Bangladesh.

Marico's focus on sustainable profitable growth is manifested through its consistent financial performance – a CAGR of 23% in Turnover and 28% in Profits over the past 5 years. Marico has successfully achieved several consecutive quarters of y-o-y growth- 42 for Profits and 38 for Sales.

The Marico scrip is listed on the Bombay Stock Exchange (BSE) (Code 531642) & on the National Stock Exchange (NSE) (Code "MARICO"). Marico Websites: www.marico.com, www.maricobd.com, www.saffolalife.com, www.kayaclinic.com, www.haircodeworld.com, www.parachuteadvanced.com, and www.maricoinnovationfoundation.org