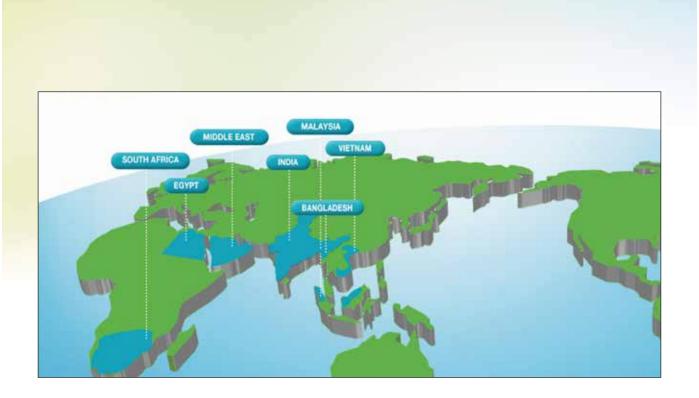


make a difference

GLOBAL PRODUCT CATALOGUE





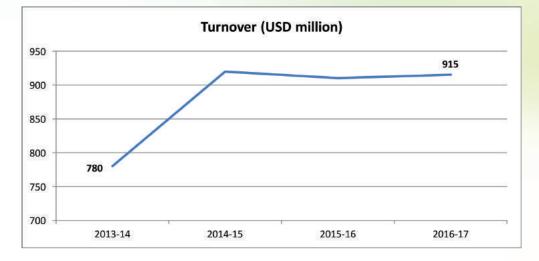
Global Headquarters **Marico Limited** CIN-L15140MH1988PLC049208 7th floor, Grande Palladium 175, CST Road, Kalina, Santa Cruz (East) Mumbai 400098, India Phone number: (91-22) 6648 048

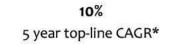
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For queries, write to us at consumerfeedback@marico.com, csc@marico.com

About Marico





18% 5 year bottom-line CAGR*

marico

Corporate brand with a global footprint, extending to 25 countries

Market capitalisation of USD 6 billion**

Marico sells more than one billion packs of coconut oil every year^^

Ranked 53 in the world in Forbes 100 Most Innovative Growth Companies^

Recognised as the **Best Governed Company** by Asian Centre for Corporate Governance & Sustainability^

^^ including brands Parachute, Nihar and Coco Soul ^ for the year 2014

INDIA

PARACHUTE COCONUT OIL

Varaclaute

A market leader in its category and one of our oldest brands, Parachute Coconut Oil today stands for purity and quality. Over the years, the brand has seen a lot of innovations in packaging, sizing and tamper-proofing. Parachute enjoys enormous loyalty in urban, semi-urban and rural market.

-100% Pure -Expeller pressed -100% Natural -Rich aroma



PARACHUTE ADVANSED COCONUT HAIR OIL

Essential care for your hair, Parachute Advansed Coconut Hair Oil makes your hair nourished and stronger. It penetrates better (upto 90% penetration) into the hair shaft and gives hair natural conditioning, extra nourishment and protection.



ADVANSED COCONUT HAIR OIL Parachute





Marachate ADVANSED

Available in 75ml | 175ml | 300ml

PARACHUTE ADVANSED JASMINE HAIR OIL

Parachute Advansed Jasmine is the modern face of Parachute Advansed and is the largest variant in the portfolio. It was launched in the year 2000 as a non-sticky, light and fragrant hair oil while retaining the goodness of coconut, thereby addressing the consumer's need for nourishment with pleasing sensorials.

-Non sticky -Pleasant fragrance Goodness of coconutGives shiny hair







Available in 45ml | 90ml | 200ml | 300ml | 500ml

PARACHUTE ADVANSED ALOE VERA HAIR OIL

Maraclade"

Parachute Advansed Aloe Vera Enriched Coconut Hair Oil gives superior sensorial without any compromise on nourishment. While Aloe Vera is well known for its skin benefits, it offers a host of benefits when used on hair too.

Come and experience the magic of Aloe Vera with the goodness of coconut in the new Parachute Advansed Aloe Vera Enriched Coconut Hair Oil – for stronger, softer, silkier hair.



PARACHUTE ADVANSED SCALP THERAPIE

Parachute Advansed Scalp Therapie has been designed to specifically treat an unhealthy scalp. It is an oil based solutionthat has been specially created with Active Protein Complex that gets absorbed deep within the scalp to provide it with essential nutrients and give it the vitality to return your hair to the normal growth cycle. It makes your scalp healthy in just 30 days thereby controlling hair fall effectively.

Active Protein Complex comprises of

- Herbal Blend that increases multiplication of cells
- Protein Blend that replenishes lost proteins
- Vitamin Blend that nourishes the hair follicles
- Mineral Blend that supplements mineral deficiency





scalp therapie

Available in 100ml | 190ml

PARACHUTE ADVANSED DEEP CONDITIONING HOT OIL

Dry rough hair can be difficult to manage. New Parachute Advansed Hot Oil's Deep Conditioning gives hair deep conditioning treatment to make them 3X softer, and smoother.

Deep Conditioning v/s Conditioning

Our researchers at Parachute Advansed Knowledge Center have established that most instant conditioners work only from outside of the hair by making a coating around it. Parachute Advansed Hot Oil is the ultimate in deep conditioning as it penetrates 3 layers deep and makes your hair 3X softer and smoother.



Deep Conditioning
HOT OIL



Parachute

Available in 90ml | 190ml | 300ml

PARACHUTE ADVANSED AYURVEDIC OIL

Parachute ADVANSED

Parachute Advansed Ayurvedic Hair Oil is created from a blend of coconut oil and ayurvedic herbs, operating as a hair oil that controls hair fall. The product is a rich nourishing concoction that combines the goodness of coconut oil with the potency of genuine ayurvedic herbs. It's a product so efficacious that there is visible hair fall reduction in 30 days.



PARACHUTE ADVANSED BODY LOTION

Parachute Advansed Body Lotion has been crafted with a breakthrough formulation having 100% natural moisturisers working with a unique product action of penetrating skin and strengthening the skin barrier from within. At the same time, its light, non-sticky formulation is quickly absorbed by your skin - keeping it soft, smooth and irresistible to touch.

Parachute Advansed Body Lotion is available in four variants

-Soft Touch -Deep Nourish -Summer Fresh -Butter Smooth



Available in 100ml | 250ml | 400ml

PARACHUTE ADVANSED MEN

Parachute Advansed Men is a brand created for the 'simpler' men; those who put duty first and often neglect themselves. It gives these men an option to not just nourish their hair but to also groom it in a way that their hair looks great. It has a unique COCOLIPID formula that helps give nourishment right from the roots to protect the hair against the harsh environment.

Parachute Advansed Men is available in cream and oil formats

- Classic Hair cream

- Anti-Hairfall Hair cream

MEN

- Anti-Dandruff Hair cream
- Anti Hairfall Hair Oil



HAIR & CARE FRUIT OILS

Fruits are loaded with vitamins, proteins, and tons of nutrients. Hair & Care in its new avatar introduces this goodness of fruits for the first time in hair oils with Hair & Care Fruit Oils!

These super exciting Fruit Oils come in 2 variants with carefully designed combinations of fruits.

Orange variant - loaded with the real goodness of Orange, Anaar, and Strawberry
Green variant - loaded with the real goodness of Olive, Mosambi, and Green Apple.

These unique fruit combinations work best together to moisturise and energise hair.



NIHAR NATURALS COCONUT HAIR OIL

Nihar Naturals Coconut Hair Oil, is the market leader in East India and is available in two fragrance variants – Rose and Jasmine. Each variant is a unique combination of coconut oil and fenugreek extracts that makes hair thick & beautiful.





NIHAR <u>Naturals</u>

Available in 20ml | 50ml | 100ml | 200ml | 400ml

NIHAR SHANTI AMLA BADAM HAIR OIL

NIHAR Naturals 911100

Nihar Shanti Badam Amla Hair Oil is an ally to progress, enabling women to become agents of change in their surroundings. The brand enables women to actively contribute to progress as part of proceeds from the brand goes towards children's education. The brand has partnered with CRY sponsoring 19 projects across India and has provided education to more than 1,13,294 children in the first two years. It provides the benefit of keeping hair black.

The brand has now partnered with 3 organisations in the field of education. Sesame Worksop India (SWI) in UP, "Going to School" in Bihar & "Educate girls" in Rajasthan.



NIHAR SHANTI MUSTARD HAIR OIL

NIHAR Naturals

NIH

Nihar Shanti Mustard Hair Oil is a new offering under the Nihar Portfolio. It is a value added mustard based hair oil that combines the goodness of mustard with pleasant sensorial. It is non sticky as well.



Available in 34ml | 70ml | 175ml

SAFFOLA GOLD

Saffola Gold has fatty acids to help give you a balance of MUFA and PUFA. Saffola Gold comes with Multiseed Technology and Nutri Lock Technology. Nutri Lock Technology protects the natural goodness of the oil and also contains antioxidants like Oryzanol. Oryzanol is known to help manage cholesterol levels. Saffola Gold is a blend of 80% rice bran oil and 20% imported refined safflower oil.

What makes Saffola a product of High Science?

-Multi-seed Technology gives you goodness of two oils in one -The Nutri Lock Technology protects the natural goodness of the oil -Losorb Technology ensures a lower absorption of oil in your food -With Antioxidants: gives you the power of 5 antioxidants





Saffola

Available in 1 LTR | 2 LTR | 5 LTR

SAFFOLA TOTAL

Saffola

Saffola Total is a synergistic blend which offers the benefits of Multiseed Technology and Losorb Technology.

Saffola Total is also specifically designed for cooking where oil is heated to high temperatures that leads to the formation of free radicals. The presence of a carefully designed Antioxidant technology withstands high temperatures and can prevent the formation of these free radicals, thereby protecting the oil from their ill effects.

Saffola Total also has patented Losorb Technology which ensures that Saffola Total is 10% lower absorbed than olive oil. Saffola Oils are equipped with patented Losorb Technology due to which food cooked in Saffola Oils absorbs lesser oil. Since quantity of oil consumed every day is as important as the right quality of oil you choose for daily cooking, Saffola Total helps you ensure both.

Saffola Total is a blended oil which has the goodness of two oils in one. National Institute of Nutrition (NIN), India also recommends the use of blended oils which use a correct combination/blend of 2 or more vegetable oils to achieve the intake of right kinds of fatty acids. Saffola Total is a synergistic blend of 70% rice bran oil and 30% refined safflower (kardi) oil.



SAFFOLA ACTIVE

Saffola Active provides a balance of fatty acids with additional benefits of Omega 3. Omega 3 fatty acids are associated with many health benefits. Additionally, it has the advantage of containing antioxidants such as Oryzanol and Vitamin E. Saffola Active is a unique blend of 80% refined rice bran oil and 20% soybean oil.





Saffola

Available in 5 LTR

SAFFOLA TASTY

Saffola Tasty provides the benefits of Omega 6 fatty acids. Omega 6 fatty acids are considered to be essential fatty acids. They are necessary for our health and the body can't nautrally produce them. Hence, they need to be incorporated in your diet. Saffola Tasty is a blend of 60% refined corn oil and 40% refined rice bran oil and brings you the benefits of both oils.





Saffola

Available in 5 LTR

SAFFOLA OATS

Saffola Oats are made from 100% natural wholegrain oats, which give you health benefits. They have been double-steamed to ensure a uniform texture and a great taste experience. Eating Saffola Oats as part of your daily routine is both delicious and requires minimal effort. Saffola Oats really are the smarter way to stay fit.

Research shows that diets rich in fibre help in weight management oats are a high fibre wholegrain breakfast, and hence, a smarter option than refined cereals. Saffola encourages you to exercise regularly, follow a healthy lifestyle and consume a diet low in saturated fat, cholesterol and sodium to keep your body fit.





Saffola *

Available in 400gm | 1Kg

SAFFOLA MASALA OATS

Saffola Masala Oats are bursting with flavour and are made from 100% natural wholegrain oats along with real vegetables and the choicest of masalas. Eating Saffola Masala Oats as part of your daily routine is not just fantastically healthy and delicious, but also requires minimal effort. Saffola Masala Oats really are the smarter way to stay fit. Oats are high in fibre and protein, which keep you fuller for longer, control your hunger pangs and thereby help you manage weight. A quick, healthy meal anywhere, anytime!

Saffola Masala Oats is available in 8 scrumptious flavours

- Veggie Twist
- Classic Masala
- Peppy Tomato

- Masala & Coriander
- Curry & Pepper
- Pepper & Spice

Saffola *

- Chefs Choice Chinese
- Chefs Choice Italian



SET WET HAIR GEL

It's the first impressions that last, don't they? So what look will you be sporting today? Whatever the occasion and whatever be your hair type, Set Wet's range of Alcohol-Free hair gels lets you get creative with your hair with any of its 5 variants. The new Set Wet range now comes with ADDED PRO-VITAMIN B5 for stronger hair.

Go ahead and choose one that complements your unique style.

- Vertical Hold
- Wet Look
- Cool Hold
- Casual Hold -Ultimate Hold

SET WET BEARD

Set Wet Beard is available in two formats

Set Wet Beard Gel

The Set Wet Beard Gel keeps your beard game strong. It keeps your beard set for upto 5 hours but helps you create a timeless impression nevertheless. It's unique Aloe Vera formula protects your skin so that you can rock your beard without it feeling like a rock.

Set Wet Beard Cream

Set Wet Beard Cream contains conditioning oils that will make your beard feel smooth and look sexy. Gone are the days where beards look messy and rough, it's time to show off your mane.



SET WET DEODORANT

Set Wet is a brand with an agenda of making men feel great again by bringing back confidence in them. Set Wet plays a key role by standing by the man of today, showcasing the very best of him to boost his confidence and self-esteem. The brand partners him in putting up a show to gain admiration from peers and women in particular. So that the next time he looks into the mirror, he sees a playful, joyful version of himself, smiling back at him.

Set Wet deodorant is available in six fragrances

- Cool Avatar
- Charm Avatar
- Swag Avatar
- Chill Avatar - Thrill Avatar
- Mischief Avatar '



MEDIKER ANTI LICE

Mediker

Any mother with school-going children will understand and empathize with the pain that children go through during lice removal – Mediker is the answer to this problem. Mediker Anti-Lice Treatment has transformed lice removal into a painless activity, replacing the traditionally painful lice comb with a wash-off format. Mediker contains actives such as neem, camphor and sitaphal extracts.

Mediker is also available in an oil format for those who prefer using oil in their regular regime. It contains coconut oil, in addition to neem and camphor. Mediker has been clinically tested and proven to be completely safe to use, with no side-effects.



LIVON SERUM

New Livon Serum is a hair essential for damage protection. It controls frizz, eases out tangles and reduces breakage to give you silky, shiny hair. It is designed to be so lightweight that you don't feel it at all once applied. This mildly fragrant serum also has Vitamin E which nourishes the hair.

Key benefits

- Damage Protection: Controls frizz, Eases out tangles, Reduces breakage.
- Great hair texture: Makes hair silky and shiny.
- The new Livon Serum can be used on both just-shampooed damp hair as well as dry hair during the day.





LIVON

LIVON HAIR GAIN TONIC

8AIR

A product born out of advanced, ground breaking research on Indian hair, Livon Hair Gain Tonic is a solution that not only addresses hair fall problems, but also helps in accelerating healthy hair growth. It is enriched with root energisers, a breakthrough formulation that comprises hair re-growth molecules. Livon Hair Gain Tonic has a three-way action on affected hair follicles:

- It penetrates to the root of the hair follicle and clears up the debris around it.
- It restores proper circulation of blood and nutrients to the hair follicle.
- It also prevents shrinking of the hair follicle and helps it grow in a healthy cycle.



MIDDLE EAST ASIA

MIDDLE EAST ASIA

PARACHUTE GOLD HAIR OIL

Timeless Indian Wisdom Mastered Through Modern Science of Cocolipids[™] The Parachute Gold range delivers deep rooted nourishment with modern sensorials, for hair healthy inside & beautiful outside. Enriched with Cocolipids[™], Parachute Gold's Hair Oil range is specially formulated for different types of hair. Achieve healthy, lustrous hair through this timeless Indian beauty secret.

Parachute Gold Hair Oil is available in 4 variants.

-Thick & Strong	-Anti Hair Fall
-Damage Repair	-Natural Shine





PARACHUTE GOLD HAIR CREAM

Get freshly moisturized, spa-like hair with Parachute Gold's range of Hair Creams enriched with Cocolipids[™]. Use after wash for soft, silky hair thats beautiful outside and strong inside.

Parachute Gold Hair Cream is available in 4 variants.

-Anti Dandruff -Natural Shine -Anti Hair Fall -Damage Repair





Available in 140ml | 210ml

PARACHUTE GOLD HAMMAM ZAIT

Specially formulated post-wash treatments to cure hair fall, damage and weak hair by Parachute Gold. Experience the restorative power of Cocolipids[™] for your hair.

Parachute Gold Hammam Zait is available in 3 variants.

-Thick & Strong -Damage Repair -Anti Hair Fall





Available in 500ml | 1000ml

PARACHUTE SAMPOORNA HAIR OIL

Parachute Sampoorna hair oil combines the benefits of coconut with almond and hibiscus in one hair oil. It has the goodness of coconut oil which penetrates upto 3 layers of hair. To nourish them deeply and keep them beautiful and healthy. Almond oil helps strengthen hair while Hibiscus helps thicken hair. In addition, the oil is easy to rinse off.





anill

Available in 150ml | 300ml

PARACHUTE LITE

Janill

Parachute Carillu

Lite

Parachute Lite hair oil formula combines essential and natural ingredients to keep hair light and full of natural bounce. It's coconut oil enriched with vitamin E to provide complete nourishment to your hair and a great non-sticky look.



Available in 150ml | 300ml

PARACHUTE AMLA

Parachute Amla hair oil combines the benefits of coconut with amla in one hair oil. It has the goodness of coconut oil which penetrates upto 3 layers of hair to make them deeply nourished and beautiful. The amla in the hair oil makes hair long, black and vitalized.





Parachute Ganully

Available in 200ml | 300ml



EGYPT

FIANCEE GEL

Fiancée is a styling brand in the men's hair styling gel category in Egypt. The brand is considered a pioneer in the category, and commands a dominant share.

Fiancée hair styling gels are available in four variants

- Mohawk
- Spike
- El Tagneeba Wave



HAIR CODE

Hagde

Hair Code is a leading hair care brand in the men's styling category that was launched in the mid 1990s and was a pioneer in the Egyptian hair care market. It now exports its products to other countries in the region (Morocco and Pakistan).

Hair Code has products that span across 3 segments

- -Gel
- -Cream
- -Cream-gel



SOUTH AFRICA

SOUTH AFRICA

CAIVIL GOLD

CAIVIL

Caivil Gold is one of South Africa's premier hair care brand with an exclusive range of products for root-to-tip nourishment, strength and protection. The brand seeks to inspire and empower women to invest in their precious natural hair by offering all the necessary tools to achieve great looking hair!

Caivil Gold has an extensive range that includes

-Hair Colour	- Hair Food
-Hair Moisturiser	- Hair Relaxer



BLACK CHIC

Black Chic is a leading hair care brand in the South African market. Its range of quality hair care products caters to every woman's desire of hair that looks and feels great! For colouring, relaxing, nourishing and styling, we have all you need for that smooth & chic look.

Black

The Black Chic portfolio includes

- Relaxer	- Styling Gel
- Hair Food	- Permanent Hair Colour



BLACK CHIC AVOCADO

Black

Combining the goodness of nature with the precision of science, our Black Chic Avocado range brings you a complete hair care solution- from shampooing to straightening, and everything in between. Enriched with avocado oil, it protects and nourishes your scalp while you do life...in style.

The Black Chic Avocado range includes		
- Relaxer	- Hair Food	- Oil Moisturiser



CAIVIL JustForKids

CAIVIL

Your little princess's hair needs special care from products that gently nourish and protect her hair and scalp. That's why we developed Caivil Just For Kids. Formulated with gentle, safe and effective ingredients, this range of hair care products protects and moisturizes even the most sensitive scalp, so your princess can wash her hair and style them with confidence.

Caivil Just For Kids has an extensive range that includes

- -Hair Food
- -Hair Relaxer
- -Hair Moisturiser
- -Hair Conditioner



JUST FOR BABY

Over the years, Just For Baby has found its greatest reward in creating a product range especially for moms who want the best for their babies.

Made with the gentlest ingredients, Just For Baby is unique as it's enriched with Rooibos, which soothes and protects your baby's delicate skin. The brand offers a range of scented and unscented products.

-Baby Oil	- Baby Talc
-Aqueous Cream	- Petroleum Jelly



CAIVIL FUSION OIL

The Caivil Fusion Oil range has been formulated to treat the damage that hair endures during harsh chemical treatments, braiding and weaving. With regular use and a good hair care regime, Caivil's Fusion Oil range repairs damaged hair, promotes hair growth, creates luminous shine, and helps to transform your hair.

Caivil Gold Fusion Oils are available in two formats. 1. Hair Gro Essence

The Hair Gro Essence is an essential oil infusion which contains Black Castor Oil, Argan Oil, Coconut Oil, Neem Oil and Tea Tree Oil that strengthens hair and decreases breakage while promoting growth, body and a healthy scalp.

2. Hair Root Nourisher

The Hair Root Nourisher is a hair food with a special blend of Avocado Oil, Olive Oil, Lavender Oil and Rosemary Oil - all designed to condition and nourish while soothing itchy and irritated scalps.



CAIVIL

MEDI-PAC

MEDI-PAC

Medi-Pac brings you a range of trusted, traditional home treatments.

If you think you may be pregnant, find out quickly using a simple home pregnancy test.

Preg or Not is an accurate, reliable early detection test that takes five minutes and can be done at any time.

4-Sure is a simple, one-step test that gives a result in just three minutes.



HERCULES

Hercules is a much-loved South African brand in over-the-counter health care market with an 80-year heritage. With health care products for skin care, constipation, insect bites, immune boosting, nasal congestion, bacterial infection and muscular pain, Hercules has a range of affordable complimentary products, dedicated to your well-being.

Hercules has an extensive range that includes

- Castor oil
- Eucalyptus oil -
- Codliver oilCamphorated oil
- Olive oil
- Pain Relief Rub

Elicutes

- Calamine Lotion

Disclaimer: The Hercules range of traditional, complimentary medicines are not meant to replace prescribed medication.



INGWE

Ingwe is a health care brand that offers a wide range of traditional herbal remedies to cleanse and boost the body. Ingwe's remedies are based on ancient African spiritual beliefs and practices.

Ingwe has an extensive range that includes

- -Amafuta Wenhlanla
- Itshe Abelungu

-Igazi Herbal Blood Mixture

INGWE

- -Tokoloshe-Salts
- Kidney & Bladder Mixture
- Stamina Mixture



KAMILLEN

Kamillen

In a world where 'new' is always replacing 'old' (and cherished), we are proud to continue bringing you the traditional brand of Kamillen. Not only does it cater to established tastes and styles, but its petroleum jelly formulation makes it safe and effective for all ages and hair types.

Kamillen Brillantine

Get that smooth, glossy 60's look today with Kamillen Brillantine – the hair styling gel and moisturizer trusted by men for decades.



VIETNAM

VIETNAM

X-MEN BODY WASH

X-Men is a range of personal care products for men. Launched in 2003, X-Men successfully paved the way for male grooming market in Vietnam with its breakthrough perfumed men's shampoo and shower gel. Known for its unique and premium masculine fragrance, X-Men is currently the leading brand in men's grooming products, providing high quality products in hair care, body wash, deodorants & hair styling.

X-Men Body Wash range includes

-Perfumed Shampoo

-Perfumed Shower Gel

-Perfumed 2 in 1 (shampoo + shower gel)

-Anti-Dandruff Shampoo -Deep Clean Shower Gel -Perfumed Soap



X-MEN DEODORANTS

X-Men deodorant range includes

- Perfumed Roll-on Deodorant
- Dry Impact Deodorant
- Perfumed Spray Deodorant

- Cool Boost Deodorant

x men

- Whitening Deodorant
- Eau De Toilette



MALAYSIA

CODE 10 HAIR CREAM

Code 10 Hair Styling is all about giving you the right look for the right moment. Not only does it make you look good, it also makes you feel better. With the total styling portfolio on offer, it encompasses a wide spectrum of products including hair creams, hair gels and hair wax. Whatever the deed, whatever the need, it has something for every occasion.

Code 10 Hair Cream is available in 3 variants

- Anti Dandruff
- Moisturising
- Nutrex Natural Hold



CODE 10 HAIR GEL



Code 10 Hair Gel is available in 3 variants

CODE

- Strong Hold
- Anti Dandruff
- Natural Hold

Code 10 Water Gel is available in 2 variants -Ice (Strong Hold Water) -Rave (Extreme Hold Water)



CODE 10 HAIR WAX

CODE

Code 10 Hair Wax is available in 4 variants

- Shockwave Styling Clay
- Rock Steady Hard Wax
- Mattrix Matt Wax
- Free Styler Soft Wax



COCONUT GOODNESS



COCOSOUL VIRGIN COCONUT OIL

COCO SQUL

Coco Soul Virgin Coconut Oil is sourced from the finest natural coconuts, harvested by hand. High in medium chain fatty acids, it gets rapidly metabolized in the liver, without accumulating as fat in the body. Use as a vegan butter replacement for baking, as a spread on bread, as a flavour dressing on salad or as an all- purpose cooking oil.



COCOSOUL INFUSED VIRGIN COCONUT OIL

COCO SQUL

Coco Soul Virgin Coconut Infusions have been created to envelope your taste buds into its warm tone. It adds just the right amount of zing to your recipes with its intense flavor. The inherent high smoke point of coconut oil means you can enjoy medium-high heat cooking. Go ahead, create some magic.

Coco Soul Infused Virgin Coconut Oil is available in two flavours

- Avocado

- Chilli



