

February 1, 2018

BSE Limited,  
1st Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
Scrip Code: 531642

National Stock exchange of India Limited,  
'Exchange Plaza', C-1 Block G,  
Bandra Kurla Complex, Bandra(E)  
Mumbai – 400051  
Scrip Symbol: MARICO

**Sub: Clarification on the news item appearing in Economic Times dated January 31, 2017, titled  
“Dabur takes Marico to court for 'Trademark Infringement'”**

**Ref: Your email dated January 31, 2018 to the undersigned seeking clarification on the subject**

Dear Sir / Madam,

With reference to the captioned matter and further to our emails dated January 31, 2018, we wish to clarify as below:

1. Dabur India Limited (“Dabur”) has filed a suit before the Hon’ble High Court of Delhi alleging that Marico’s advertisement for its brand Nihar Shanti Amla has infringed Dabur’s trade mark, copyright and disparaged its product Dabur Amla hair oil. Marico has accepted the notice of the suit on January 29, 2018. The reliefs prayed for in the suit by Dabur are mainly to seek the following:
  - a) a decree for permanent injunction restraining Marico from broadcasting, printing and publishing the impugned advertisements;
  - b) an order for claiming damages amounting to about Rupees One Crore; and
  - c) an order for the cost of the proceedings.
2. The suit is presently sub-judice and no order has been passed till date restraining Marico’s advertisements for Nihar Shanti Amla. It is submitted that the Company is compliant with all the applicable laws with respect to the said advertisements. The impugned advertisements contain statement of facts and in no manner violate any rights of Dabur.
3. We wish to add further that during January, 2018, Dabur had filed complaints against the impugned advertisements before the Advertising Standards Council of India (“ASCI”) too. ASCI has passed an order in favour of Marico on January 16, 2018 with respect to the print advertisement for Nihar Shanti Amla and is likely to issue an order, consistent with the aforesaid order, in respect of the Television Commercial of Nihar Shanti Amla too which is currently pending before ASCI.



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[www.marico.com](http://www.marico.com)

4. As regards the materiality of the impact of the above suit, considering the provisions of Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 and schedules thereto ("SEBI LODR Regulations") and the Policy for Determination of Materiality of Event or Information of Marico ("Company's Policy"), we wish to clarify that the impact of the said suit is not material as it does not fulfil the materiality criteria defined in the Company's Policy and therefore a disclosure of this suit is not warranted. Should you wish to access the Company's Policy, the website link for the same is mentioned below.

<http://marico.com/india/investors/documentation/corporate-governance>

5. We request you to take the above on record. Kindly revert in case you need further clarification or information in this regard.

Thanking you,

Yours truly,

For Marico Limited

  
Hemangi Ghag

Company Secretary & Compliance Officer

