

November 6, 2025

The Secretary,  
Listing Department,  
BSE Limited,  
1<sup>st</sup> 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 Awards its Integrated Media Mandate to Omnicom Media Group’s PHD India”.

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 Awards its Integrated Media Mandate to Omnicom Media Group's PHD India**

*The partnership marks a pivotal step in Marico's journey to build a future-ready, insight-led media ecosystem that drives brand and business growth*

**Mumbai, November 6, 2025:** Following a rigorous multi-agency pitch, Marico Limited, one of India's leading FMCG companies, has appointed Omnicom Media Group's PHD India as its Agency of Record for its integrated media mandate. Under this partnership, PHD India will lead end-to-end media strategy, planning, and buying for Marico's iconic portfolio of brands, including Parachute, Parachute Advanced, Saffola, Nihar, Livon, Set Wet, as well as new-age brands such as Beardo, Just Herbs, and True Elements.

The appointment marks a strategic inflection point for Marico as it seeks to augment its position as a future-ready, digitally empowered consumer company. By deepening its focus on brand-building, consumer engagement, and portfolio diversification across contemporary channels, Marico aims to strengthen the equity of its core franchises while accelerating growth across emerging and new businesses.

Commenting on this, **Akash Banerji, Executive Vice President & Head, Digital Transformation and Beauty & Styling Digital Business, Marico Limited**, said, "As Marico continues to sharpen its focus on innovation and consumer-centricity, our media strategy plays a pivotal role in forging meaningful connections with audiences and translating insights into cultural impact. Modern media planning demands sophisticated approaches to navigate complexity and deliver tangible results. We are delighted to partner with PHD India, whose expertise and capabilities align with this vision. Together, we can harness the collective strength of data, creativity, and technology to build brands that are not only relevant today but also resilient for the future."

He further added, "Madison Media has been a long-trusted partner and an integral part of Marico's journey. We value their contribution and thank them for helping shape our growth trajectory over the years."

Looking ahead, PHD India is poised to steer this evolution for Marico by harnessing its strategic foresight, deep understanding of India's consumer and market landscape, and its '*Intelligence.Connected*' ethos — uniting data, technology, and human insight to create media solutions that drive business impact and cultural relevance. In a year marked by notable achievements for PHD India, this win brings one of the largest FMCG mandates into the agency's fold and adds another major client to its growing portfolio.

Thrilled about the win, **Monaz Todywalla, CEO, PHD India**, stated, "*Marico has been a household name for generations – inspiring trust, shaping the tastes and experiences of countless Indians, and setting benchmarks for excellence. To partner with a brand of such legacy and ambition is both a privilege and a commitment. Together, we look forward to unlocking new possibilities for growth and innovation,*



*building on Marico's remarkable journey with fresh energy and strategic depth to drive successful business outcomes."*

Adding to this, **Kartik Sharma, Group CEO of Omnicom Media Group India**, said, "This partnership is a testament to PHD India's consistent focus on driving growth through strategic innovation and media intelligence. Marico's legacy of building powerful, purpose-led brands aligns perfectly with our philosophy of delivering transformative business outcomes for clients and we look forward to setting new benchmarks for impact and innovation in a rapidly evolving marketing landscape."

Driven by consumer delight and a keen understanding of rapidly evolving audience needs, Marico has consistently aligned its strategic marketing plans to stay ahead of the curve. Over the years, the company has steadily expanded its investments in advertising and promotion, underscoring its commitment to sustained brand momentum and category leadership through impactful consumer engagement and innovation-driven marketing.

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#### **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 Provence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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**About PHD Media:** PHD, an Omnicom Media Group Agency, helps the world's leading brands outthink, outpace, and outgrow the marketplace with a next-generation network of tools, talent and technology engineered for connected intelligence. Collaborating on the AI-powered Omni operating system, 6500 people in 81 offices across 74 countries connect data, technology, and human expertise to deliver modern media solutions that drive brands and businesses forward. Headquartered in the UK, PHD is currently the most awarded media agency network in the world according to WARC Media 100, an independent ranking of campaigns and companies for creativity and innovation; and was named 2024 Global Media Network of the Year by leading US advertising publication Adweek. Learn more at [www.phdmedia.com](http://www.phdmedia.com).