

January 26, 2026

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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

This is to inform you that Marico Limited (“**Marico**” or “**Company**”) has entered into definitive agreements to make strategic investment in Zea Maize Private Limited (“**Zea Maize**”), the company which owns the brand “**4700BC**” – one of India’s leading premium gourmet snacking brands.

As part of the aforesaid strategic investment, the Company will acquire 93.27% of Zea Maize’s paid-up share capital from PVR INOX Limited (existing holding company), subject to terms and conditions of the definitive agreements.

Disclosure under Regulation 30 of the SEBI Listing Regulations read with the SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 (as amended) is enclosed as Annexure I. A Press release on the aforesaid acquisition is enclosed as Annexure II.

This intimation is also being made available on the Company’s website at:
<http://marico.com/india/investors/documentation/shareholder-info>

Kindly take the same on record.

Yours faithfully,

For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

Encl.: As above

Annexure I

Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sl. No.	Particulars	Description								
1.	Name and details of the target entity	Zea Maize Private Limited (“Zea Maize”)								
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/group companies have any interest in the entity being acquired	The acquisition does not fall within related party transaction. The Promoter/Promoter Group of the Company do not have any interest in the transaction.								
3.	Industry to which the entity being acquired belongs	Packaged Foods								
4.	Objects and impact of acquisition	In line with our key strategic priorities, the transaction will further expand Marico’s total addressable market in value-added foods categories by adding a gourmet snacking brand with a differentiated premium positioning to its portfolio.								
5.	Brief details of any governmental or regulatory approvals required for the acquisition	None								
6.	Indicative time period for completion of the transaction	The said acquisition of 93.27% of Zea Maize’s paid-up share capital is likely to be completed within 30 days, subject to customary closing conditions and terms of the definitive agreements.								
7.	Nature of consideration (cash consideration or share swap and details of the same)	Cash								
8.	Cost of acquisition or the price at which the shares are acquired	Aggregate consideration of up to Rs. 226.83 Crores towards acquisition of 93.27% of Zea Maize’s paid-up share capital.								
9.	Percentage of shareholding/control acquired and/or number of shares acquired	Acquisition of 93.27% of Zea Maize’s paid-up share capital, thereby making it a subsidiary of the Company upon completion of the transaction. Additionally, the Company has the right to acquire the remaining stake in Zea Maize after completion of 3 years from execution date at a consideration to be determined at such time, subject to achievement of certain milestones, requisite approvals and terms and conditions under the definitive agreements.								
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, Country in which the acquired entity has presence	<div>Zea Maize Private Limited, a subsidiary company of PVR INOX Limited, was incorporated under the Companies Act, 1956 in India on July 24, 2013 and is headquartered at Delhi. Zea Maize owns one of India’s leading premium gourmet snacking brands “4700BC”. Details of last 3 years’ turnover are as under:</div> <table><tr><th>Year</th><th>Turnover* (Rs. crores)</th></tr><tr><td>FY 2024 – 25</td><td>98.66</td></tr><tr><td>FY 2023 – 24</td><td>75.29</td></tr><tr><td>FY 2022 – 23</td><td>48.47</td></tr></table> <div>*Last 3 months ARR (Oct to Dec 2025): ~Rs. 140 crores</div>	Year	Turnover* (Rs. crores)	FY 2024 – 25	98.66	FY 2023 – 24	75.29	FY 2022 – 23	48.47
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FY 2024 – 25	98.66									
FY 2023 – 24	75.29									
FY 2022 – 23	48.47									

PRESS RELEASE

Marico augments Foods play with strategic investment in Gourmet Snacking brand '4700BC'

To buy out PVR INOX's complete stake; Founder to retain stake & continue leading the business

Mumbai, 26 January, 2026: Marico Limited (BSE: 531642, NSE: "MARICO") has announced that it has signed definitive agreements to acquire 93.27% stake in Zea Maize Private Limited, from PVR INOX Limited. Zea Maize Private Limited owns "**4700BC**" (<https://4700bc.com/>), one of India's leading premium gourmet snacking brands, renowned for its popcorn and range of innovative snack offerings such as popped chips, makhana, crunchy corn and nachos.



Founded in 2013 by Chirag Gupta, **4700BC** pioneered gourmet popcorn in India and has since built a strong presence through diverse snacking offerings across offline, online and institutional channels (including airlines, cinemas, etc.). Known for its bold flavors and contemporary brand language, **4700BC** caters to the urban, premium consumer seeking indulgent yet modern snacking options. Over the years, the brand has evolved from a niche challenger into a recognized name within India's organized snacking landscape. Going forward, **4700BC** will focus on driving accelerated growth through new product launches across emerging snacking segments, strengthening its multi-channel distribution network, and building a differentiated premium brand anchored in innovation.

PRESS RELEASE

Saugata Gupta, MD and CEO, Marico Limited, said, "The investment in 4700BC aligns well with Marico's ambition to participate in fast-growing food categories through distinctive, future-ready brands. We see immense potential in 4700BC as a premium snacking brand with deep consumer connect and proven execution. Together, we will tap the opportunity to leverage our existing scale in foods to broaden the brand's presence across channels, while staying true to its consumer-first ethos and harnessing its top-notch innovation capabilities."

Chirag Gupta, Founder, 4700BC said, "We are delighted to partner with Marico. This marks a defining moment in the brand's journey. While PVR INOX has played a pivotal role in building scale and credibility, Marico's FMCG expertise will be instrumental as 4700BC enters its next chapter. With the strong backing and exciting new launches ahead, the focus for us remains on building one of India's most loved premium snacking brands."

Ajay Bijli, MD, PVR INOX Limited said, "We recognized the potential in 4700BC at a very early stage and supported the brand through its formative years. From a niche gourmet popcorn offering, it has grown into a nationally recognized premium snacking brand. As it looks to scale further and broaden its ambition, the brand is well positioned under the stewardship of a scaled FMCG leader like Marico. For PVR INOX, this transaction represents a natural culmination of our strategic role and enables us to monetize a non-core asset."

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. During FY 2024-25, Marico recorded a turnover of INR 10.8 billion (USD 1.3 billion) through its products sold in India and select emerging 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, Just Herbs, True Elements, Beardo and Plix. Marico's International business contributes to about 25% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Prôvence, Ôliv, Mediker SafeLife, Thuan Phat and Isoplus.

For more information, please visit www.marico.com