

May 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.: Press Release

Please find attached a press release by Marico Limited, titled “Marico enters the hair cleansing segment with Parachute Advanced Protein Shampoo, reinforcing its innovation-led growth strategy”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/shareholder/stock-exchange>.

This is for your information and records.

Thank you.

Yours faithfully,
For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

Encl.: As above

PRESS RELEASE

Marico enters the hair cleansing segment with Parachute Advanced Protein Shampoo, reinforcing its innovation-led growth strategy

Highlights:

- Expands Parachute Advanced’s strong hair equity with entry into a new category
- Launches protein shampoo range with proven goodness of coconut milk and natural ingredients

Mumbai, May 26, 2026: Marico Limited, one of India’s leading FMCG companies, today announced the launch of Parachute Advanced Protein Shampoo, deepening the brand’s presence in the hair care segment and marking its entry into the hair cleansing category. Building on the brand’s strong equity in haircare, the new Protein Shampoo range brings the proven goodness of coconut milk and natural ingredients into the hair cleansing format.



Commenting on the launch, Ashish Goupal, CEO – India Core Business, Marico Limited, said, *“This launch marks Marico’s most significant category extension in recent years, translating Parachute Advanced’s strong coconut equity into a hair-cleansing format. Extending Parachute Advanced into shampoos is a strategic step to address the growing consumer shift towards nature-forward solutions. The launch reflects Marico’s commitment to purposeful, coconut-led innovation and strengthens its play in one of India’s largest and fastest-growing personal care segments – the ₹10,000+ crore shampoo market, which is growing at 9–10% annually¹. Parachute Advanced’s entry into hair cleansing unlocks a sizeable growth opportunity while enhancing the brand’s relevance across the entire hair-care regimen. The initial response from consumers and the market has been encouraging, and we remain confident in the long-term potential of this product.”*

Vikram Karwal, Chief Marketing Officer – India, Marico Limited, said, *“When it comes to personal care products, consumers are looking for trusted brands that deliver on their needs well. Consumers are also increasingly choosing products backed by nature. When it comes to shampoo category, we saw this as an opportunity for Parachute Advanced. Armed with this understanding, we created a product that we believe will delight our consumers. This launch represents the strength of a brand built in India, for India, grounded in local consumer insight, crafted for Indian hair needs, and created with the same trust that has shaped the brand. It is backed by a robust, multi format marketing plan spanning television, digital, creator led collaborations and regional platforms. The brand already reaches millions of households and has always enjoyed a deep, authentic relationship with consumers, cutting across geographies and income groups. Our rollout strategy is designed to honour that breadth and ensure the brand shows up meaningfully wherever our consumers are.”*



¹ Source: Nielsen Retail Audit Data MAT Dec'25

The new Parachute Advanced Protein Shampoo range leverages a differentiated proposition: preventing protein loss in hair. With this, the brand strategically enters the high-potential damage repair segment, with its lead variant combining coconut milk with aloe vera. The rest of the range offers a curated blend of natural powerhouse ingredients such as rosemary, amla, shikakai, almond, and others, each serving a unique consumer benefit such as hair fall control, shine, and more.

With its strong brand salience and deep penetration, Parachute Advanced is uniquely positioned to offer a credible and effective solution in a new format. The portfolio launches with eight variants across multiple pack sizes, supported by an accessible entry sachet at Re. 1, enabling widespread trial and accelerated scale-up. The SKUs in which the range is available includes 80ml, 170ml, 340ml, 650ml, 1L and 1.2L across general trade, modern trade and e-commerce.

Marico's focus on expanding its core portfolio into high-value adjacencies positions it strategically to tap into a category that reaches millions of households annually and opens a significant growth opportunity in a segment where premiumisation is accelerating rapidly year-on-year.

The entry into shampoos forms a key pillar of Marico's strategy to capture a greater share of the Indian consumer's total hair-care spend. Marico aims to build a meaningful presence in the segment and expects the shampoo portfolio to be a key contributor to Parachute Advanced's overall growth.

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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. During FY25-26, Marico recorded a turnover of ₹ 136.1 billion (USD 1.5 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 Advanced, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements, Plix, Cosmix and 4700BC. The overseas consumer products portfolio contributes to about 24% of the Group's revenue, with brands like Parachute, Parachute Advanced, HairCode, Fiancée, Herbsindia, Purité de Prôvence, Ôliv, LASHE Superfood, Candid, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

Note to editors: Parachute Advanced and Parachute are separate brands.

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