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Marico elevates Saugata Gupta to MD

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The Board of Directors of Marico, one of India’s leading consumer products companies in the global beauty and wellness space has approved the appointment of Saugata Gupta, CEO, Marico as Managing Director and CEO. Saugata Gupta will be inducted into the company’s Board of Directors effective April 1, 2014. Harsh Mariwala will continue as Chairman, Marico. The above changes are subject to approval by the shareholders at the ensuing Annual General Meeting of the Company.

Saugata joined Marico in January 2004 as head of Marketing. In the year 2007 he was elevated to become the CEO of the Company’s India business. In April 2013, Marico restructured its Consumer Product Business (CPB) in India and International Business Group (IBG) under Saugata’s leadership as the CEO of Marico, the unified FMCG business. The restructuring was a proactive step to build on Marico’s sustained value creation, by proactively re-organizing itself, taking into account the context of increasing convergence of businesses in Consumer Products Business (CPB) in India and the International FMCG businesses (IBG).

In his new role as Managing Director & CEO, Saugata is tasked with accelerating the growth journey through innovation and building a future - ready organization with a value - added portfolio. He will focus on sustaining

Marico’ s leadership presence in India as well as building the company into an emerging market MNC in the hair nourishment and grooming segments. Saugata will lead the Management team retaining its empowering culture for young leaders to nurture and grow. As part of the new structure all business heads and group level functions will report into Saugata.

Harsh Mariwala, Chairman, Marico, said “This announcement reflects the next phase of Marico’s growth journey. Under Saugata Gupta’s leadership, Marico has had a track record of sustainable profitable growth. Marico has had a five years CAGR of 19% in topline and bottomline. I am confident that we will achieve new heights under the leadership of Saugata and his team. ”

Prior to joining Marico, Saugata was Chief of Marketing and Group Sales at ICICI Prudential and was part of the startup team that was instrumental in establishing ICICI Prudential as the largest private sector Insurance firm in the country. Saugata started his career with Cadbury’s where he spent nine years in various roles in Sales and Marketing in India and the United Kingdom. His last role was Marketing Manager -Chocolates. Saugata has 20 years of experience primarily in the FMCG sector. He has an engineering degree from IIT Kharagpur and is an alumnus from IIM Bangalore.

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