**Saffola Honey Unveils New Packaging On Sundarbans Day**

***Features a Captivating CGI Reel***

**Link to the CGI video:** [**https://www.instagram.com/reel/C3UOEVcov3l/?igsh=MTJ2Ym83Z3VycHkzaA%3D%3D**](https://www.instagram.com/reel/C3UOEVcov3l/?igsh=MTJ2Ym83Z3VycHkzaA%3D%3D)

**Mumbai, 14th February 2024** – Marico Limited’s Saffola Honey, one of India's leading honey brands, is all set to introduce a packaging refresh for its Saffola Honey Active on the occasion of Sundarbans Day, February 14. Alongside this exciting pack refresh, the brand has also unveiled an immersive CGI video as part of its campaign. This engaging video presentation will be visually showcased around the iconic Chhatrapati Shivaji Terminus in Mumbai, Maharashtra, India – a UNESCO World Heritage Site and historic railway terminus, adding a touch of grandeur to the unveiling.

Launched in 2020, Saffola Honey has long been a trusted name in Indian households, recognized for its commitment to purity. The new campaign aims to generate excitement and anticipation surrounding the new Saffola Honey Active pack, which embodies the brand's promise of natural and unadulterated honey sourced from forests and pristine regions including Sundarbans. With the refreshed packaging, consumers can now experience the essence of the new pack in a visually appealing and attractive format.

*Speaking about the new packaging refresh,* **Mr. Vaibhav Bhanchawat, Chief Operating Officer, India & Foods Business, Marico Ltd., expressed enthusiasm, stating:** *"We're excited to introduce the refreshed packaging for Saffola Honey Active, now presenting a captivating new look that reflects the purity and natural essence of our honey which includes honey from Sunderbans Forest. To celebrate this refresh, we've unveiled a CGI video that brings the packaging redesign to life, showcasing the journey of Saffola Honey Active from the Sundarbans to your table. It's a delightful visual treat that complements the packaging refresh and reinforces our commitment to delivering an exceptional honey experience."*

Saffola Honey, made with Sundarbans Forest honey, stands out for its purity. As consumers witness the new packaging, they can be confident in experiencing the same great taste and quality. This campaign reflects Saffola’s ongoing commitment to delivering pure honey experience, straight from nature's lap.

The newly redesigned packaging for Saffola Honey Active will be rolled out across various markets, including Hyderabad, Mumbai, Kolkata, Chennai, Delhi, and Bangalore. Additionally, it will be accessible through various e-commerce platforms like Amazon (<https://amzn.eu/d/26n6dZx>) & other key E-Commerce platforms.

**About Marico Limited** -

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of about USD 1.2 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, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements and Beardo. The international consumer products portfolio contributes to about 23% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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