



MEDIA RELEASE

RELIANCE CONSUMER PRODUCTS LIMITED ENTERS INTO STRATEGIC PARTNERSHIP WITH LEADING SRI LANKA-BASED BISCUIT BRAND, MALIBAN

- *Partnership to enable access to globally recognised product portfolio*
- *Leverage complementing strengths to provide Indian consumers with highly sought-after quality product choices*

Mumbai, 31st January 2023: Reliance Consumer Products Limited (RCPL), the FMCG arm and a wholly owned subsidiary of Reliance Retail Ventures Limited (RRVL), announced a strategic partnership with Sri Lanka headquartered Maliban Biscuit Manufactories (Private) Limited (Maliban).

Maliban, a heritage brand and household name in Sri Lanka, is a pioneering biscuit manufacturer well known for last 70 years for its range of quality products including biscuits, crackers, cookies and wafers. In addition, the company has expanded its products reach to global markets and exports to over 35 countries across 5 continents.

Speaking on the association, **Ms Isha Ambani, Executive Director, Reliance Retail Ventures Limited**, said, “With a leading market position, Maliban has deep-rooted heritage and credibility. With this strategic partnership between RCPL and Maliban, we will not only be strengthening our FMCG portfolio through a great brand but will also be able to offer an excellent value proposition through quality products to our Indian consumers. Being the custodian of several widely known global brands in India, Reliance is well-positioned to further expand the excellent consumer equity and reach that Maliban has built over 70 years.”

RCPL’s vision is to bring to Indian consumers a bouquet of domestic and globally recognised consumer brands and product choices that offer superior value proposition with exceptional quality. RCPL launched its packaged consumer products brand, ‘Independence’ in December 2022 and is creating a distinct and dedicated retail distribution network for its fast-expanding FMCG portfolio.

Speaking on the partnership with RCPL, **Ms. Kumudika Fernando, Group Managing Director, Maliban**, said, “We are delighted to announce that Reliance Consumer Products has chosen to partner with Maliban, a testimony to our dedication for upholding the highest quality standards for almost 70 years. The complementary strengths of our two organisations will enable us to bring the unique and highly sought-after tastes of Maliban to India's discerning consumers. We look forward to collaborating with Reliance Consumer Products towards this shared objective to provide Indian consumers with world-class products”.

With this partnership, Reliance and Maliban will develop unique value propositions that will strengthen RCPL’s portfolio in the biscuit segment.



About Reliance Retail Ventures Limited:

Reliance Retail Ventures Limited is a subsidiary of Reliance Industries Ltd and the holding company of all the retail businesses under the RIL group. RRVL, through its subsidiaries and affiliates, operates more than 16,500 own stores and partners with over 2 million merchants across Grocery, Electronics, Apparel, Pharmacy, lingerie, home and furnishing, beauty and personal care. It also operates the largest network of omni-channel business through Jio Mart, Ajio, Netmeds, Zivame and other online channels. RRVL's FMCG subsidiary, Reliance Consumer Products Ltd shall provide a wide range of products under a versatile brand portfolio that serve the daily needs of millions of Indians.

RRVL reported a consolidated turnover of ₹ 199,704 crore (\$ 26.3 billion) and net profit of ₹ 7,055 crore (\$ 931 million) for the year ended March 31, 2022.

Maliban Biscuit Manufactories (Private) Limited:

For almost 70 years, Maliban Biscuit Manufactories (Private) Limited has consistently provided Sri Lankans with quality products that meet the highest standards. Holding the highest brand equity over the biscuit industry in Sri Lanka (Nielsen Brand Health Track), Maliban has become Sri Lanka's number one manufacturer of high-quality biscuits and snacks. The company has also built a powerful brand presence in over 50 international markets across five continents, making Maliban the largest exporter of biscuits and snacks to the European market from Sri Lanka by partnering with globally reputed retailers whose food safety standards are amongst the strictest - a testament to Maliban's commitment to quality. What's more, Maliban is the only Asian brand to be bestowed the Global Performance Excellence Award (World Class Category) three times by the Asia Pacific Quality Organisation whilst also receiving the recognition of the National Quality Award - Sri Lanka's highest national award in quality and process excellence - four times over the past two decades. Adding to this streak of recognition, it comes as no surprise that Maliban has been voted Sri Lanka's Most Loved Brand by LMD Brands Annual, five years in a row.

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