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Marico showcases commitment to food innovation and better health at World Food India 2025

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Marico Limited, one of Indiaâ??s leading FMCG companies, participated in World Food India 2025, scheduled from September 25thÂ to 28thÂ in New Delhi, to reinforce its commitment towards innovating its food portfolio for a healthier India. The event was attended byÂ Saugata Gupta, MD & CEO, Marico Limited and Dr Shilpa Vora, Chief R&D Officer, Marico Limited, along with senior leaders of the company.Â

LoSorb Technology enables 15 per cent-30 per cent lower fat absorption in Saffola Oil, including the cold-pressed variants. This breakthrough results in lighter, less oily foods, allowing consumers to enjoy their favourite indulgences with significantly reduced guilt â?? an important benefit in a health-conscious market.

Hybrid Extrusion Technology offers flexibility and versatility in processing, enabling the use of nutritious grains and pulses to create innovative product formats. One such example is the O-ring-shaped noodle in Saffola Oodles, designed to reduce mess while offering a wholesome combination of oats, pearl millet, semolina, and vegetables. This technology also powers products like Saffola Muesli, made with extruded ingredients like natural flavor pops and multigrain flakes and has recently been extended to Saffola Crunchiez.

DOC Valorization represents Maricoâ??s commitment to sustainability and circularity in the food system. Researched in collaboration with NIFTEM, Kundli, this approach focuses on the efficient utilization of byproducts, traditionally used in low-value applications like animal feed. By reintegrating these nutrient-rich byproducts into the human food chain, Marico is reducing waste and championing a circular economy model, addressing both environmental impact and the need for responsible innovation.