

Marico collaborates with IIT Tirupati to pioneer sustainable active extraction technologies

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Marico Limited, one of India's leading FMCG companies, has partnered with the Indian Institute of Technology Tirupati to develop sustainable methods for extracting bioactives from natural plant-based sources. This initiative aims to create healthier cooking oil options for consumers by leveraging green technologies for extraction and purification, alongside comprehensive characterisation, shelf-life studies, and efficacy testing. By combining Marico's market expertise with IIT Tirupati's research capabilities and infrastructure, this collaboration aims to place science-backed health benefits and environmental responsibility at the forefront of India's edible oil sector.

Through the CII-ANRF Prime Minister's Fellowship for Doctoral Research, a scholar from IIT Tirupati is advancing sustainable process development under the joint mentorship of IIT Tirupati faculty and Marico experts. This strategic partnership combines IIT Tirupati's research expertise, advanced analytical infrastructure, and an ecosystem of young researchers guided by experienced mentors, with Marico's hands-on R&D guidance through regular reviews, technical discussions, and strategic counsel. The collaboration has already achieved a significant milestone with the publication of its first review paper titled "Aqueous Two-Phase Systems: Methods of Binodal Curve Generation and Applications", which explores innovative extraction systems for separating and purifying bioactive compounds. Additionally, a research manuscript based on ongoing experiments is currently being finalised for publication. Looking ahead, Marico and IIT Tirupati plan to file joint patents and publish further research, strengthening the scientific foundation of this work and ensuring accurate

information reaches both consumers and the industry. This collaboration will enable the development of health-focused products and processes that elevate the value-added oils category.

Commenting on the collaboration, Dr Shilpa Vora, Chief R&D Officer, Marico Limited, said, “For decades, innovation has been the driving force behind Marico’s iconic Saffola Oils, setting benchmarks in heart health and nutrition. Our partnership with IIT Tirupati marks a significant step forward in advancing green technologies for the extraction of bioactives, opening up new possibilities. This holds the potential for creating advanced food innovations and bringing us closer to creating innovations that align with consumer wellness trends and sustainable manufacturing practices.”