

## Marico Bangladesh Limited Has Organized Over the Wall Grand Finale

**Dhaka, January 22, 2025-** The grand finale of Marico Bangladesh Limited's flagship product innovation campus competition, Over The Wall Season 3, which was organized recently in Dhaka concluded with **Team Powerpuff Girls**, a combined team from the Islamic University of Technology and East West University, emerging as the champions of this season. The competition served as a platform to showcase the entrepreneurial spirit of the youth and their innovative ideas, set to revolutionize the personal care industry.

Six teams showcased their groundbreaking ideas at the grand finale, presenting innovative solutions ranging from sustainable product designs and advanced technology applications to creative business strategies. **Team Cordon Bleu** from the Institute of Business Administration, University of Dhaka, secured the First Runner-up position, while **Team Eclipse** from the Bangladesh University of Engineering and Technology claimed the Second Runner-up spot.

All three teams were awarded lucrative prize money from Marico Bangladesh Limited. Additionally, the Champion Team, **Powerpuff Girls**, will receive the exclusive opportunity to embark on an international internship at one of Marico Limited's global locations, while the other two winning teams will be offered internship opportunities at Marico Bangladesh Limited.

The grand finale had an esteemed judge panel that included **Sumitava Basu**, Managing Director, Marico Bangladesh Limited, **Niraj Kumar**, Managing Director, Colgate-Palmolive Bangladesh, **Sabbir Nasir**, Managing Director, Shwapno ACI Logistics Limited, and **Ruhina Halim**, Partner, Quantum Consumer Solutions Limited.

Speaking on the occasion, **Sumitava Basu**, Managing Director, Marico Bangladesh Limited, said: *"Over The Wall is more than a competition; it's a platform that empowers future leaders. This year's participants have exceeded our expectations with their talent, creativity, and passion. We are proud to support their growth and look forward to witnessing their continued success."*

**Over The Wall Season 3** emerged as the largest product innovation campus competition in the country, engaging over 5,000 students from 33+ campuses and setting new benchmarks in participation and impact. Marico Bangladesh Limited engaged with the participants through workshops, mentorship programs, and campus activation and imparted the constant need for innovation, growth, and entrepreneurial spirit among them.



### About Marico Bangladesh:

Beginning its journey in 1999, Marico Bangladesh Limited is one of the top 3 FMCG multinational companies in Bangladesh and a trusted brand with a wealth of beauty and healthcare products. The company has reached households all throughout Bangladesh with 43 brands in the categories of Hair Care, Skin Care, Baby Care, Edible Oil and Male Grooming. With a strong and ever-expanding consumer segment, the flagship brand of Marico Bangladesh Limited, Parachute Advansed, has been ranked among the top 10 trusted brands in Bangladesh. In recent times, the company has diversified its product range after launching new brands such as Parachute Advansed Onion Enriched Coconut Hair Oil, Parachute Just for Baby, Parachute SkinPure, and the StudioX male grooming range, which includes shampoo, facewash, gel and soap. As proud ambassadors of “Made in Bangladesh”, 99% of Marico’s portfolio is manufactured in Bangladesh and exported to Nepal, Bhutan, Vietnam, Dubai, Egypt, South Africa, Tanzania, and India.