

Business Responsibility Report

Section A: General Information about the Company

No.	Particulars	Company Information
1	Corporate Identification Number (CIN) of the Company	L15140MH1988PLC049208
2	Name of the Company	Marico Limited
3	Registered Office & Corporate Office	7th floor, Grande Palladium 175, CST Road, Kalina, Santa Cruz (East) Mumbai, Maharashtra 400098
4	Website	www.marico.com
5	E-mail ID	investor@maricoindia.net
6	Financial year reported	Year ended on March 31, 2016 (FY16)
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	Edible Oils – NIC Code 10402 Value Added Hair Oils – NIC Code 20236 Coconut Oil, Super Premium Refined Edible Oils, Oats Meal, Hair Oils, Hair Gels & Creams, Post Wash Hair Conditioner, Male Deodorants
8	List three key products/services that the Company manufactures/provides (as in balance sheet)	Edible oils, hair oils and personal care
9	Total number of locations where business activity is undertaken by the Company (a) Number of International Locations (Provide details of major 5) (b) Number of National Locations	a) Marico through its subsidiaries has operations in Bangladesh, UAE, Egypt, Vietnam and South Africa. b) Marico Limited has its Corporate Office in Mumbai and its manufacturing units are located at Pondicherry, Kanjikode, Perundurai, Jalgaon, Paonta Sahib, Dehradun and Baddi. It also has regional offices at Delhi, Mumbai, Kolkata and Hyderabad.
10	Markets served by the Company	- India through domestic operations - Exports are done to other countries such as Singapore, Malaysia, Nepal, Canada and the USA.

Section B: Financial Details of the Company

No.	Particulars	Company Information
1	Paid up Capital, as on 31.3.16	129,01,71,198 equity shares of ₹ 1 each aggregating to ₹ 129,01,71,198
2	Turnover : Gross : Net	₹ 4,954.50 Crores ₹ 4,947.37 Crores
3	Profit after Tax	₹ 701.86 Crores
4	Total Spending on Corporate Social Responsibility (CSR) a) in ₹ b) As a percentage of profit after tax (%)	a) 10.02 Crores b) 1.84% (Percentage of PAT for the FY16)
5	List the activities, in which expenditure in 4 above, has been incurred	i. Scalability of Social Organisations ii. Community Development iii. Education iv. Health Care v. Livelihood enhancement vi. National Emergency & Disaster Relief

Section C: Other details

- Does the Company have any Subsidiary Company/ Companies?
Yes
- Do the Subsidiary Company/Companies participate in the BR Initiatives of the parent company? If yes, then indicate the number of such subsidiary company(ies)
Yes. One subsidiary company participates in BR initiatives of Marico Limited.
- Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with; participate in the BR initiatives of the Company? If yes, then indicate percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]
Yes. Less than 30% of the associated entities participate in BR initiatives of Marico.

Section D: Business Responsibility (BR) Information

1. Details of Director/Directors responsible for BR

a. Details of the Director/Directors responsible for implementation of the BR policy/policies

No.	Particulars	Company Information
1	DIN Number	05251806
2	Name	Mr. Saugata Gupta
3	Designation	Managing Director & CEO

b. Details of BR head :

No.	Particulars	Company Information
1	DIN Number	NA
2	Name	Mr. Jitendra Mahajan
3	Designation	Chief Supply Chain Officer & BR Head
4	Telephone Number	022 66480480
5	e-mail ID	jitendram@maricoindia.net

2. Principle-wise (as per National Voluntary Guidelines (NVGs)) Business Responsibility Policy/policies

The response regarding the above 9 principles (P1 to P9) is given below

No.	Questions	P	P	P	P	P	P	P	P	P
		1	2	3	4	5	6	7	8	9
1.	Do you have policy/policies for	Y	Y	Y	Y	Y	Y	Y	Y	Y
2.	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national/ international standards? If yes, specify? (50 words)	Policies are prepared ensuring adherence to applicable laws and in line with international standards such as ISO, GRI, ILO, and OSHA.								
4.	Has the policy been approved by the Board? If yes, has it been signed by MD/owner/CEO/appropriate Board Director?	Y	Y	Y	Y	Y	Y	Y	Y	Y

No.	Questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	
5.	Does the Company have a specified committee of the Board/Director/Official to oversee the implementation of the policy?	Y	Y	Y	Y	Y	Y	Y	Y	Y	
6.	Indicate the link for the policy to be viewed online?	1.	http://marico.com/investorspdf/Corporate_Social_Responsibility_Policy.pdf								
		2.	http://marico.com/about-us/code-of-conduct								
		3.	http://marico.com/investorspdf/Sustainability_Policy_approved_June_20,_2016.pdf								
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y	
8.	Does the Company have in-house structure to implement the policy/policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y	
9.	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y	
10.	Has the Company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	N	N	N	N	N	N	N	Y	N	

2a. If answer to No. 1, against any principle is 'No', please explain why: (Tick up to 2 options)

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	The Company has not understood the Principles	Not Applicable								
2.	The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles									
3.	The Company does not have financial or manpower resources available, for the task									
4.	It is planned to be done within next 6 months									
5.	It is planned to be done within the next 1 year									
6.	Any other reason (please specify)									

3. Governance related to Business Responsibility (BR):

Information with reference to BRR framework:

No.	Questions	Information
1.	Frequency of review, by the BR Committee to assess the BR performance.	BR Committee comprises the Managing Director, who heads the Committee and four senior managerial personnel. The BR Committee reviews the Business Responsibility performance of the Company on annual basis.
2.	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	BR report as well as Sustainability report is published on annual basis. Marico is publishing both the reports for the first time for year ended on March 31, 2016 (FY16).

Section E: Principle-wise Performance

Principle 1: Business should conduct and govern themselves with Ethics, Transparency and Accountability.

Any business without ethics cannot win the trust of the stakeholders. Our philosophy is to conduct the business with **high ethical standards** in our dealings with all the stakeholders that include employees, customers, suppliers, government and the community.

We have enacted a **“Code of Conduct”** and **“Marico Code of Business Ethics”** with the underlying philosophy of conducting our business in an ethical manner as enshrined

by our values and beliefs. This helps in creating a work environment that is conducive to our employees and our associates. The Code sets out the guidelines to be followed by each member of Marico group.

Members of Code of Conduct Committee (CCC)

No.	Designation
1.	Chief Human Resources Officer
2.	Chief Financial Officer
3.	Chief Legal Counsel
4.	Chief - Business Process Transformation & IT
5.	Head Learning & Development
6.	Business HR Head – Corporate functions

Information with reference to BRR framework:

No.	Questions	Information
1.1	Does the policy relating to ethics, bribery and corruption cover only the Company? Yes/ No. Does it extend to the Group/ Joint Ventures/ Suppliers/Contractors/ NGOs /Others?	The Code of Conduct of Marico provides guidelines on ethics, bribery and corruption. It is binding to all Marico employees only. However, the guidelines are communicated to most of our key associates like vendors, suppliers and it is expected that they will follow it while their interactions with Marico.
1.2	How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.	<p>The Code of Conduct Committee is located at the Head Office and has members across various functions. Marico has taken significant steps to ensure that our members understand and practice our Code of Conduct. The Company has a very thorough internal and external mechanism of investigation for all complaints as it has a significant bearing on the individual and the organisation. The Company invests a lot of resources in maintaining its Code of Conduct.</p> <p>In the financial year 2015-16, we have received 18 complaints as follows:</p> <ul style="list-style-type: none"> • Quarter 1: 2 • Quarter 2: 4 • Quarter 3: 6 • Quarter 4: 6 <p>We have satisfactorily resolved 56% of the cases. The Company continues to investigate in the remaining cases through internal as well as independent external investigation agencies.</p>

Principle 2: Business should provide goods and services that are safe and contribute to sustainability throughout their life cycle.

Our robust commitment to ensure compliance with relevant standards of health and safety commences at the design stage, wherein appropriate health and safety elements across manufacturing, delivery and consumption are identified and evaluated. New products are developed after careful

consideration of global developments. This is supported by comprehensive research and testing facilities at the manufacturing locations whose laboratories conform to ISO/ IEC 17025 and are certified by National Accreditation Board for Testing and Calibration (NABL). Marico uses proprietary software for regular monitoring and review of stringent raw materials specifications.

For development of product concept, the health & safety impacts of products and services are assessed through clinical study to understand the clinical benefits. Such a study is carried out using standard scientific instruments used world-wide.

Marico has an internal Artwork Management System (AMS) managed by Quality Team encompassing all relevant stakeholders such as legal, marketing, packaging, regulatory,

manufacturing etc. This helps in ensuring compliance of all artworks for quality and legal requirements.

Manufacturing facilities and key third party units of Marico are certified with ISO 22000 for Foods safety and ISO 22716 for Good manufacturing practices in cosmetics. Marico is one of the very few companies which have been certified for ISO 10002 certification standard which emphasises on Quality Management system for Consumer Response Management process.

Information with reference to BRR framework:

No.	Questions	Information
2.1	List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.	<p>Marico’s business strategy is to be in the area of Beauty and wellness. Its product portfolio addresses the social needs through its brands like Saffola, Parachute, Mediker, Revive and Livon. In addition to this, it is exploring new products with its R&D team to produce affordable products on health and personal care sectors.</p> <p>Marico is also creating awareness about healthy lifestyle by educating consumers on the physical fitness, obesity, healthy eating habits and Sustainable life styles.</p>
2.2	<p>For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):</p> <p>(a) Reduction during sourcing/production/distribution achieved since the previous year throughout the value chain?</p> <p>(b) Reduction during usage by consumers (energy, water) has been achieved since the previous year?</p>	<p>a) Marico has taken various initiatives in energy reduction in manufacturing process of Saffola and Parachute. Below are some cases –</p> <ol style="list-style-type: none"> 125 KW Steam Turbine installed at Baddi which resulted in savings of 105503 KWH. At Pondicherry unit, process improvement of “elimination of 2nd stage Expeller kettle” yielded 1.47 KW/MT. Provision of VFD in Expeller drive at Kanjikode reduced the power consumption by 44928 Units / Annum Productivity improvement at Jalgaon refinery saved 69920 KWH / annum. <p>Details of various initiatives are provided in Sustainability report.</p> <p>b) Marico’s products are related to human consumption or usage for wellness & beauty. Product’s usage or consumption attracts very less use of energy or water and we are in assessing opportunities of improvement in this stage.</p>

No.	Questions	Information
2.3	Does the Company have procedures in place for sustainable sourcing (including transportation)? (a) If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.	<p>One of the key pillars of Marico's Procurements Excellence Framework is Long-term Sustainable Supply Assurance. As many of Marico's raw materials are agricultural commodities, Marico engages or enables interventions which are win-win for the farmer & Marico. The initiatives drive to improve the farmers' wellbeing and delivering uninterrupted supply to Marico. These initiatives are directed for Coconut, safflower, oats production in India.</p> <ul style="list-style-type: none"> • Marico Agri-extension team works to improve the productivity of the farmers through adopting the correct & modern package of practices. • Marico collaborates with the local government agencies to drive programs for backward or drought affected areas. • Marico ensures availability of good quality certified seeds/seedlings to safflower farmers to improve the crop productivity. • Marico is funding research with Government & Non-government agencies to develop & release of newer & better varieties of seeds <p>Considering these efforts, agri-based buying is done in a sustainable way which contributes to 79% of overall procurement.</p>
2.4	Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work? (a) If yes, what steps have been taken to improve their capacity and capability of local and small vendors?	<ul style="list-style-type: none"> • Marico has various initiatives to do disintermediation & help the small producer. • Contract farming in Safflower enables that farmers have assurance of a buyer even before they sow a crop & that too at a specific price. This helps the farmer to manage his price risk very effectively. In addition the farmer receives support in getting the right seed material & training on the correct & modern package of practices as well. • For Copra, Marico over the last 10 years has set-up "Collection Centers" so that the small farmer converters can directly supply the material to the Company within a 20-30 km radius from his production point. This enables the farmer to avoid the middleman & also have an assured buyer for their produce. The farmers are educated to produce the right quality of material so as to get maximum value for their produce. • Marico has also encouraged farmers to setup CPCs (Coconut Producer Companies) whereby they can source coconut for Marico. It again helps the farmers get an assured buyer.
2.5	Does the Company have a mechanism to recycle products and waste? If yes, what is the percentage of recycling of products and waste (separately as <5%, 5%-10%, >10%)? Also, provide details thereof, in about 50 words or so.	<p>Our production process is based on principles of optimising the material and energy resources. Our products are consumer goods and hence they are consumed at consumer's end during usage. Therefore, recycling of product is very less and can be mentioned in category of less than 5%.</p> <p>There is a well-defined policy to take back products which are expired or found with some packaging defects in order to recycle them to best possible extent.</p> <p>Most of the process waste is recycled and utilised for creating value added products. We also ensure recycling or reuse of the primary / secondary packaging material at our factories wherever possible. Packaging materials which cannot be reused are sold to authorised recyclers. Overall, waste recycling happens for all waste material and can be categorised as greater than 10%.</p>

Principle 3: Business should promote the wellbeing of all employees.

We believe that our human capital is one of the most valuable resources to tap the perennial growth of business. Marico's Code of Conduct provides guidelines for employee well-being related to participation, freedom, gender equality, good environment and harassment free workplace. A strong deployment mechanism is established for deployment of guidelines and grievance redressing mechanism.

Marico ensures overall well-being of its employees. It organises programs in various areas like financial well-being, physical well-being etc.

Marico would focus more on capability building of the personnel based on job/role requirements, technical knowledge and soft skills. Annual plans are made for individual members through self-learning or classroom training modes.

Information with reference to BRR framework:

No.	Questions	Information : as on March 31, 2016		
3.1	Please indicate the Total number of employees.	1,463		
3.2	Please indicate the Total number of employees hired on temporary/ contractual/casual basis.	18		
3.3	Please indicate the Number of permanent women employees.	165		
3.4	Please indicate the Number of permanent employees with disabilities.	4		
3.5	Do you have an employee association that is recognised by management?	Yes		
3.6	What percentage of your permanent employees is members of this recognised employee association?	11%		
3.7	Please indicate the Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.	Complaints	Filed	Resolved
		Child Labour / Forced labour	0	0
		Involuntary Labour	0	0
		Sexual Harassment	1	1
		Discriminatory employment	0	0
3.8	What percentage of your under mentioned employees were given safety & skill upgradation training in the last year?	Employee Categories	% trained on Safety & Skill Upgradation(*)	
		a) Permanent employees	100%	
		b) Permanent women employees	100%	
		c) Contract employees	100%	
		d) Employees with disabilities	100%	

* Excluding members on long duration leaves

Principle 4: Business should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised.

Marico believes that the performance of business enterprises must be measured in terms of the value they create for society. As part of its Triple Bottom Line commitment, Marico is committed to make growth more inclusive by focusing on the needs of identified stakeholders. Marico procures raw materials from the rural communities who are engaged in

agriculture. Almost all these crops are grown under rain-fed conditions in some of the most moisture stressed regions of the country. We have realised the importance of robust agri-supply chains towards contributing for sustainable business and have hence decided to deepen our engagement with the suppliers. It is mutually beneficial to enable rural farmers to strengthen their production system and enhance yields on a sustainable basis.

Information with reference to BRR framework:

No.	Questions	Information
4.1	Has the Company mapped its internal and external stakeholders? Yes/No	Marico has always acknowledged the vital contribution of all stakeholders such as employees, communities, suppliers, customers, regulatory bodies, industry associations, shareholders, academic institutes and media in building a sustainable business and has accorded importance to their voices and concerns. During FY16, Marico has carried out comprehensive stakeholder identification program. This allowed us to understand the needs and expectations of our stakeholders better.
4.2	Out of the above, has the Company identified the disadvantaged, vulnerable & marginalised stakeholders?	The stakeholder engagement program is deployed by focusing on each identified stakeholder from various business divisions of the organisation. We are working towards betterment of communities in the vicinity of our manufacturing plants which are located in underdeveloped regions of the country. We have identified stakeholders and we are working on projects for them.
4.3	Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders? If so, provide details thereof, in about 50 words or so.	Marico makes conscious efforts for the communities residing in close proximity of Marico's production units so as to enable them improve their standard of living. Marico's inclusive models enable these neighboring communities to live a life of social and economic dignity, thus responding meaningfully to their needs and aspirations. <ol style="list-style-type: none"> 1. We directly procure raw material from farmers in Kerala and Tamil Nadu giving them opportunity to maximise their earnings. 2. We are also carrying out hygiene awareness sessions for school children to inculcate healthy living habits through "Teach Little Minds" initiative. 3. Our Girl child education program aims at improving literacy levels in underdeveloped societies. 4. Farmers First programs helps in improving cultivation practices for farmers so that they get better yield.

Principle 5: Businesses should respect and promote human rights.

The organisation maintains engaging and transparent relations with all its members, associates and any related Associations. The organisation has well entrenched guideline led policies and practices to address and redress grievances of any nature. These include formal mechanisms administered through committees set up for review of grievances (including those that may lead to allegations of conduct breaches and / or sexual harassment, etc.) The mechanisms also include

informal avenues of raising any form of grievance through ethics helpline, through various forums like open houses and / or network calls, anonymous modes of raising grievances, etc.

The organisation strives to redress the grievance through discreet or formal investigation, dialoguing, and initiating appropriate consequence and / or remedial actions. Detailed guidelines for the same are also incorporated in the Code of Conduct.

Information with reference to BRR framework:

No.	Questions	Information
5.1	Does the policy of the Company on human rights cover only the Company or extend to the Group/Joint Ventures/Suppliers/Contractors/NGOs/Others?	Marico's Code of Conduct policy covers the guidelines on Human rights and it's applicable to all members of Marico group. It's also shared with associates through various forums. Members and associates have been provided many options to speak up fearlessly to report any violations of the Code, or share their concerns confidentially through various modes such as toll-free number, email, website helpline, complaint drop box and access to Committee members as per the various Committees under the Code of Conduct.
5.2	How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?	One complaint was received and it was satisfactorily resolved.

Principle 6: Business should respect, protect, and make efforts to restore the environment.

Majority of the manufacturing locations of Marico are certified as per ISO: 14001 Environment Management System. Our largest manufacturing plant at Baddi, Himachal Pradesh has been certified as per ISO: 50001 Energy Management System. Fuel consumption for process heat is an important factor in operations. Marico has used biomass for process heat to ensure minimal environment impact. There are several innovative technologies which have been implemented to reduce the energy consumption as well as to

use the renewable energy at the plants and corporate offices. We are also conducting energy audits every year and taking the measures to improve the energy efficiency continuously.

Our corporate office in Mumbai is a Green Building certified by USGBC where an important project on **“Reduction of Illumination energy reduction”** got completed. It has rolled out projects for water free Urinals and recycling of waste water. We have also initiated the process of reporting our sustainability performance as per the GRI G4 Guidelines.

Information with reference to BRR framework:

No.	Questions	Information
6.1	Does the policy related to Principle 6 cover only the Company or extends to the Group/Joint Ventures/Suppliers/Contractors/NGOs/others.	Marico's Sustainability Policy extends to all the stakeholders the organisation deals with including suppliers, contractors, NGOs and others. We aim to propagate the principles of Sustainability throughout our Value chain & to all stakeholders.
6.2	Does the Company have strategies/initiatives to address global environmental issues such as climate change, global warming, etc.? Y/N. If yes, please give hyperlink for webpage etc.	<p>Marico has been working on climate change issues by improving its process efficiency and taking initiatives in energy efficiency, developing green zones at units and water conservation etc.</p> <p>In order to streamline the efforts and set common objective, a central Sustainability and SHE policy has been prepared which is applicable across the group.</p> <p>Marico is also exploring more renewable energy resources for reducing GHG emissions.</p> <p>Relevant case studies are shared in Sustainability report FY16.</p>
6.3	Does the Company identify and assess potential environmental risks? Y/N	Marico accordingly has identified several environmental risks that can impact the long-term sustainability of the organisation via aspect impact analysis.
6.4	Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?	NA
6.5	Has the Company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy, etc ? Y/N. If yes, please give hyperlink for web page etc.	<p>Marico has taken multiple initiatives for energy efficiency and renewable energy. It has setup solar panels for lighting. Most of the high fuel consuming units meet their energy demand through biomass.</p> <p>The Corporate Office in Mumbai is certified Green Building and is making use of LED lights for energy conservation.</p> <p>Other energy conservation initiatives at our manufacturing locations include power factor correction capacitor banks, boiler efficiency improvement, retrofitting high efficiency motors and installation of variable frequency drives.</p> <p>Relevant case studies are shared in Sustainability report FY16.</p>
6.6	Are the Emissions/Waste generated by the Company within the permissible limits given by CPCB/SPCB for the financial year being reported?	Yes
6.7	Number of show cause/ legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.	Nil

Principle 7: Business, when engaged in influencing public and regulatory policy, should do so in a responsible manner.

Marico is engaged with associations like FICCI, CII, SEA, IBHA etc. It contributes in development of Industry and

government bodies in regulatory, operational and other areas by working along with these institutions. Food safety, consumer awareness etc. are some of the areas where Marico participated with them.

Information with reference to BRR framework:

No.	Questions	Information
7.1	Is your Company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with.	<p>Marico is associated with several associations –</p> <ol style="list-style-type: none"> 1. Federation of Indian Chambers of Commerce and Industry (FICCI). 2. Indian Beauty & Hygiene Association (IBHA) 3. Tamil Nadu Agricultural University (TNAU) 4. Indian Agricultural Research Institute (IARI) 5. Solvent Extractors' Association (SEA) 6. Consumer Guidelines Society of India (CGSI) 7. Indian Merchant Chambers (IMC) 8. Confederation of Indian Industry (CII)
7.2	Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No; if yes specify the broad areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)	<p>Marico is associated with above institutions with an intention of mutual learning and contribution in development of processes.</p> <p>Marico has been instrumental in developing capabilities of FSSAI officers. In last seven years we have trained over 2,200 food safety officers all across India.</p>

Principle 8: Businesses should support inclusive growth and equitable development.

Our stated purpose is to **“Make a Difference”**. A firm has to work closely with its ecosystem to create a sustainable & inclusive growth for all. Marico believes that social, environmental and economic values are interlinked and we belong to an **Interdependent Ecosystem** comprising Shareholders, Consumers, Associates, Employees, Government, Environment and Society. We are committed to ensure a positive impact of our existence on all these stakeholders.

It's our continuous endeavour to integrate sustainability considerations in all our business decisions. Marico's CSR initiatives can be grouped in 3 categories as –

1. Social Innovation acceleration project (SIAP) sponsored by Marico Innovation Foundation, a not-for-profit subsidiary of Marico.
 - a. These programs are aimed at promoting innovation in society and contribute in nation's development.

2. Corporate Social programs like Farmer first, Chhote Kadam Pragati ke aur (child education program sponsored by Nihar Shanti Amla, a hair oil brand), Saffolalife (a preventive healthcare program sponsored by Saffola, a healthy foods brand), I am capable (a woman empowerment initiative sponsored by Nihar Naturals).
 - a. We intend to work along with our stakeholders & consumers to ensure that their capabilities increase and they live a better life.
3. Unit level CSR projects
 - a. Manufacturing units of Marico are spread over different regions in India and lots of projects are taken by local teams to improve health, education, environment, hygiene and infrastructure of society where we live and operate.

Thus, we contribute not only to economic & social development but also work along with underdeveloped communities to improve their lifestyle.

Information with reference to BRR framework:

No.	Questions	Information
8.1	Does the Company have specified programs/initiatives/projects in pursuit of the policy related to Principle 8? If yes details thereof.	<p>Marico has undertaken various programs in societal development. Marico Innovation Foundation works towards fostering innovation in India.</p> <p>Apart from this, Marico also runs programs like “Chote Kadam pragati ke aur”, “Saffolalife”, “Shikshamev jayate”, “Sakshar Beti Sudhrud Samaj” and more primarily in areas of health and education.</p>
8.2	Are the programs/projects undertaken through in-house team/own foundation/ external NGO/government structures/ any other organisation?	<p>Marico Innovation Foundation (MIF), the CSR arm of Marico, leads the CSR activities along with the efforts of brands and business. Manufacturing and procurement teams take up the initiatives related to community development in their areas.</p>
8.3	Have you done any impact assessment of your initiative?	<p>Marico has done impact assessment for its initiatives “Going to School” – baseline and end line assessment and “Sesame Workshop India” – baseline study through IMRB International.</p>
8.4	What is your Company’s direct contribution to community development projects (Amount in ₹ and the details of the projects undertaken)?	<p>Marico has spent overall ₹ 10.02 Crores for community development activities. Following are projects undertaken –</p> <ol style="list-style-type: none"> 1. Educate girl child – promoting girl education and helping girl students for learning 2. Mobile pathshala – distance learning program 3. Saffolalife – Preventive healthcare promotion program 4. Initiative for improving agriculture productivity 5. Social innovation acceleration program – improving capability of social organisations
8.5	Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.	<p>Marico’s CSR initiatives are rolled out directly or in partnership with non-profit organisations. This helps in increasing reach as well as ensuring the adoption of initiative by communities. Project teams track the reach and take necessary steps to make it successful.</p>

Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner.

Marico is in the business of consumer goods and its products are related to beauty and wellness. It's our continuous endeavour to educate consumer on good lifestyle. We promote good living habits and knowledge about health through our initiative "Saffolalife". We work with people as well as Government and private agencies to create awareness about hygiene and product regulations.

As part of organisation's commitment to engage with stakeholders, Marico conducts quality awareness drives

directly to create sanitation and hygiene awareness amongst school children through "Teach little minds" program.

Marico Corporate Quality team is certified for **Customer compliant management system ISO 10002**. This provides a systematic approach to understand consumer issues and improve production processes accordingly.

Product development team ensures that the formulations are made from sustainable raw material and they do not have any after effects in usage also.

Information with reference to BRR framework:

No.	Questions	Information
9.1	What percentage of customer complaints/ consumer cases are pending as on the end of financial year.	Following is the status of customer complaints / consumer cases as on the end of financial year ended on March 31, 2016 – <ol style="list-style-type: none"> Customer complaints – Nil Consumer cases - 3
9.2	Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes/No/N.A. /Remarks (additional information)	Marico adheres to all the applicable regulations regarding product labeling and displays relevant information on it.
9.3	Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behavior during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.	No case filed by any stakeholder related to the mentioned subject is pending as at the end of financial year ended on March 31, 2016.
9.4	Did your Company carry out any consumer survey/ consumer satisfaction trends?	Consumer satisfaction is important for business. Marico connects with consumer with multiple touch points. A survey is conducted with sample consumers to understand the product quality feedback by Corporate quality team. It has also established a process of Consumer Complaint Management system ISO 10002. This helps in systematic resolution of all complaints and helps in improving consumer delight.