

## AWARDS & ACKNOWLEDGEMENTS

### For Brands and Innovation

Marico corporate brand won 4 awards for Excellence in Employer Branding & Advertising to Talent at the Remmy Awards 2009 hosted by Times Ascent for Best Advertising in Industry (manufacturing, IT, financial services, etc), Best Use of Copy in Advertising, Campaign of the Year, Grand Prix (for the best creative)

Saffola won Media Abby Gold for the World Heart Day Radio entry - "Radio goes silent" at the AAAI - GoaFest 2009

Kaya Limited won the 'Star Retailer Award '08' for Best Customer Service conducted by Franchise India in 2008

Parachute won the Asia Star Award presented by Asia Packaging Federation for the Parachute bottle warmer

Saffola won 'Silver' in the Consumer Products Category and the Saffola World Heart Day Campaign was awarded 'Silver' in the Integrated Advertising Campaign Category at the Effies 2008

Parachute was ranked 6th Most Trusted Brand in Bangladesh by The Bangladesh brand forum - an affiliate of the Global Brand Forum, Singapore in 2008

India Star Award for Parachute Advanced Hot Champi presented by Indian Institute of Packaging in 2008

Saffola won three Emvie Awards - "Critics Choice Award", "Gold Emvie - Radio Category", "Grand Emvie" for Saffola 'World Heart Day' radio campaign

GoaFest 'Media' GOLD for 'Best Use of Radio' - Saffola 'World Heart Day' campaign at the AAAI - GoaFest 2008

Saffola World Heart Day campaign - Bronze at the Asia-Pacific Effie Awards - Singapore in 2008

Parachute won the Outstanding Marketing Achievement Award - Silver by Gulf Marketing Review in 2008

Marico Uncommon Sense case study showcased in Annual World Effie Coffee table book at the Annual Effie festival in 2008

Rated one of the most innovative companies by Business Today-Monitor Group Innovation Study in 2008

### For Environmental Responsibility

Marico Jalgaon was awarded the Golden Peacock National Quality Award 2008

Marico Jalgaon was awarded the CII National Water Management Award by CII in 2008

Marico Jalgaon was awarded 'Certificate of Merit' by the Ministry of Power at the National Energy Awards 2008

### Other Business Practices

Marico was awarded the IMC Ramkrishna Bajaj National Quality Award in Manufacturing Category by the Indian Merchants' Chamber (IMC) in 2009

Marico has been ranked 2nd in Sourcing Platform Benchmarking Program in Global Sourcing Benchmarking Program carried out by Ariba in 2008

Smart Work Place 2008 by Economic Times in association with Acer and Intel

SPJIMR Marketing Impact Award for Advanced IT based Sales Information System in 2008