

## **OUR BUSINESS DIRECTION 2010**

We commit ourselves to improving the quality of people's lives in several parts of the world, through branded Fast Moving Consumer Products and Services in Personal and Health Care.

We shall offer brands that enhance the appeal and nourishment of hair and skin through distinctive products and services based on the goodness of coconut, other natural substances and the underlying science of hair care and skin care.

We shall make available brands that contribute to healthy living, through, both products drawn from agriculture offered in natural or processed forms, and services.

We shall develop, in parts of the world beyond the Indian Sub-Continent, a franchise for our branded products and services.

We shall aim to be a leader in each of our businesses through heightened sensitivity to consumer needs, setting new standards in the delivery and quality of products and services and processes of continuous learning and improvement.

We shall share our prosperity amongst members, shareholders and associates, who contribute in improving our Equity and Market Value. We shall acquire the stature of a friendly corporate citizen, contributing to the betterment of neighborhood communities, where we are significantly present.

## **OUR VALUES - THINK CONSUMER TO BE BIG**

Our values are preferred practices that will be employed in pursuit of our Business Direction. They sum up the philosophy that will build the culture to drive business growth.

### **CONSUMER-CENTRIC**

Keeping consumer as the focus and a partner in creating and delivering solutions

### **TRANSPARENCY & OPENNESS**

Allowing diversity of opinion by listening without bias, giving & receiving critique, with mutual respect and trust for the other

### **OPPORTUNITY-SEEKING**

Identifying early opportunity signals in the environment to generate growth options

### **BIAS FOR ACTION**

Preference for quick thoughtful action as opposed to delayed action through analysis

### **EXCELLENCE**

Continuous improvement of performance standards and capability building for sustained long term success

### **BOUNDARYLESSNESS**

Seeking support & influencing others beyond the function & organisation to achieve a better outcome/decision without diluting one's accountability

### **INNOVATION**

Experimentation and calculated risk taking to increase success probability of radical/ pioneering ideas to get quantum results

### **GLOBAL OUTLOOK**

Sensitivity and adaptability to cultural diversity and learning from different cultures

THINK

CONSUMER

Consumer-Centric

TO

Transparency & Openness | Opportunity-seeking

BE

Bias for Action | Excellence

BIG

Boundrylessness | Innovation | Global Outlook



