

OUR PURPOSE

Be more. Every day.

To transform in a sustainable manner,
the lives of all those we touch,
by nurturing and empowering them
to maximise their true potential.

Marico today is more than just a business.

It is a principal agent of social change.

We have the responsibility of defining,
creating and distributing value to each of our
stakeholders: Shareholders, Consumers, Members,
Associates and Society.

Our purpose addresses why we exist for
each of our stakeholders, and how we impact
their lives. It is something that's true to our culture,
unique to our DNA, yet profitable to our business.

It is something we live by every single day.

OUR STAKEHOLDERS



OUR VALUES

Values help us realise the true potential of all members of the corporate ecosystem and also help us fulfil our purpose.

CONSUMER CENTRIC

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

TRANSPARENCY AND 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 & organization 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

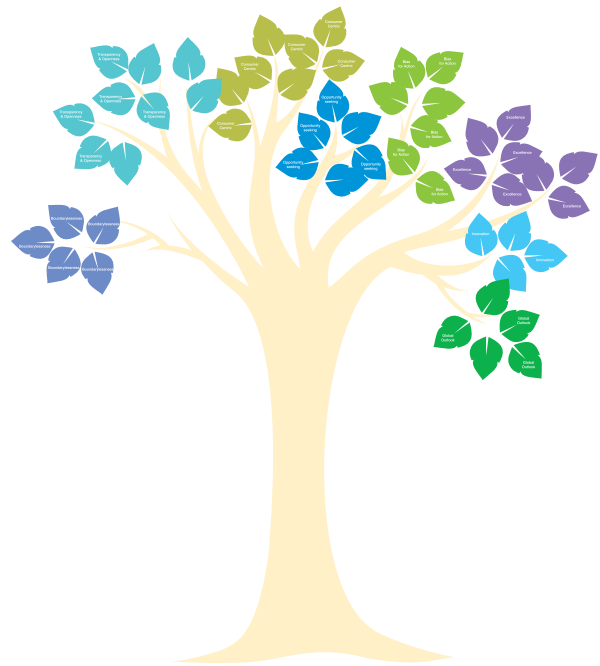
Transparency & Openness | Opportunity-seeking

BE

Bias for Action | Excellence

BIG

Boundarylessness | Innovation | Global Outlook



Values

Consumer Centric

Excellence

Transparency & Openness

Boundarylessness

Opportunity Seeking

Innovation

Bias for Action

Global Outlook