

Marico Limited announces #MaricoGreenFootprints; Plants one tree for each member to encourage them to 'Be the Impact'

- *Initiative is a part of the experiences offered by its brand new talent value proposition*
- *Partnered with Grow Trees in India, Greensavers in Bangladesh and Shahgra in Egypt*
- *Planted over 2400 trees in across its geographies*

Mumbai, September 14, 2021: To commemorate the launch of new Talent Value Proposition and reiterate the commitment to 'Make a Difference' with its members, Marico Limited, one of India's leading FMCG companies has planted one tree on behalf of all its members in India and other geographies. So far, over 2400 trees have been planted in partnership with Grow Trees in India, Greensavers in Bangladesh and Shahgra in Egypt to begin with. These trees have been planted in tribal and cyclone prone regions to protect and support communities residing in the area as well as enhance the forest coverage.

Every member is given a certificate acknowledging the tree plantation with the geo-location for the tree. Further, to sustain the impact, each member will be given opportunity to adopt/gift more trees through the partner organisations. The company plans to extend the initiative to its external stakeholders as well to multiply the effect. Through this unique initiative, the idea is to bring out the true essence of how an organisation and its members can create a positive and lasting impact.

Considering the evolving talent aspirations and business priorities of the 21st century workforce, Marico Limited's brand new TVP centres around nurturing the growth of the members, who form the backbone of the organisation by fostering a diverse, autonomous and transparent work environment. In line with the new proposition, the company will recalibrate its employee engagement and culture to enable all members to **"Go Beyond, Grow Beyond and Be the Impact"** across all Marico offices in India and other geographies.

Speaking about this, Mr. Amit Prakash, CHRO, Marico Limited has said, *"Staying true to our core philosophy of making a difference, we have created our new TVP that actively realises our members' aspirations of leaving a positive mark on the society, while also unlocking and nurturing their true potential and raising the bar of excellence with Marico. Therefore, we have chosen to mark the launch of our new Talent Value Proposition with the #MaricoGreenFootprints, while taking a step forward in our ongoing efforts towards building a carbon-neutral future."*

To bring their Talent Value Proposition alive, Marico Limited will be rolling out several new initiatives under go beyond, grow beyond, be the impact pillars., thereby enhancing the member experience promised through the new proposition by the company.

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Arogyam, Saffola Mealmaker, Hair & Care,



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Parachute Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.