

# How did we turn fallow land into a profitable business?

Simple, we pressed the right buttons.

At Marico, we are constantly finding ways to maximise the potential of our partners.

In the case of Safflower farmers, we've implemented several initiatives that benefit them in more ways than one.

By 'contracting' farmers to grow safflower - a hardy non-seasonal crop that grows in harsh conditions - we helped them maximise the potential of their unutilized

fallow land. Turning their losses into a thriving, profitable business.

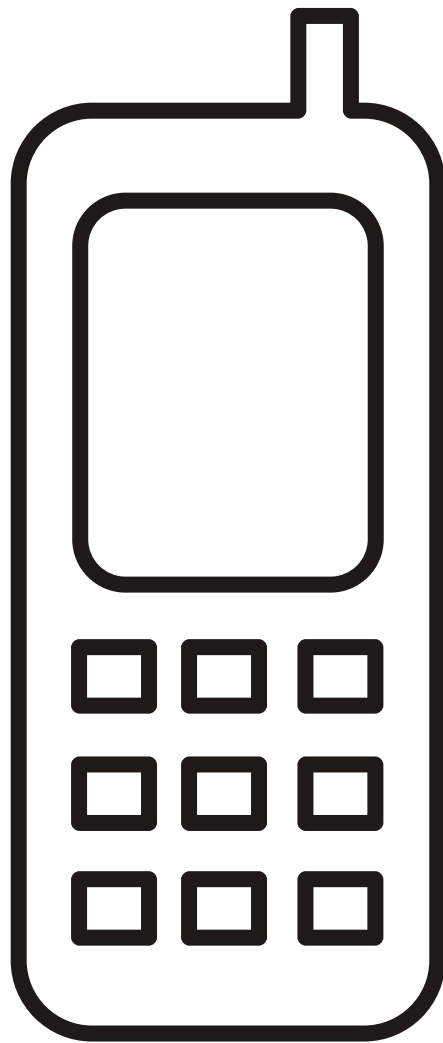
Through our SMS Communication Program, we were able to provide these farmers with regular weather updates, useful tips, and respond to any queries they may have.

In addition, sharing research on hybrid seeds and irrigation has helped them improve their yield

substantially. As a result, they have become even more productive.

Today, we have 40,000 farmers across seven states, cultivating over one lac acres.

By forging win-win partnerships across every link of the supply chain, we've increased the growth and sustainability of our businesses, yielding winning results time after time - year after year.



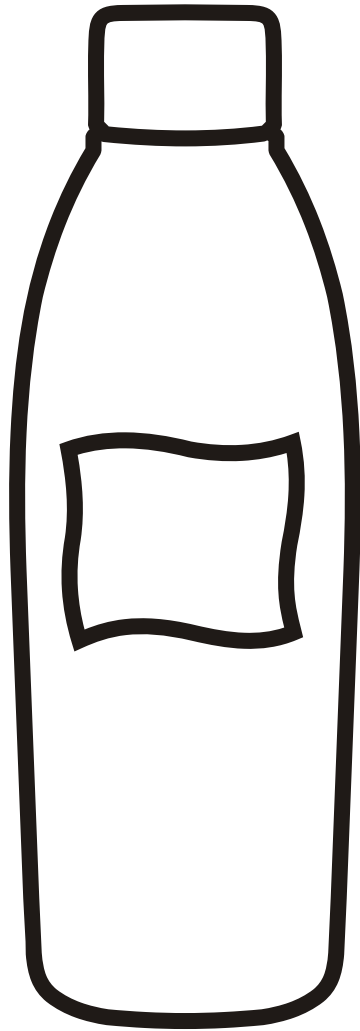
Creating India's No.1 coconut oil brand is one thing. Retaining the top position is quite another.

By tapping into the minds of our consumers and gaining a deeper insightful understanding of what they really seek, we were able to create opportunities to leverage the brand in different ways. Our range of advanced hair care products provide the natural goodness of coconut oil, while catering to the needs of our consumers.

Through thoughtful packaging innovations like a battery-operated massager and bottle warmer, we were able to offer them the convenience of a soothing massage. And with product innovations like Parachute Advanced Therapie, which fights hairfall, we helped them gain back their self-confidence.

Expanding the market and growing our consumer franchise. No wonder, one out of every eight consumers, today, uses Parachute.

# Why our coconut oil comes with batteries.



# A simple device to bring out the best in our people.

At Marico, we believe only a member whose overall well-being is taken care of, is inspired and motivated to deliver results.

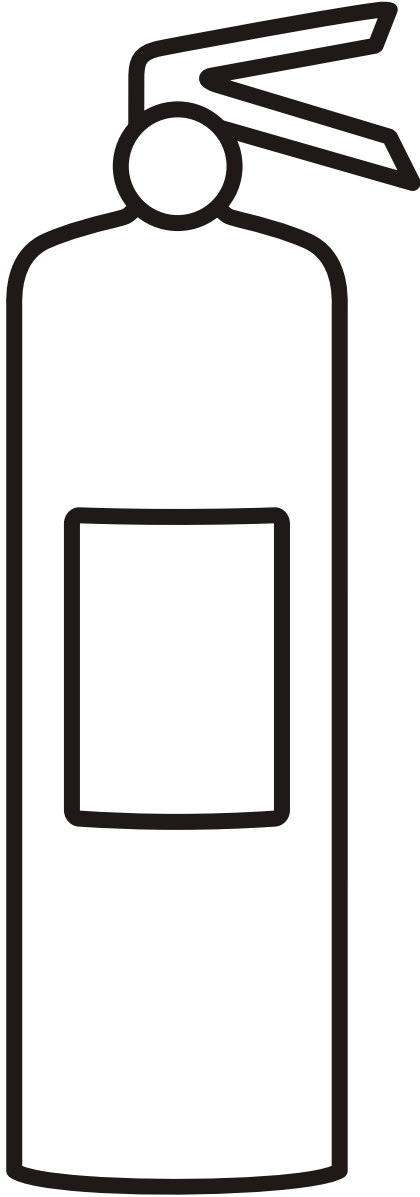
With our 'More to Life' program - a thoughtful initiative, we were able to enhance our relationship with our people beyond the boundaries of work.

From fire fighting drills and disaster management programs, to financial planning workshops and fitness programs,

we do everything we can to maximise the potential of our people. At home and at work.

Our empowering work culture ensures that they don't see themselves merely managing businesses, but as entrepreneurs driving their own business.

Naturally, we have some of the most motivated people, performing at their peak. And performing consistently to fulfill the potential of the business to the fullest.



# The older we get, the greener you get.

At Marico, we believe in maximising the potential of not just our consumers, employees and partners, but also society at large. Not just through our products and services, but through our thoughts and actions.

'Think Fresh, Be Green' is Marico's commitment to preserving the ecology, while sustaining growth.

Over the last year, we've implemented a range of

initiatives - from planting a tree to celebrate our members' birthdays and using recycled bags across Kaya clinics, to rainwater harvesting, energy efficiency projects, and reducing plastic & paper consumption.

While most companies would argue that 'going green' incurs higher costs, we've saved over Rs.70 lac. Because going green saves. More than it costs.

