

'Demand forecasting' pushes planners to travel long distances to remote locations. Our IT team came up with an innovative solution: it got planners to converge online on a central 'Unified Communications' platform. Result: planners now travel less but converse more.

With MI-NET, our proprietary Sales Automation System, we've leveraged the power of the internet. Our sales teams now track retail level transactions across the country, without moving from their desks.

And we've turned copra buying on its head by starting a 'copra portal' - which enables us to complete the entire transaction process, from quotation to payment, online.

Using technology in uncommon ways has helped us, not only to achieve better business results, but also to simplify the lives of Marico members, earning us the Smart Workplace award for 2008\*.

#### UNAUDITED FINANCIAL RESULTS - MARICO GROUP

	Quarter ended 30.06.2008 Rs. in Crore	Quarter ended 30.06.2007 Rs. in Crore	Growth %
Turnover	601	469	28
Profit After Tax	46	40	15

# The more we interact, the less we meet.



\*The Smart Workplace 2008 Award has been instituted by The Economic Times, Acer and Intel.