Economic Value Added represents the value added by a business enterprise to its shareholders by generating operating profits in excess of the cost of capital employed in the business. This concept is increasingly being deployed to understand and evaluate financial performance.

For the year ended March 31, 2005, Marico’s Economic Value Added was Rs. 48 crores as compared to Rs. 38 crores in the previous year.

Over the past 5 years, Marico’s Economic Value Added has grown at a CAGR of 14%.