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

Shareholders

Society

MARICO

Consumers

Associates

Members
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.