



## THE KEY TO A SUCCESSFUL BUSINESS

In today's day and age, it is impossible for any one part of the business to deliver great results all by itself. So, whether it is partnerships within the organization e.g., between Research & Development and Marketing Department or supply chain and R&D, I think great results are delivered only when you have a cohesive task for a team which pulls a product from beginning to end. And that's true for all the Marico projects that you see in the market.

The same logic applies

for the launch of our new Livon serum. The product is a new formulation, has a new fragrance, a new packaging design and all new advertising. It's a result of the work of all the people in the company. So, these partnerships are absolutely critical for the making of any product. In addition, I believe that our partnerships with our external partners including the advertising, PR and media agencies are also critical in making this work. I say this, because a lot of the work that we do here internally sees the light of

the day only due to the efforts of these people. They are our strategic partners because they help us make decisions. I call them members of our organization and the brand.

I think the best partnerships are when the people who work for the brand become brand ambassadors or cheerleaders

for it, wherever they are they start talking about the brand. I have been fortunate in my life to have worked with many such people and organizations. Ogilvy - Vodafone partnership is one such example. The partnership with McCann and the brands that we have in Marico are those kinds of partnerships. I think there is no way that you can develop success without great partnerships.



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