

Marico Limited recalibrates its work model; launches an all-new hybrid work framework for all its members

The implementation of the new workplace policy falls in line with the Company's commitment to deliver a stronger employee value proposition

This model is aimed to drive a balance between smooth business operations while ensuring member safety and providing the required flexibility to balance work and family needs

Mumbai, September 1 October 2021: Aligned with its people-centric approach to business, Marico Limited, one of India's leading FMCG companies, has announced its plans to enforce the hybrid model of working for its members in India from October 2021. Under the new 'Ways of Work' (WoW) design, the company will offer greater flexibility to its members, enabling majority of employees to work from the office at reduced but defined frequency. The endeavour is to offer a work model where members will have the benefits of work from home as well as office to better manage work and family needs while delivering on business commitments. The move falls in line with its commitment to delivering a superlative Talent Value Proposition (TVP) by ensuring higher satisfaction, engagement, and productivity for the members through enhanced workplace flexibility.

According to the new policy, members will be moved to a 'Work from Office on Roster' (WFOR) system under which they can come to the office on a pre-decided frequency.

Over the next 12-18 months, the company will provide a location flexibility option to all its members across grades based on role and individual needs, allowing them to work from a location outside the 'Base Location' of their role. This will not be a role forward policy, but a member forward request based on their personal circumstances. Members can avail this option if their partner's work location is based out of Marico's base location and if an immediate family member requires immediate medical attention for an extended duration. Depending on the life stage of the member, if there are any other circumstance, it can be discussed with the manager and approved by the respective CXO and CHRO on a case-to-case basis.

Speaking about the new proposition and how it stands for the company's vision for the future, **Amit Prakash, CHRO, Marico Limited** commented, "At Marico, we aim to foster a diverse, empowered, and transparent work environment. As the world moves away from the clutches of the pandemic, global organizations are recalibrating their strategies to prepare for a post-remote work future of the workplace, with a shift towards the hybrid model of working. In sync with cultural and technological paradigm shift, Marico's decision to become a hybrid workplace aims to appeal to the sensibilities and preferences of the new-age professionals while delivering on the business needs. With this development, we will be equipped to not only attract talent from across geographies but also mitigate attrition by retaining members who choose to leave due to locational constraints."

To enable seamless implementation, the company will carry out changes in the office infrastructure, including assigning each workstation to two members for optimal space utilization. A "hot desking" area



will also be reserved for members coming out of their turn; such members can book the space in advance through the company's proprietary Hot Desking application. To enable a robust remote workforce, the company has already provided laptops to all members, enforced stronger cybersecurity measures, implemented an organization data classification framework, launched new internet policy, as well as rolled out an MS Productivity tool for enabling members work routines.

Marico will conduct regular Glint Engagement Surveys to take periodic feedback from members of the hybrid workforce on their experience. It will so hold discussions with smaller cohorts to understand and identify opportunities for improving engagement and productivity.

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Arogyam, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.