

# BUSINESS RESPONSIBILITY REPORT

## SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

No.	Particulars	Company Information
1	Corporate Identification Number (CIN) of the Company	L15140MH1988PLC049208
2	Name of the Company	Marico Limited
3	Registered Office and Corporate Office	7th floor, Grande Palladium 175, CST Road, Kalina, Santa Cruz (East), Mumbai, Maharashtra 400098
4	Website	www.marico.com
5	E-mail ID	investor@marico.com
6	Financial year reported	Year ended on 31.03.17 (FY2016-17)
7	Sector(s) that the Company is engaged in (industrial activity code-wise)	Edible oils – NIC Code 10402 Value-added hair oils – NIC Code 20236 Coconut oil, super premium refined edible oils, oats meal, hair oils, hair gels and creams, post wash hair conditioner, male deodorants
8	List of three key products or services that the Company manufactures or provides (as in balance sheet)	Edible oils, hair oils and personal care
9	Total number of locations where business activity is undertaken by the Company (a) Number of international locations (Provide details of major five) (b) Number of national locations	a) Marico, through its subsidiaries, operates in Bangladesh, UAE, Egypt, Vietnam and South Africa. b) Marico Limited has its corporate office in Mumbai and its manufacturing units are located at Puducherry, Kanjikode, Perundurai, Jalgaon, Paonta Sahib, Guwahati and Baddi. Additionally, it has regional offices at Delhi, Mumbai, Kolkata and Hyderabad.
10	Markets served by the Company	- India, through domestic operations - Exports to countries, such as Singapore, Malaysia, Nepal, Canada and USA

## SECTION B: FINANCIAL DETAILS OF THE COMPANY

No.	Particulars	Company Information
1	Paid up Capital as on 31.03.17	1,290,471,198 equity shares of ₹ 1 each aggregating to ₹ 1,290,471,198
2	Total Turnover	₹4,868.9 crores
3	Profit after Tax	₹ 858.2 crores
4	Total Spending on corporate social responsibility (CSR) a) in ₹ b) As a percentage of Average Net Profit of the Company for the last 3 financial years:	a) ₹ 14.56 crores b) 2.21%
5	List the activities, in which expenditure in four above, has been incurred	i. Scalability of social organisations ii. Community development iii. Education iv. Healthcare v. Livelihood enhancement vi. National emergency and disaster relief

## SECTION C: OTHER DETAILS

1. Does the Company have any Subsidiary Company/ Companies?  
Yes
2. Do the Subsidiary Company/Companies participate in the Business Responsibility(BR) initiatives of the parent company? If yes, then indicate the number of such Subsidiary Company / Companies ?  
Yes. One subsidiary company participates in the BR initiatives of Marico Limited.
3. Do any other entity/entities (e.g. suppliers and distributors, among others) that the Company does business with; participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]?  
Yes. Less than 30% of the associated entities participate in the BR initiatives of Marico.

## SECTION D: BUSINESS RESPONSIBILITY (BR) INFORMATION

### 1. Details of Director/Directors responsible for BR

#### a. Details of the Director/Directors responsible for the implementation of the BR policy/policies

No.	Particulars	Company Information
1	DIN Number	05251806
2	Name	Mr. Saugata Gupta
3	Designation	Managing Director and CEO

#### b. Details of the BR head:

No.	Particulars	Company Information
1	DIN Number	NA
2	Name	Mr. Jitendra Mahajan
3	Designation	Chief Supply Chain Officer and BR Head
4	Telephone Number	022 66480480
5	E-mail ID	<a href="mailto:jitendra.mahajan@marico.com">jitendra.mahajan@marico.com</a>

## 2. Principle-wise [as per National Voluntary Guidelines (NVGs)] Business Responsibility (BR) policy/policies

The response regarding the above 9 principles (P1 to P9) is given below

No.	Questions	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
1.	Do you have policy/policies for ...	Y	Y	Y	Y	Y	Y	Y	Y	Y
2.	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national/international standards? If yes, specify? (50 words)	Policies are prepared ensuring adherence to applicable laws and in line with international standards, such as ISO, GRI, ILO, and OSHA.								
4.	Has the policy been approved by the Board? If yes, has it been signed by MD/owner/CEO/ appropriate Board Director?	Y	Y	Y	Y	Y	Y	Y	Y	Y
5.	Does the Company have a specified committee of the Board/ Director/Official to oversee the implementation of the policy?	Y	Y	Y	Y	Y	Y	Y	Y	Y
6.	Indicate the link for the policy to be viewed online?	1. <a href="http://marico.com/investorspdf/Corporate_Social_Responsibility_Policy.pdf">http://marico.com/investorspdf/Corporate_Social_Responsibility_Policy.pdf</a> 2. <a href="http://marico.com/about-us/code-of-conduct">http://marico.com/about-us/code-of-conduct</a> 3. <a href="http://marico.com/investorspdf/Sustainability_Policy.pdf">http://marico.com/investorspdf/Sustainability_Policy.pdf</a>								
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
8.	Does the Company have in-house structure to implement the policy/policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
9.	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
10.	Has the Company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	N	N	N	N	N	N	N	Y	N

## 2a. If answer to No.1, against any principle is 'No', please explain why: (Tick up to 2 options)

The response regarding the above 9 principles (P1 to P9) is given below

No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	The Company has not understood the principles									
2.	The Company is not at a stage, where it finds itself in a position to formulate and implement the policy/policies on specified principles									
3.	The Company does not have financial or work force resources available for the task									
4.	It is planned to be done within the next 6 months									
5.	It is planned to be done within the next 1 year									
6.	Any other reason (please specify)									

## 3. Governance related to BR:

### Information with reference to BRR framework:

No.	Question	Information
1	Frequency of review, by the BR Committee to assess the BR performance.	The Business Responsibility Committee (BR Committee) comprises the Managing Director, who heads the Committee and four senior managerial personnel. The BR Committee reviews the BR performance of the Company on annual basis.
2	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently is it published?	The Business Responsibility Report, as well as the Sustainability Report is published on an annual basis. Marico will be publishing both the reports for the year ending on 31.03.2017 (FY 2016-17).

## SECTION E: PRINCIPLE-WISE PERFORMANCE

### Principle 1: Business should conduct and govern themselves with Ethics, Transparency and Accountability.

Marico Limited is committed to achieve highest standards of integrity and ethics. The Company follows high ethical standards in its dealings with all its stakeholders, including members (employees), customers, suppliers, government and the community.

The Company follows a 'Code of Conduct' and 'Marico Code of Business Ethics' with the underlying belief of conducting business in an ethical manner. This facilitates a work ecosystem that is conducive to the Company's members/employees and associates. The Code sets out principle guidelines to be followed by each member of the Marico group.

### Members of Code of Conduct Committee (CCC)

No.	Designation
1	Chief Human Resources Officer
2	Chief Financial Officer
3	Chief Legal Counsel
4	Chief - Business Process Transformation and IT
5	Head - Organization Development
6	Business HR Head - Corporate functions

**Information with reference to BRR framework:**

No.	Question	Information
1.1	Does the policy relating to ethics, bribery and corruption cover only the Company? Yes/ No. Does it extend to the Group/Joint Ventures/Suppliers/Contractor/ NGOs/Others?	The Code of Conduct of Marico provides guidelines on ethics, bribery and corruption. It is mandatory for all Marico employees (or members) to undergo the course on it. However, the guidelines are communicated to most of the Company's key associates like vendors and suppliers; and it is expected that they will follow it during their interactions with Marico.
1.2	How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.	<p>The Code of Conduct Committee is located at the Head Office and has members across various functions. Marico has taken significant steps to ensure that its members understand and practice the Code of Conduct. The Company has a thorough internal and external mechanism of investigation for all complaints, as it has a significant bearing on the individual and the organisation. The Company invests in various initiatives for maintaining its Code of Conduct.</p> <p>In the financial year 2016-17, the Company received 12 complaints:</p> <ul style="list-style-type: none"> <li>• Quarter 1: 2</li> <li>• Quarter 2: 2</li> <li>• Quarter 3: 1</li> <li>• Quarter 4: 7</li> </ul> <p>The Company satisfactorily resolved 83% of the registered cases. It continues to investigate into the remaining cases through internal, as well as independent external investigation agencies.</p>

**Principle 2: Business should provide goods and services that are safe and contribute to sustainability throughout their life cycle.**

Marico's strong commitment to ensure compliance with relevant standards of safety, health and the environment commences at the design stage itself, and is extended to the product's entire life cycle. It conducts comprehensive research and testing at its research facilities. The Company's laboratories conform to ISO/IEC 17025 and are certified by National Accreditation Board for Testing

and Calibration (NABL). Marico uses proprietary software for regular monitoring and review of stringent raw material specifications.

Marico's manufacturing facilities and key third party units are certified with standards like ISO 22000 for food safety and ISO 22716 for good manufacturing practices in cosmetics. Marico is one of the very few companies, with an ISO 10002 certification, which emphasises its Quality Management System for Consumer Response Management process.

**Information with reference to BRR framework:**

No.	Question	Information
1	List up to three of your products or services, whose design has incorporated social or environmental concerns, risks and/or opportunities. (a), (b), (c).	Marico operates in the beauty and wellness segment. Social needs are addressed through brands like Saffola, Parachute, Mediker, Revive and Livon. Saffolalife research study was conducted among consumers across metros with Nielsen and SRL Labs to release India's healthy lifestyle score. The study went further to bring out insights on the country's physical activity levels, eating habits and stress levels.
2	For each such product, provide the following details in respect of resource use (energy, water and raw material, among others) per unit of product (optional): (a) Reduction during sourcing/ production/ distribution achieved since the previous year throughout the value chain? (b) Reduction during usage by consumers (energy and water) has been achieved since the previous year?	<p>a) Marico has taken various initiatives in energy reduction in the manufacturing processes of Saffola and Parachute. Below are some cases:</p> <ol style="list-style-type: none"> <li>1. Baddi unit secured a gold certification under the GreenCo Rating System accredited by Confederation of Indian Industry (CII). It was an endeavour to benchmark and calibrate the Company's practices with the Green Company Rating System that acts as a holistic framework to assess and evaluate its performance of activities on the green front. This is a system to evaluate actual performance of companies pursuing ecologically sustainable growth. Marico is Himachal Pradesh's first company to have bagged a gold certification.</li> <li>2. Marico's office building goes green; it received the distinguished Indian Green Building Code (IGBC) certification for innovative and efficient use of energy and water, facility management and health standards.</li> <li>3. At its Perundurai plant, the Company was facing frequent power cuts leading to productivity losses. It was an opportunity for the Company that followed the group captive model and moved to using renewable power from wind energy, instead of Tamil Nadu Electricity Board (TNEB). The Company's transformer capacity increased to 1,000 kVA and power allocation increased to 875 kVA. Marico achieved a peak annual savings of ₹ 16 lacs per year and a reduction in green house gases ( GHG) emissions of 1,700 tonnes of CO<sub>2</sub>e/year. Moreover, the Company installed 125 KW steam turbine at Baddi, resulting in savings of 105,503 KWH.</li> <li>4. The Company was successful in reducing specific water consumption by 21% at its Baddi plant (from 1.61KL/MT in 2015-16 to 1.27 KL/MT in 2016-17)</li> <li>5. Marico undertook 26 projects (accrual to ₹ 374.35 lacs) last year that helped it in reducing the material used in its products.</li> </ol> <p><b>Details of various initiatives are provided in Sustainability Report.</b></p> <p>b) Marico's products are related to human consumption in the beauty and wellness segment. The usage of its products or consumption requires very less use of energy and water and the company is assessing opportunities of improvement in this stage.</p>

No.	Question	Information
2.3	Does the Company have procedures in place for sustainable sourcing (including transportation)? (a) If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so?	<p>One of the key pillars of Marico's procurements excellence architecture is long-term sustainable supply assurance. As many of Marico's raw materials are agricultural commodities, it engages or enables interventions, which are win-win for farmers and Marico. The initiatives drive to improve farmers' wellbeing and deliver uninterrupted supply to Marico. These initiatives are directed towards coconut, safflower and oats production in India.</p> <ul style="list-style-type: none"> <li>- Safflower extension programme: Various programmes like seed development and propagation programme, popularising the high-yielding varieties seeds, and testing and propagation of yield enhancing agriculture inputs, among others were conducted.</li> <li>- Coconut extension programme: The initiatives taken during this programme include farmers' trainings, awareness on coconut cultivation, management practices and soil testing, and so on.</li> </ul>
2.4	Has the Company taken any steps to procure goods and services from local and small producers, including communities surrounding their place of work? (a) If yes, what steps have been taken to improve their capacity and capability of local and small vendors?	<ul style="list-style-type: none"> <li>• Safflower extension programme: Marico works with partner seed companies to ensure availability of packed, true certified seeds to farmers at affordable prices. In absence of these seeds, farmers depended on ungraded commercial production seeds for sowing. By ensuring availability of good quality seeds, Marico is able to positively impact incomes of farmers.</li> <li>• Coconut extension programme: By understanding the economics of coconut cultivation, the Company gains immense knowledge base by knowing best native, as well as advanced scientific practices. By combining Marico's extension and commercial knowledge, it is trying to make a difference in farming community, which is also in line with Marico's long-term sustainability goals.</li> </ul>
2.5	Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5%-10%, >10%). Also, provide details thereof, in about 50 words or so.	<p>Marico follows the principle of optimising material and energy resources used during the production process. As the Company sells consumer goods, recycling is possible only in minuscule quantities, as it is very difficult to reach the end users to enhance the process. The Company has a well-defined policy to take back products, which have expired or found with some packaging defects, to recycle them in the best possible manner.</p>

**Principle 3: Business should promote the well-being of all employees.**

Human resource is the most valuable asset for Marico, which is essential for persistent growth of business. Marico's Code of Conduct provides guidelines for employee well-being, freedom, gender equality, good environment and harassment-free workplace. A robust deployment mechanism has been established

to empower a strong guidelines and grievance redressing mechanism.

Marico emphasises on capability building of personnel based on job or role requirements, technical knowledge and soft skills. Annual plans are made for individual members through self-learning or classroom training modes.

**Information with reference to BRR framework:**

No.	Questions	Information: as on 31.3.2017		
3.1	Please indicate the total number of employees.	1,588		
3.2	Please indicate the total number of employees hired on temporary/ contractual/casual basis.	16		
3.3	Please indicate the number of permanent women employees.	183		
3.4	Please indicate the number of permanent employees with disabilities	4		
3.5	Do you have an employee association that is recognised by management?	Yes		
3.6	What percentage of your permanent employees are members of this recognised employee association?	10.5%		
3.7	Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment reported in the last financial year and pending, as on the end of the financial year.	<b>Complaints</b>	<b>Filed</b>	<b>Resolved</b>
		Child Labour / Forced Labour	0	0
		Involuntary Labour	0	0
		Sexual Harassment	1	1
		Discriminatory Employment	0	0
3.8	What percentage of your under mentioned employees were given safety and skill up-gradation training in the last year?	<b>Employee Categories</b>	<b>% trained on Safety and Skill Up % trained on Safety and Skill Up gradation(*)</b>	
		a) Permanent employees	100%	
		b) Permanent women employees	100%	
		a) Contract employees	100%	
		a) Employees with disabilities	100%	

\* Excluding members on long duration leaves

**Principle 4: Business should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised.**

Marico's stated purpose is to 'Make a Difference', which has defined the Company's reason to exist. Marico has always believed that it exists to benefit the entire ecosystem, of which it is an integral part. The Company firmly believes that it belongs to an interdependent ecosystem comprising shareholders, consumers, associates, employees, government, the environment and society and that it has a commitment to all these stakeholders.

As part of its triple bottom line commitment, Marico is committed to make growth more inclusive by focusing on the requirements of identified stakeholders. Marico procures raw materials from rural communities who are engaged in agriculture. Almost all these crops are grown under rain-fed conditions in some of the most moisture stressed regions of the country. The Company has realised the importance of strong agriculture supply chains towards contributing for sustainable business. Hence, it has decided to deepen its engagement with suppliers. It is mutually beneficial to enable rural farmers to strengthen their production system and enhance yields on a sustainable basis.



**Information with reference to BRR framework::**

No.	Question	Information
4.1	Has the Company mapped its internal and external stakeholders? Yes/No	Marico has always acknowledged the vital contribution of its stakeholders, such as employees, communities, suppliers, customers, regulatory bodies, industry associations, shareholders, academic institutes and media in building a sustainable business. And thus, it has accorded importance to their voices and concerns. During FY 2016-17, Marico started the safflower and copra extension programmes.
4.2	Out of the above, has the Company identified the disadvantaged, vulnerable and marginalised stakeholders?	Marico has deployed stakeholder engagement programme taking into account the different stakeholders, identified from various business divisions of the organisation. The Company is working towards the well-being of communities in the vicinity of its manufacturing plants, which are located in underdeveloped regions of the country.
4.3	Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders. If so, provide details thereof, in about 50 words or so.	<p>Marico makes conscious efforts for the communities residing in close proximity of its production units, to enable improvement in their standard of living. Marico's inclusive models enable these neighbouring communities to live a life of social and economic dignity; thus, responding meaningfully to their needs and aspirations.</p> <ol style="list-style-type: none"> <li>1. Health checkups at plants: Marico's plants conducted numerous health camps for employees as well as the community. There were camps related to women health, dental checkup, eye checkup, oral hygiene and blood donation camps, among others. Around 578 people benefited from these camps.</li> <li>2. Sakshar Beti programme was conducted for girl students of Government Inter College in Selaqui, Dehradun and Government Senior Secondary School in Majhra, Paonta Sahib. Additionally, career orientation sessions were conducted.</li> <li>3. The Company directly procures raw material from farmers in Kerala and Tamil Nadu giving them opportunity to maximise their earnings.</li> <li>4. Farmers First programmes help in improving cultivation practices for farmers so that they get better yields.</li> <li>5. Teach Little Minds is aimed to nurture young minds and create awareness among students by enlightening them on the importance of 'quality practices' in their daily life.</li> </ol>

**Principle 5: Businesses should respect and promote human rights.**

The Company maintains transparency in all its dealings with its employees, associates and any related associations. The organisation has well entrenched guidelines-led policies and practices to address and redress grievances of any nature. These include formal mechanisms, administered through committees set up for review of grievances (including those that may lead to allegations of conduct breaches or sexual harassment, among

others). The mechanisms also include informal avenues of raising any form of grievance through ethics helpline, using various forums like open houses and/or network calls, anonymous modes of raising grievances, and so on.

Marico strives to redress grievances through discreet or formal investigations, dialoguing, and initiating appropriate consequences and remedial actions. Detailed guidelines for the same are also incorporated in the Code of Conduct.

**Information with reference to BRR framework:**

No.	Question	Information
5.1	Does the policy of the Company on human rights cover only the Company or extend to the Group/ joint ventures/ suppliers/ contractors/NGOs/ others?	Marico's Code of Conduct policy covers the guidelines on human rights and it's applicable to all members of the Marico group. It's also shared with associates through various forums. Members and associates have been provided many options to speak up fearlessly to report any violations of the Code, or share their concerns confidentially through various modes such as toll-free number, e-mail, website helpline, complaint drop box and access to Committee members as per the various committees under the Code of Conduct.
5.2	How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?	None

**Principle 6: Business should respect, protect and make efforts to restore the environment.**

There are several innovative technologies, which have been implemented to reduce energy consumption, as well as to use renewable energy at Marico's plants and corporate offices. Marico conducts energy audits every year and takes measures to improve its energy efficiency consistently.

**Marico has always aimed at utilising power generated from renewable sources. At its Perundurai plant, the Company was facing frequent power cuts, leading to productivity losses. Marico took this as an opportunity; followed the group captive model and moved to using renewable power from wind energy, instead of Tamil Nadu Electricity board (TNEB).**

Majority of the manufacturing locations of Marico are certified according to ISO: 14001 Environment Management System. Its largest manufacturing plant at Baddi, Himachal Pradesh, has been certified as per ISO: 50001 Energy Management System.

Baddi unit secured a Gold certification under the Greenco Rating System, accredited by Confederation of Indian Industry (CII). It was an endeavour to benchmark and calibrate the Company's practices with the Green Company Rating System that acts as a holistic framework to assess and evaluate the Company's activities on the green front. It is a system to evaluate actual performance of companies pursuing ecologically sustainable growth. Marico is Himachal Pradesh's first company to have bagged a gold certification.

**Information with reference to BRR framework:**

No.	Question	Information
6.1	Does the policy related to Principle 6 cover only the Company or extends to the Group/joint ventures/ suppliers/ contractors/NGOs/others.	Marico released its sustainability policy in June, 2016. It extends to all stakeholders the organisation deals with, including suppliers, contractors, NGOs and others. Marico aims to propagate the principles of sustainability throughout its value chain and to its stakeholders.
6.2	Does the Company have strategies/initiatives to address global environmental issues, such as climate change and global warming, among others? Yes/No. If yes, please give hyperlink for webpage.	There are several innovative technologies, which have been implemented to reduce the energy consumption, as well as to use the renewable energy at plants and corporate offices. Besides, Marico conducts energy audits every year and takes significant measures to improve the energy efficiency continuously. The Company has always aimed to utilise renewable power. Thus, to avoid frequent power cuts at its Perundurai plant, which led to disruptions in productivity, the Company adopted the use of renewable power from wind energy.
6.3	Does the Company identify and assess potential environmental risks? Yes/No	Marico has identified several environmental risks that can impact the long-term sustainability of the organisation through aspect impact analysis.
6.4	Does the Company have any project related to Clean Development Mechanism (CDM)? If so, provide details thereof, in about 50 words or so. Also, if yes, whether any environmental compliance report is filed?	NA
6.5	Has the Company undertaken any other initiatives on clean technology, energy efficiency and renewable energy, among others. Yes/No. If yes, please give hyperlink for web page.	Marico has implemented renewable power from wind energy at its Perundurai plant. This has helped the Company cut down its consumption of non-renewable energy and avoid productivity losses owing to frequent power cuts. Today, 74% of the energy consumed is harnessed from renewable sources at the site. Other energy conservation initiatives at Marico's manufacturing locations include power factor correction capacitor banks, boiler efficiency improvement, retrofitting high-efficiency motors and installation of variable frequency drives.
6.6	Are the emissions/waste generated by the Company within the permissible limits given by Central Pollution Control Board (CPCB) / State Pollution Control Board (SPCB) for the financial year being reported?	Yes
6.7	Number of show cause/legal notices received from CPCB/ SPCB, which are pending (i.e. not resolved to satisfaction) as on end of financial year.	Nil

**Principle 7: Business, when engaged in influencing public and regulatory policy, should do so in a responsible manner.**

Marico is engaged with associations like FICCI, CII, SEA, IBHA, among others. It contributes in development of industry and government

bodies in regulatory, operational and other areas by working along with these institutions. Food safety and consumer awareness are some of the major areas where Marico participated with them.

**Information with reference to BRR framework:**

No.	Question	Information
7.1	Is your Company a member of any trade and chamber or association? If yes, name only those major ones that your business deals with: (a). (b). (c). (d).	Marico is associated with several associations – 1. Federation of Indian Chambers of Commerce and Industry (FICCI) 2. Indian Beauty and Hygiene Association (IBHA) 3. Tamil Nadu Agricultural University (TNAU) 4. Indian Agricultural Research Institute (IARI) 5. Solvent Extractors' Association(SEA) 6. Consumer Guidelines Society of India (CGSI) 7. Indian Merchant Chambers (IMC) 8. Confederation of Indian Industry (CII)
7.2	Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No. If yes specify the broad areas (drop box: governance and administration, economic reforms,inclusive development policies, energy security, water, food security, sustainable business principles, and others)	Marico is associated with above institutions with an intention of mutual learning and contribution in development of processes.  Marico has been instrumental in developing capabilities of Food Safety and Standards Authority of India(FSSAI) officers. In the last seven years, the Company has trained over 2,200 food safety officers across India.

**Principle 8: Businesses should support inclusive growth and equitable development.**

With a stated purpose of 'Make a Difference', Marico strives to benefit the entire ecosystem around it. The Company acknowledges its stakeholders and firmly believes in co-dependence. Marico's major stakeholders

are shareholders, consumers, associates, employees, government, the environment and society. Thus, the Company consistently endeavours to integrate sustainability considerations in all its business decisions; and contributes to the socio-economic development of marginalised communities.

**Information with reference to BRR framework:**

No.	Question	Information
8.1	Does the Company have specified programmes/initiatives/projects in pursuit of the policy related to Principle 8? If yes, details thereof.	<p>Marico has undertaken various programmes in societal development. Marico Innovation Foundation (MIF) works towards fostering innovation in India.</p> <p>Apart from this, Marico also runs programmes like 'Chote Kadam pragati ke aur', 'Saffola life', 'Sakshar Beti Sudhrud Samaj' and other, primarily in realms of healthcare and education.</p>
8.2	Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organisation?	<p>Marico Innovation Foundation (MIF), the CSR arm of Marico, leads the CSR activities along with efforts of brands and businesses. Manufacturing and procurement teams take up the initiatives related to community development in their areas.</p> <p>The MIF Scale Up programme works with 'For-Profit' and 'Not-For-Profit' organisations and is sector agnostic. It focuses on the innovative ideas and the impact an organisation wishes to achieve. The programme also focuses on creating 'scalable and sustainable impact' by solving the critical business challenges faced by an organisation. The programme follows a hands-on engagement process. In the financial year 2017, the Foundation worked closely with Tara Livelihood Academy, Fractal Microspin, Yuva Parivartan and Zaya Labs.</p>
8.3	Have you done any impact assessment of your initiative?	<p>Marico has done impact assessment for its initiatives like 'Educate Girls' and 'Sesame Workshop India' – baseline study through IMRB International.</p>
8.4	What is your Company's direct contribution to community development projects? Amount in ₹ and the details of the projects undertaken.	<p>Marico has spent overall ₹ 14.56 crores for community development activities. Following are the projects undertaken –</p> <ol style="list-style-type: none"> <li>1. Educate girl child – Promoting girl education and helping girl students in learning</li> <li>2. Mobile pathshala – Distance learning programme</li> <li>3. Saffola life – Preventive health care promotion programme</li> <li>4. Initiative for improving agriculture productivity</li> <li>5. Social innovation acceleration programme – Improving capability of social organisations</li> <li>6. Health initiatives organized by manufacturing plants</li> </ol>
8.5	Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.	<p>Marico's CSR initiatives are rolled out directly or in partnership with non-profit organisations. This helps in increasing its reach as well as ensuring the adoption of initiative by communities. Project teams track the reach and take necessary steps to make it successful.</p>

**Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner.**

Marico is in the business of consumer goods and its products are related to beauty and wellness. It's the Company's continuous endeavour to educate consumer on good lifestyle. Marico promotes good living habits and knowledge about health through its 'Saffolalife' initiative. It works with people as well as the government and private agencies to create awareness about hygiene and product regulations.

As a part of the organisation's commitment to engage with stakeholders, Marico conducts

quality awareness drives directly to create sanitation and hygiene awareness among school children through 'Teach little minds' programme.

Marico Corporate Quality team is certified for customer compliant management system ISO 10002. This provides a systematic approach to understand consumer issues and improve production processes accordingly.

The product development team ensures that the formulations are made from sustainable raw material and they do not cause any after effects in usage.

**Information with reference to BRR framework:**

No.	Question	Information
9.1	What percentage of customer complaints/consumer cases are pending as on the end of financial year.	Following is the status of customer complaints/consumer cases as at the end of financial year ended on March 31, 2017: 1. Customer complaints – Nil 2. Consumer cases – 3
9.2	Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information)	Marico adheres to all applicable regulations regarding product labeling and displays relevant information on it.
9.3	Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.	No case filed by any stakeholder related to the mentioned subject is pending as at the end of financial year ended on March 31, 2017.
9.4	Did your Company carry out any consumer survey/consumer satisfaction trends?	Consumer satisfaction is important for business. Marico connects with consumer with multiple touch points. A survey is conducted with sample consumers to understand the product quality feedback by Corporate Quality team.  Besides, the Company has established a process of Consumer Complaint Management system ISO 10002. This helps in systematic resolution of all complaints and helps in improving consumer delight.