

MARICO

SUCCESS UNPLUGGED

India's leading company for consumer products in beauty and wellness space, empowered with freedom and opportunity and working responsibly towards its – stakeholders, consumers, and society at large. Marico is a market leader in the FMCG sector. Having achieved the compounded annual growth rate of 9.3%, it stands tall with the annual turnover of INR 59 billion, currently. Marico has taken over the FMCG market by storm, serving the consumers with an exceptional range of products in hair and skin care, edible oils, health foods, male grooming and innovation in fabric care.

EMPOWERED VISION

Bombay Oil Industries got a new edge, when Harsh Mariwala, a fresh graduate,

took over his family business in 1971 and launched Parachute Coconut Oil in 1974. He replaced the traditional tin packing with a blue bottle; signaling a holistic and strategic sync with the changing customer preference and emerging market trends. In 1988, Marico Industries was born, laying the foundation of "3Ps – People, Products, and Profits". As the company's stature grew, it shifted its headquarters from Masjid Bundar Bazaar to upscale Bandra in 1992. In 1992-94, Marico emerged as an international marketer by setting up its first overseas office in Dubai. The year 1996 saw Marico being listed on the Indian Stock Exchanges.

CARING FOR THE SOCIETY

In 2003, Marico Innovation Foundation, a not-for-profit



institution was set up as a breeding ground for creative innovations in the country. The company also set up - cobra collection centres for direct dealing with farmers, thereby, increasing their profit share. The company has achieved a rare feat of a 32% reduction in energy consumption, over 5 years. At the Perundurai plant, the energy source was moved

from Tamil Nadu Electricity Board to renewable power from wind energy. The company's Coconut Extension Program also bore fruit and yielded a 25% increase in the overall production. Marico is also amongst the Top 100 companies to work for women in India, as per the 2016 study by Working Mother Media & AVTAR Best Companies for Women in India.