

AWARDS & ACKNOWLEDGEMENTS



Leadership:

- Marico was ranked No.53 in the world in the prestigious Forbes 100 Most Innovative Growth Companies List

Marketing Awards:

- Marico won 4 ABBY's at the Goafest PR ABBY Awards
 - Saffola won a Silver ABBY for Saffolalife Study 2013
 - Saffola Masala Oats won a Silver ABBY for Saffola Masala Oats-The Other Side
 - Mediker won a Silver ABBY for 'Lice Negative to Life Positive' Campaign
 - Nihar won a Bronze ABBY for 'Chotte Kadam Pragati Ki Aur' Initiative
- Marico won the Pitch Brands 50 Award in the 'Globetrotters' category in 2013
- Marico won a Gold for Parachute Advanced Ayurvedic Hair Oil and a Silver for Parachute Advanced Body Lotion at the APPIES 2013 Asia Pacific Marketing Congress held in Singapore
- Parachute Advanced Ayurvedic Hair Oil won the People's Choice Award for the Best Case Study Presentation and a silver for Best On-going Media Campaign at the EMVIES 2013
- At the Festival of Media Global 2014, Parachute Advanced Ayurvedic Hair Oil won a Bronze in Effectiveness Award Category, one among 3 Indian wins.
- At Festival of Media Asia-Pacific 2014, Parachute Advanced Ayurvedic Hair Oil won a Highly Commended citation in The Effectiveness Award Category.
- Parachute Advanced Ayurvedic Hair Oil won 2 Effies at Effies India 2013: Silver in Consumer Products; Bronze in Best Integrated Advertising Campaign.
- Parachute Advanced Ayurvedic Hair Oil won a Gold at Indian Digital Media Awards, IDMA 2013 in Mobile - Languages Category.
- Parachute Advanced Ayurvedic Hair Oil won a Gold at Mobile Marketing Association Smarties 2013 in Brand Strategy Category.

- Mediker won a Bronze at the WARC Prize for Asian Strategy 2013, and named as “one among two Local Heroes from Asia” by the WARC Asia Strategy Report 2013.
- Mediker won 3 Golds at Rural Marketing Association of India, Flames 2013: Best Integrated Campaign, Property of the Year and Radio Campaign of the Year.
- Mediker won the Best Integrated Campaign Award at the India PR & Corporate Communications Awards 2013.
- Mediker won a Bronze Effie for effectiveness in the Rural Marketing Category at Effies India 2013.
- Mediker won a Bronze at the Golden Mikes Awards 2013 for Best Use of Radio.
- Just for Baby (Marico South Africa) won the most interactive stand at the Baba Indaba Baby Expo

Product & Innovation:

- Black Chic Hair Food won the Best Hair Food Product at the African International Hair Extravaganza
- ICP (Marico Vietnam) won the certificate of Vietnam High Quality Product, voted by consumers through Saigon Marketing Newspaper and Vietnam High Quality Products Associate in 2014
- Thuan Phat (Marico Vietnam) won the certificate of Vietnam High Quality Product, voted by consumers in 2014
- Parachute Advanced Body Lotion was voted the no.1 body lotion by Consumer Voice, a Government of India recognized organization

Manufacturing & CQA:

- Marico’s 3P Business Associate won the “CII Food Safety Award in Rising Star Category”
- Marico Consumer Cell received an ISO 10002:2004 Certification.

Human Resources:

- ICP (Marico Vietnam) won the certificate of Vietnam 100 Best Places to Work 2013 instituted by Saigon Marketing Newspaper and Vietnam High Quality Products Associate