



BUILDING TO LAST

EDELWEISS INDIA CONFERENCE | 14 FEBRUARY 2019

Saugata Gupta, MD & CEO



\$1bn Emerging Markets Multinational

Core

Beauty & Wellness

Hair Care, Healthy Foods,
Skin Care & Male Grooming

Footprint

India (78%)
International (22%)

Bangladesh, South-East
Asia, MENA, South Africa
and Exports

Brands

From 2 brands at
inception to
20+ brands today |
95% topline from
leader brands

Reach

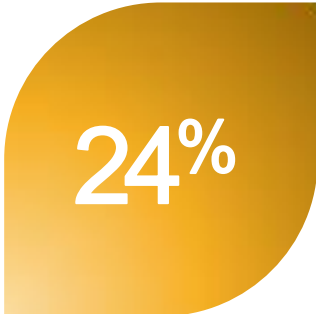
4.9 million outlets
touching lives of 1
out of every 3
Indians

Culture

Ranked 32nd in
India's Best
Companies to Work
For 2018 |
Moved up 52 places
since 2014

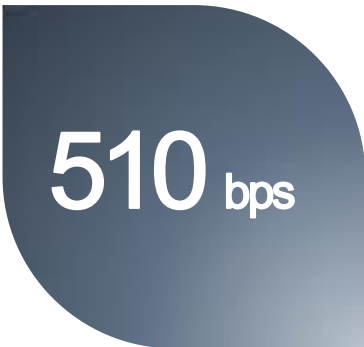
Track Record of Sustainable Growth

Revenue CAGR
since inception



Net Profit CAGR
since inception

Operating Margin
expansion in last 10 years



Shareholder Value
Creation since listing

Building to Last



Building to Last



**Strengthen the Core and
Premiumise Hair Care**

Strengthen the Core



Coconut Oils



Parachute
Nihar Naturals
Oil of Malabar



Value Added Hair Oils



Parachute Advanced
Nihar Naturals
Hair & Care



Refined Edible Oils



Saffola

Premiumise within Core Hair Oils



Parachute Advanced Aloe Vera Enriched Coconut Hair Oil



Hair & Care Dry Fruit Oil



Nihar Naturals Extra Care Hairfall Control Oil

Building to Last



Strengthen the Core and
Premiumise Hair Care

**Build Categories of
the Future**

Build Categories of the Future



Premium Personal Care

Parachute Advanced
Livon
True Roots
Kaya Youth O₂



Healthy Foods

Saffola FITTIFY Gourmet
Coco Soul



Male Grooming

Set Wet
Set Wet Studio X

Premium Hair Care

Sustain Hair Oiling Habit



Pre-Wash Hair Nourisher



Intense Nourishment

Shampoo



Serum Oil

Solution to Unmet Consumer Needs



**True Roots Botanical
Hair Tonic**

Address Varying Needs



**Livon Serum for Dry
and Unruly Hair**

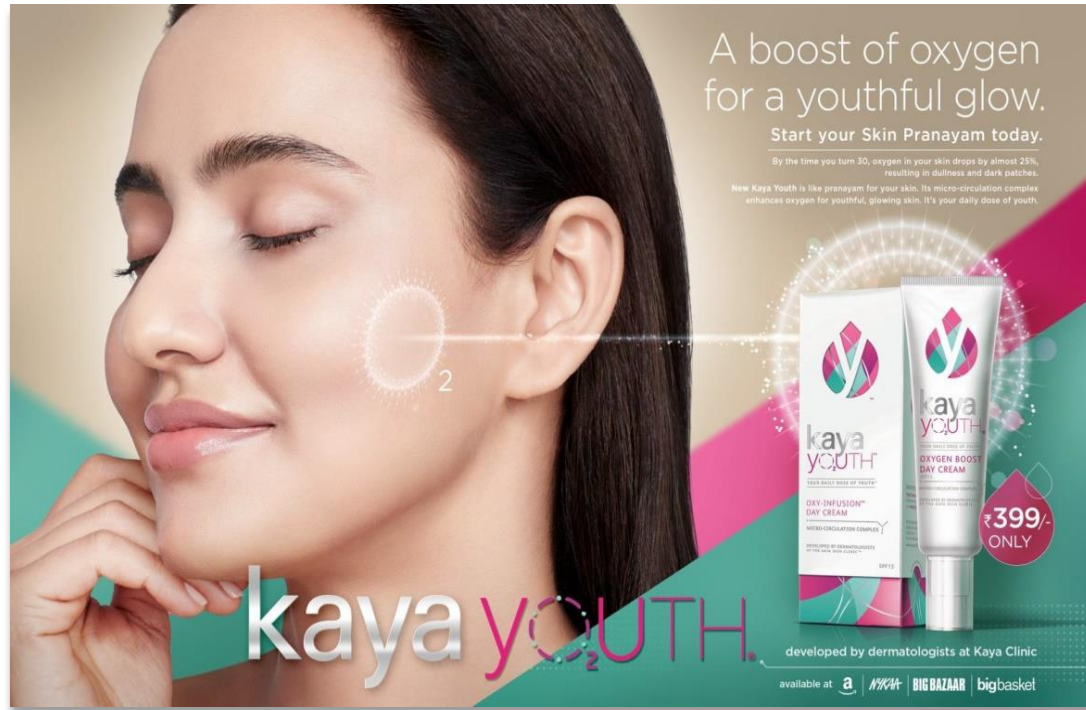


**Livon Serum
Colour Protect**



Livon Shake and Spray Serum

Premium Skin Care – Enter the Masstige Segment



Kaya Youth O₂ Skin Care Range – Face Wash | Day Cream | Micellar Water | Face Wipes

Broaden and Scale-Up of Healthy Foods Portfolio



**Green Coffee
(5 Flavours)**



**Moringa Green Tea
(6 Flavours)**



**Hi-Protein Slim Meal-Shake
(7 Flavours)**



**Hi-Protein Meal-Soup
(3 Flavours)**



**Virgin Coconut Oil (including infused versions)
Peanut Coconut Butter
Coconut Sugar
Coconut Spread
Coconut Chips**

Male Grooming - Extend into a Complete Range



Set Wet Studio X Range



*Set Wet Global Edition
Perfume Sprays*



*Set Wet Go
Pocket Perfume
Spray*



Set Wet Waxes

International Business - Diversify Play in Key Markets



***'Parachute Just for Baby'
Baby Skin Care range in
Bangladesh***



Parachute Advanced Petroleum Jelly in Bangladesh



'Sedure' Female Grooming range in Vietnam

Building to Last

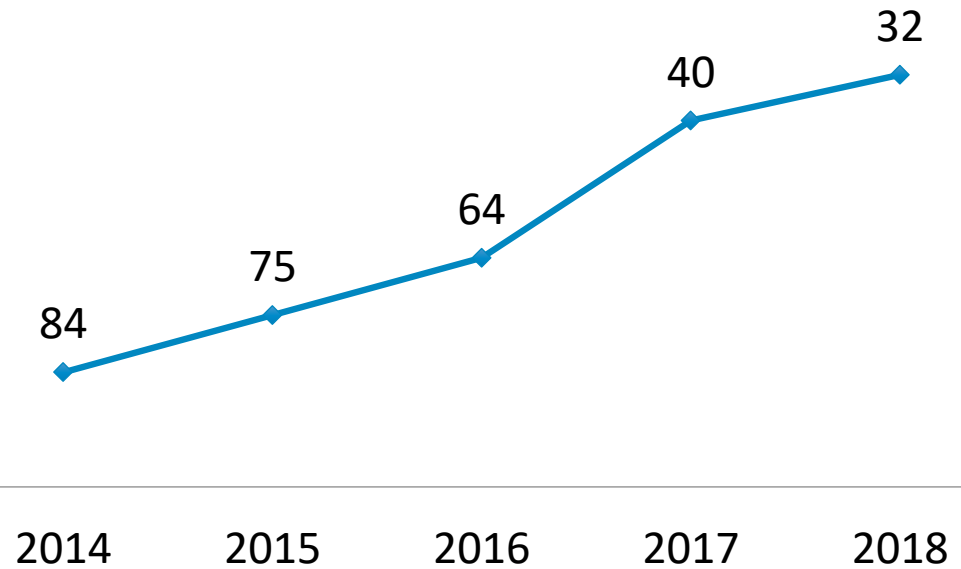


Millennials are the new workforce.....

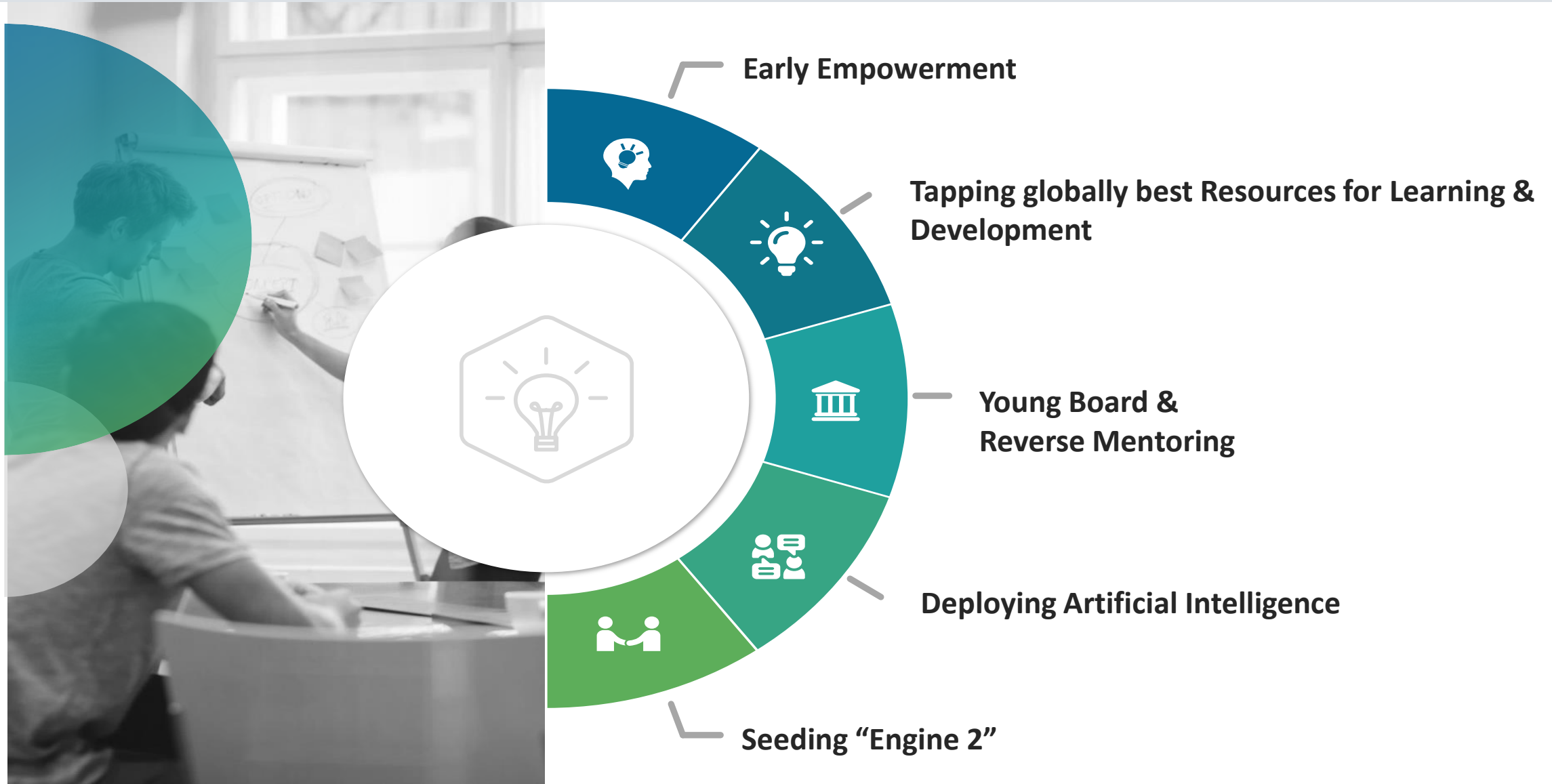


Nearly 40% of the strength at Marico are Millennials

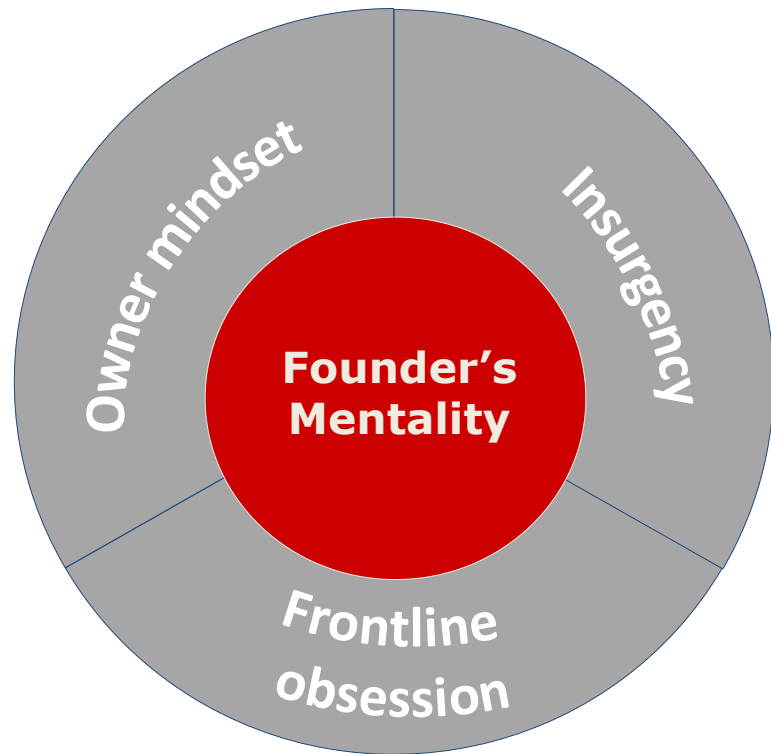
Creating Workplace for Tomorrow to continue moving up the ranks among “India’s Best Companies to Work For”



..... we are creating a Workplace for Tomorrow



.....And reinvigorating the Founder's Mentality

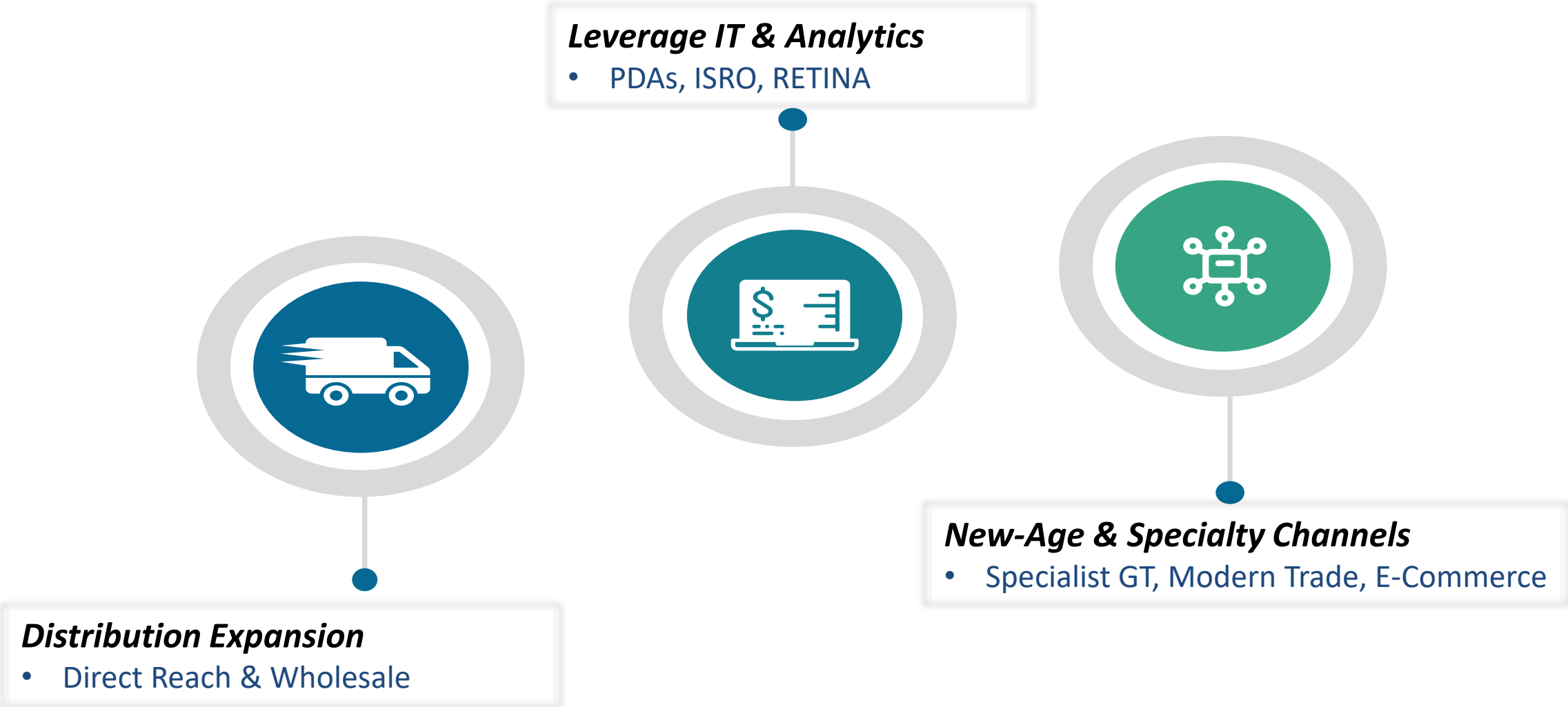


- *Driving and leading the change*
- *Taking risks*
- *Being persistent and resilient*
- *Open for opportunities to learn*

Building to Last



Go-to-Market : Building Future-Ready Distribution



Building to Last

Leverage Digital & Analytics



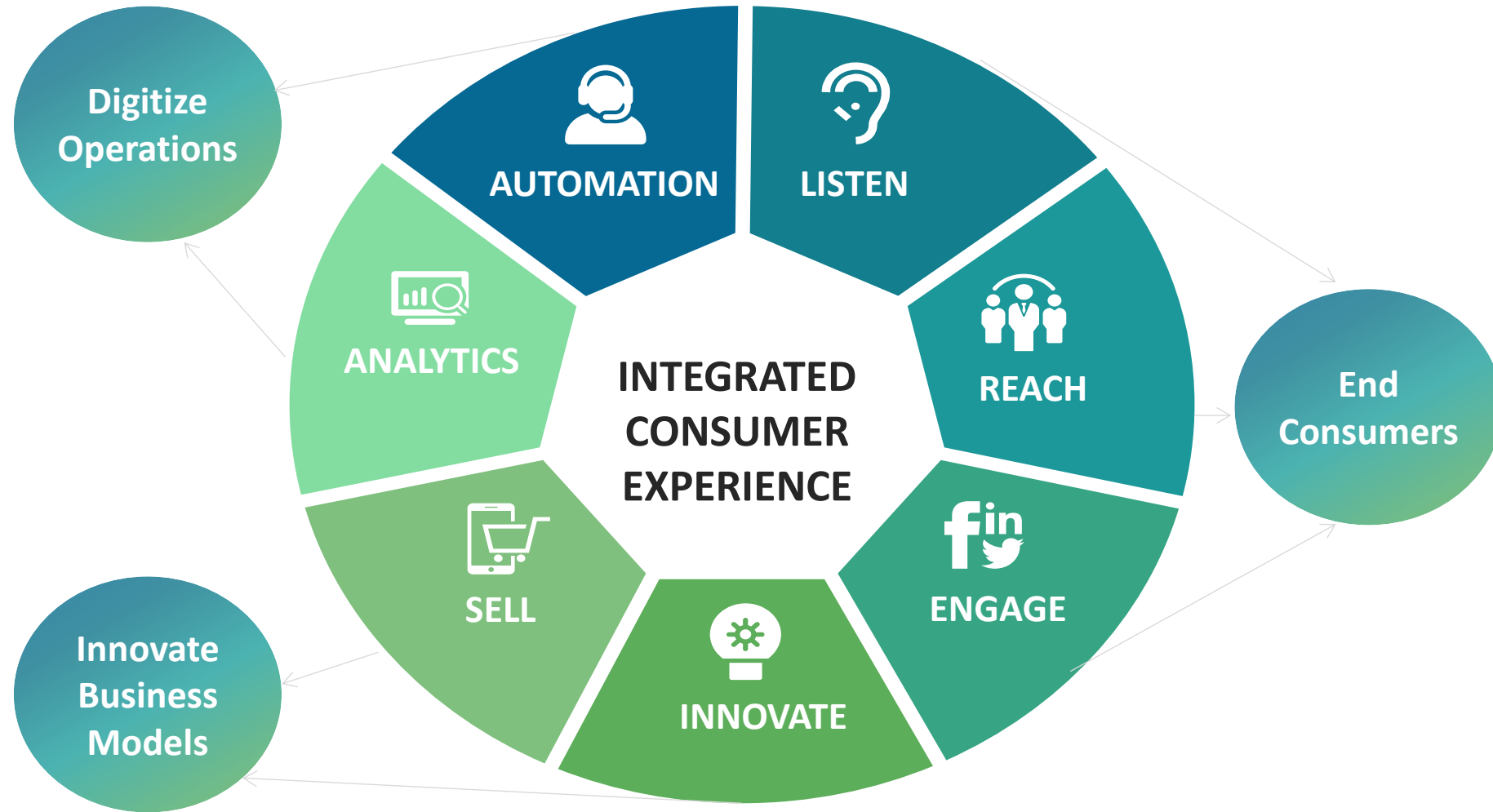
Enhance Go-To-Market Capabilities

Strengthen the Core and Premiumise Hair Care

Build Categories of the Future

Create a Future-Ready Workplace

Integrating Digital



~15% of Media Spends is now invested in the Digital Medium

Building to Last

Sustainability



Strengthen the Core and
Premiumise Hair Care

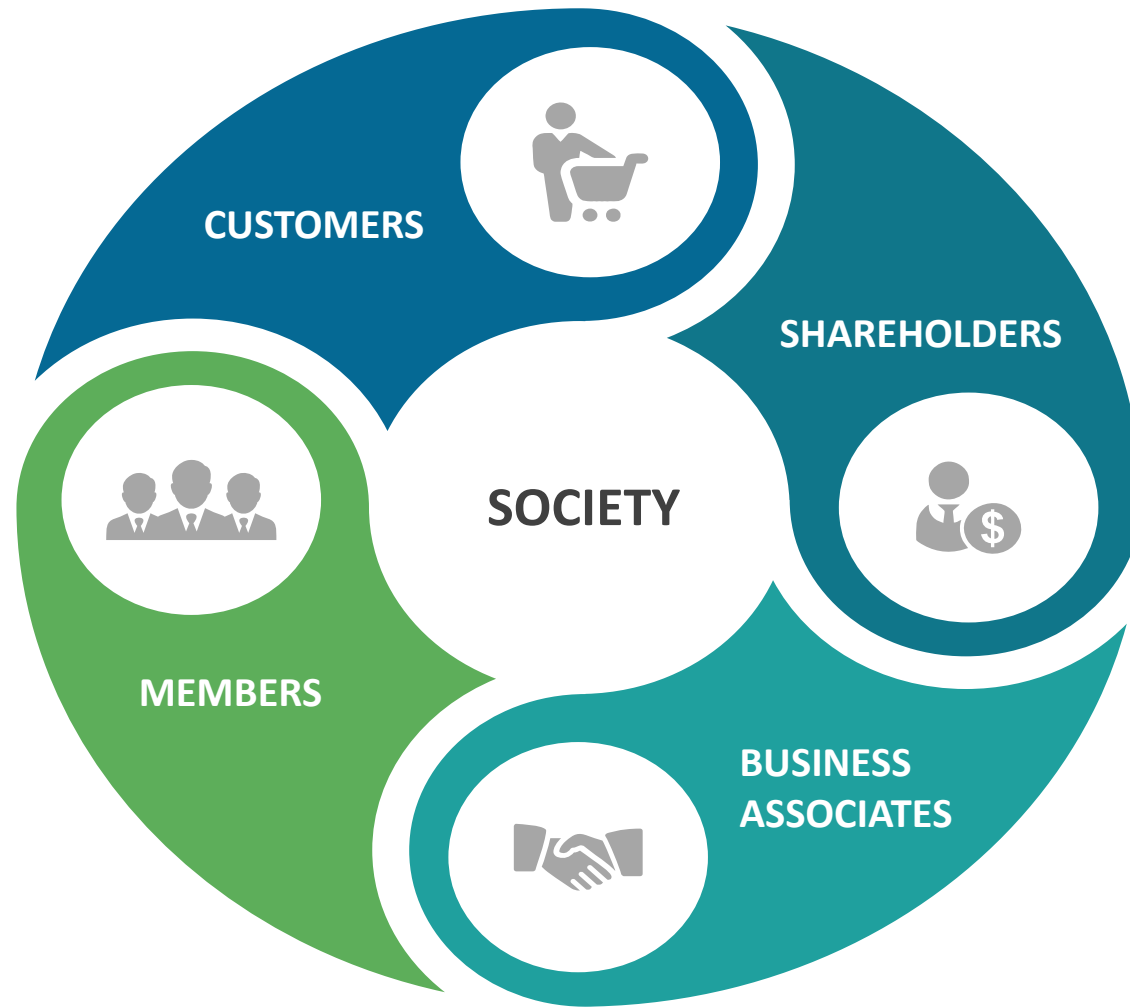
Build Categories of the
Future

Create a Future-Ready
Workplace

Leverage Digital &
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Enhance Go-To-Market
Capabilities

Living Marico's Purpose



“To transform in a sustainable manner, the lives of those we touch, by nurturing and empowering them to maximise their true potential.”

Key Focus Areas and 2022 Targets



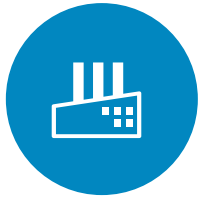
RESPONSIBLE RESOURCE CONSUMPTION

- Reduce energy intensity by **50%**
- **Water Stewardship** - Offsetting **100%** of water consumed in operations



PRODUCT RESPONSIBILITY

- Ensure adherence to **all consumer health and safety standards and compliance**



CLIMATE CHANGE

- Reduce GHG emissions intensity by **75%**



COMMUNITY DEVELOPMENT

- Increase farmer beneficiaries year on year by **5%**
- Influence **2,00,000 children** y-o-y for education



SUSTAINABLE SUPPLY CHAIN

- **Certify 20%** of critical suppliers for Level 1 criteria of Marico's Responsible Sourcing (MARS) Policy



FUTURE READY CAPABILITY BUILDING

- Drive competency building programs based on current needs

Impact till date.....(1/4)

Marico's environmental agenda is to achieve **resource efficiencies** and **reduce the impact** of our operations on the environment

ENERGY



Achieved **31% reduction** in Energy Intensity from FY2013 baseline

72% of total energy sourced in our operations is from **renewable sources**

EMISSIONS



We account **Scope I and II GHG emissions** from our operations

Achieved **54% reduction in GHG emission intensity** from FY2013 baseline

Impact till date.....(2/4)

Marico's environmental agenda is to achieve **resource efficiencies** and **reduce the impact** of our operations on the environment

WATER

We have adopted the 3R approach – **Reduce**, **Recycle** and **Replenish**



Marico has undertaken initiatives like construction of **farm ponds**, **check dams** and **dam de-silting**, and created harvest capacities about **300 million litres** till date

In FY2017-18, we **offset 80%** of our operations water consumption through community harvest initiatives

SUSTAINABLE PACKAGING



- We have implemented **plastic EPR action** plan in-line with CPCB requirement.
- About **93%** of plastics used in our packaging is **recyclable**
- Executed project to convert 12.5 MT of community **plastic waste into polyfuel**.
- We are exploring opportunities to **use recycled plastic** for packaging and hence replace virgin plastic

Impact till date.....(3/4)

FARMERS



Marico flagship program:

KALPAVRIKSHA launched in 2017
– has improved coconut farmer’s
yield by **16%**.

Conducted **100+ farmer** trainings
and about **12,626 farmers**
enrolled under the program till
date

The program aims to increase farmer income by **INR 5 billion by 2022** and
INR 10 billion by 2027.

MARICO INNOVATION FOUNDATION (MIF)



MIF aims to **nurture innovation**
in India across business and
social sectors alike

MIF Scale Up program has tackled
25+ business challenges till date
across 13+ sectors

Impact till date.....(4/4)

BRANDS WITH A PURPOSE



“Saffolalife” continues with the vision of creating a Heart Healthy India.

- We have touched the lives of **nearly 200,000 consumers** through health check and awareness camps till date.
- The School Outreach Program – **Safe and Nutritious Food at Home** touched the lives of **~68,000 students**.

EDUCATION

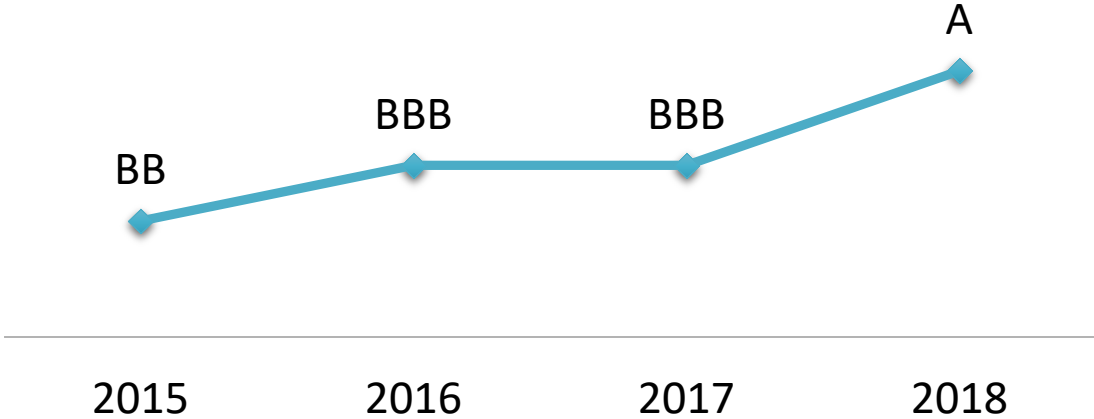


“Nihar Mobile Pathshala” houses quality education content to influence education of underprivileged children

Nihar has contributed to the education of **860,825 children** in the last 5 years.

External Ratings

Marico has been rated by MSCI ESG Ratings from 2015 onwards. **Our 2018 rating stands at 'A'.**



Marico has submitting its first response to CDP's **"Climate Change"** & **"Water"** 2018 questionnaire



Marico is preparing for **Dow Jones Sustainability Indexes (DJSI)** rating disclosure

Awards and Recognitions



Featured among the Top 5 Companies in the S&P BSE 100 Index in Corporate Governance



Ranked 32nd in India's Best Companies to Work For in 2018



Featured as one of the "Best Workplaces in Manufacturing 2019"



Recognized as one of the 'Most Honored Companies' by Institutional Investor



Marico CQA Team received Special Recognition at the Sixth CII National Excellence Practice Competition 2018



Awarded SAP ACE Award for Operation Excellence -Supply Chain



And the exciting journey
continues.....



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