

“I joined  
Kaya Life to  
lose weight.  
Look how much  
I’ve gained.”

- Tara Sinha,  
Kaya Life customer

At Marico, we find uncommon ways to transform the lives of our consumers. With Kaya Life, our weight management program, rather than focus on the weight, we address the cause of the weight problem. By counselling our consumers on the psychological aspects of their weight issue, we help them gain back their self-confidence, and get back into shape. Whether its giving consumers the confidence to present their best face to the world with Kaya Skin Clinic, empowering them to look well groomed with Parachute Advansed, or creating a nationwide health movement with Saffola, our brands transform the lives of millions, helping them realize their aspirations to the fullest. And creating some of the world’s largest consumer franchises.

Common sense says: To get the best out of your farmers, squeeze them for more output or push them to lower prices. At Marico, we do quite the reverse: we engage some of our brightest minds to improve the quality of farmers' lives - both on the field and off. Through initiatives like sms price updates, web-managed transactions, Farm Care Centres, training in mechanized tree-climbing, and more, we turn out better farmers. By maximizing our associates' potential across the supply chain - from farmers to suppliers, packaging developers, distributors and retailers - we create win-win partnerships that increase the growth and sustainability of our businesses, yielding higher profits.



**“I have  
300 MBAs  
working  
for me.”**

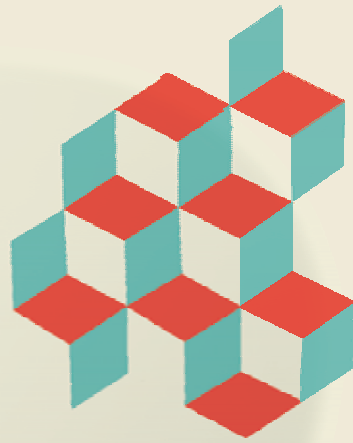
- Chekutty Hajiyar, coconut farmer

Only a company with an empowering work culture can motivate its people to go beyond managing brands - to take complete ownership of them. At Marico, every individual is empowered to think and act as an entrepreneur. There are no patented brand manuals to follow: you create your own brands, nurture them, grow them. Responsibility comes early: you could be just 2 years out of campus and handling a Rs.400 crore brand such as Saffola. Our environment is open and transparent, and invites fresh thinking. And our talent is rotated across disciplines to spur cross-functional thinking. Naturally, we have some of the happiest people, performing at their best. And an impressive line-up of brands to prove it.

**“I manage a  
Rs.400 crore  
brand.  
And I just started  
2 years ago.”**

- Sharika Munshi,  
Brand Manager, Saffola

Only a company with an empowering work culture can motivate its people to go beyond merely managing brands - to take complete ownership of them. Every individual empowered to think and act as an entrepreneur. There are no patented brand manuals to follow: you create your own brands, nurture them, grow them. Responsibility comes early: you could be out 3 years out of campus, managing a Rs.600 crore brand in 15 minutes. Our environment is open and transparent and we encourage thinking. And our talent has the disciplines to spend time on thinking. Not just some of the best performing at their level, but the line-up of





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**“What does it take  
to fuel a nation’s  
progress?  
A company burning  
with passion.”**

- Dr. R. A. Mashelkar, Chairman, Marico Innovation Foundation

We are charged by a passion for innovation. It drives everything we do. Our businesses are built on it. Our culture demands it. So what better way to catalyse a nation’s growth than to share this passion with society at large. The Marico Innovation Foundation provides the perfect platform to nurture innovation in corporate and social sectors. Through initiatives like promoting education on innovation in India, showcasing great innovations at award fora, and undertaking cutting-edge research in ‘innovation’, The Marico Innovation Foundation prepares our future leaders to take on new challenges facing India. And enables a nation to maximise its true potential.