



This World Youth Skills Day, Marico Limited announces initiatives for the economic empowerment of women and youth in the country

Aims to economically empower over 12,000 women and young individuals across India through several digital upskilling projects

Mumbai, July 15, 2021: Marico Limited, one of India's leading FMCG majors, has joined hands with the United Nations Development Programme (UNDP) and other implementing partners - to digitally train more than 12,000 women and youth across the country via impactful upskilling initiatives. The large-scale project will empower individuals to secure skill-based jobs and is expected to add around INR 31 crores in incremental income by helping women and youth secure 7,000 jobs. This undertaking reiterates Marico's commitment towards creating inclusive and sustainable growth across communities.

Through this *Digital Women Economic Empowerment Initiative*, Marico aims to benefit the society by matching the needs and aspirations of women and youth with the requirements of potential employers through collaborative platforms that provide skill-based, vocational and technological trainings. These digital trainings will be provided across domains with focus on 21st century skills, ITES and BFSI linked skills such as cloud architecture, data analytics, Python programming, BPO operations, banking and financial literacy and soft-skills. Another key aspect of the initiative will be to ensure job opportunities for the trained beneficiaries, which would be done by establishing effective connect with the employer and through regular interventions such as monthly job fairs and recruitment drives.

Mr. Amit Kumar, Team Lead, Inclusive Growth, UNDP, Mr. Saket Kumar, State Head, UNDP, Madhya Pradesh and Mr. Udayraj Prabhu, Executive Vice President Business Process Transformation, IT and **Head CSR**, Marico Limited inaugurated the project virtually to mark World Youth Skills Day 2021. The other project leads present were Mr Saket Kumar, State Head – UNDP (Madhya Pradesh), Mr Jeychandran, State Project Head – UNDP (Karnataka), Mr Panchrati Ekka Consultant – Skills, UNDP, and Mr Karan Giridhar, the CEO – SAB. Perspectives were also shared on the post-pandemic work culture, followed by remarks by the youth participants and their parents.

The project interventions will increase awareness, enhance employability, facilitate linkages with potential employers, provide mentorship support, and nurture youth's innovation potential, especially those from economically underprivileged background. Through these initiatives in partnership with UNDP and the Government of Madhya Pradesh, Marico will provide training to around 3,500 participants in Bhopal and Indore and aid the beneficiaries through placement opportunities, thus creating lasting change in the region.

Udayraj Prabhu - Executive Vice President Business Process Transformation, IT and Head CSR at Marico Limited said, "As a responsible corporate citizen, Marico has always endeavoured to make a difference to all the lives it touches. Our belief of giving back to the society, which forms a core tenet of our ESG framework, drives our social and community engagement initiatives. In line with this objective, we have collaborated with UNDP and various implementing partners to launch upskilling initiatives that foster inclusive development and economic independence for women and young individuals in India. Through



these partnerships, we aim to transform the lives of members within our communities, by not only equipping them with the knowledge and tools they may need for their chosen career, but also by aiding them with a platform to gain momentum in achieving their aspirations.”

About Marico Limited

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading consumer products companies, in the global beauty and wellness space. During FY 2020-21, Marico recorded a turnover of about INR 80.5 billion (USD 1.1 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Arogyam, Saffola Mealmaker, Hair & Care, Parachute Advanced, Nihar Naturals, Mediker, Kaya Youth O2, Coco Soul, Revive, Set Wet, Livon, Veggie Clean, KeepSafe, Travel Protect, House Protect, Beardo. The international consumer products portfolio contributes to about 23% of the Group’s revenue, with brands like Parachute, Parachute Advanced, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.