

## Marico Limited encourages members to ‘Go Beyond, Grow Beyond, and Be the Impact’

*Debuts an impactful new Talent Value Proposition fostering a transparent work culture and aligned with new-age value*

*Emphasise the role of innovation, inclusion, and purpose in the workplace with its new Talent Value Proposition*

**Mumbai, September 01, 2021:** Marico Limited, one of India’s leading FMCG companies, has announced the launch of its new Talent Value Proposition (TVP). The initiative centres around nurturing the growth of the members, who form the backbone of the organisation by fostering a diverse, autonomous and transparent work environment. In line with the new proposition, the company will recalibrate its employee engagement and culture to enable all members to **“Go Beyond, Grow Beyond and Be the Impact”** across all Marico offices in India and other geographies.

With changing times and business priorities, talent aspirations are also continuously evolving. The company strongly believes that business and talent aspirations go hand in hand. With this step, Marico aims to future-proof its talent proposition for its members.

The company has identified three key focus pillars for the new TVP: **GO BEYOND. GROW BEYOND. BE THE IMPACT.** This defining statement encompasses what Marico stands for, what it offers, and what it admires. It outlines the ambition for the Marico of tomorrow as well as the desire to make a difference by creating a lasting impact, while outlining its ethics and values as employers.

- **Go Beyond:** Members will be motivated to look beyond the bend by unleashing their curiosity and inculcating a restless drive to grow and disrupt. By encouraging members to take calculated risks, the company will help them bring out the entrepreneurial streak within them and wade into uncharted waters by placing aside the fear of failure.
- **Grow Beyond:** Members will be encouraged to become active participants in the inclusive growth of everybody associated with the organisation. The company will establish a trust-based, transparent and inclusive work environment where everybody is inspired to embrace diversity and differences. Marico aims to encourage the cross-pollination of ideas by breaking silos to unlock opportunities for superior performance and collaboration.
- **Be the Impact:** Members will be encouraged to take actions that are large enough to make an impact and close enough to care, thereby empowering them to drive positive change. The company will aid the individual growth of members and help cultivate their passion and purpose to “Make a Difference” by enabling them to touch the lives of people every day.

Speaking about the new proposition and how it reflects the company’s vision for the future, **Amit Prakash, CHRO, Marico Limited** commented, *“Since its inception, Marico Limited has been committed to fostering an environment of innovation, disruption and inclusive growth within the organisation. Staying true to our core, we have taken a step ahead to further our organisational spirit. With the new TVP, we are charting a*



*refreshed roadmap for the future, with our members. We aim to support their aspirations of leaving a positive mark on the society, while also unlocking and nurturing their true potential and raising the bar of excellence with Marico.”*

Marico offices across geographies will be aligning their talent systems, processes and communication around the new TVP. There will be various experiences launched for members to bring each of these pillars alive.

**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 Advansed, Nihar Naturals, Mediker, Coco Soul, Revive, Set Wet, Livon and Beardo. The international consumer products portfolio contributes to about 23% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.