

# Marico launches sustainability 2.0 framework with 50 KPIs

Namrata Singh / TNN / Jun 3, 2022, 22:03 IST

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MUMBAI: [Marico](#) has launched its [sustainability](#) 2.0 framework that covers over 50 KPIs across the environmental, social, and governance pillars. The initiative defines Marico's long-term sustainability goals that they aim to achieve by 2030.

As part of an 8-point commitment outlined by Marico, its net zero emissions' target in global operations has been set for 2040. In India, the same would be accomplished by 2030.

The company also aims to achieve certified water-neutral operations across all its manufacturing facilities by offsetting 100% of its consumption volume with capacity created for community use.

Besides, Marico aims to achieve 100% recyclable packaging by 2025, with a focus on sustainable packaging interventions and promoting circularity to reduce its carbon footprint.

In addition to empowering approx. 1+ lakh farmers about sustainable practices, Marico also aims to cohere the purpose, messaging, and impact-based actions of its top 5 brands by revenue with the goals and targets outlined by the [United Nations Sustainable Development Goals](#) by 2030.

On inclusion and diversity, Marico targets to enhance its gender diversity ratio to 30% and the differently abled to 5%, as part of our decade of action roadmap.

Saugata Gupta, MD & CEO, Marico, said, "Organizations today face multiple ESG challenges, from climate crisis to business ethics and human rights, none of which can be deferred or delayed any longer. The need to shift to more sustainable business operations is urgent and critical. The launch of our Sustainability 2.0 initiative reaffirms our commitment to becoming a future-ready organization that creates value for all stakeholders, from its employees and business partners to the communities in which it operates. The initiative will help us to reduce our environmental impact, balance profitability with sustainability, and implement a more transparent, efficient, and effective corporate governance framework. Doing so will not only help us, as a responsible corporate citizen, become more prepared for future challenges and opportunities but also include our stakeholders in the march towards progress."