



# CII GREENCO RATING-Marico Limited, Baddi

CII-BBNIA Forum  
9<sup>th</sup> August 2017



Purpose of Life is to have a life of Purpose



# Our PURPOSE

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**Only when you're Empowered  
do you Rise above the task at hand  
and take complete ownership  
to**

**“Make a Difference”!**

# Portfolio : Beauty & Wellness

## ■ Hair Care

- Hair Nourishment
  - Oils/Serums/Tonic



## ■ Healthcare

- Healthy refined edible oils
- Oats



## ■ Male grooming/ styling

- Deodorants
- Hair Creams/Gels/Wax



## ■ Skincare

- Body Lotion



Marico is a ~6000 Cr Turnover Indian MNC , with presence in Beauty and Wellness

# Making a Difference for 25 years

## The World of Marico

**25+**  
YEARS OF RICH  
EXPERIENCE

**25+**  
countries present in  
across emerging  
markets



**25%+**  
total shareholder return  
since listing



**Largest**  
coconut oil brand  
in the world -  
Parachute



**1 out of  
every 10**

coconuts grown in India  
is used by Marico



**1 out of  
every 3**

Indians' lives are touched  
by Marico

**18%**

topline CAGR growth  
since inception



**26%**

bottomline CAGR growth  
since inception



**10**

acquisitions in  
10 years



**95%**

of our portfolio enjoys  
market leadership  
(No.1 or No.2)



**80%**

portfolio with consistent  
market share gains Y-o-Y



**>20,000**

population town mostly  
covered by Marico's  
distribution network

**7.5 Crores**

packs sold every  
month



**7.5 Crores**

households touched  
every month

**4.6 Million**

retail outlets serviced by  
nationwide distribution  
network

# Responsible Corporate Citizen

## Marico Innovation Foundation



- Marico- Make a Difference Philosophy
- Not only Shareholder Value but also benefit all Stakeholders
- Marico Innovation Foundation
- Brands with Purpose
  - Saffola and Shanti



**Marico committed to Sustainability: “Shareholder Value” and “Sustainability” go hand in hand**

# Marico Energy Framework



**Operate business in an efficient and financially sustainable manner while satisfying our customers and creating value for stakeholders**



**Ensure good governance, ethics and transparency in stakeholder engagements while promoting & advocating responsible business practices**



**Compliance with all applicable legal, environmental & social requirements**



**Promote sustainable consumption while enhancing the nutrition, well-being and beauty of our consumers**



**Reduce the green-house gas emissions, enhance energy efficiency, promote renewable energy use and reduce waste**



**Integrate sustainability considerations throughout the product life cycle by institutionalizing innovation within organisation and stakeholders**



**Foster health, safety and well-being of employees and inculcate a culture of empowerment and enrichment**



**Collaborate with communities towards social interventions in the identified thrust areas**



**Develop sustainability Key Performance Indicators, set definitive targets and establish monitoring mechanism**

# 3 Pivots of Sustainability



# Less is More: Reduction in GHG Gases/Carbon Footprint

**49%**

Reduction in GHG emissions intensity (Scope 1 & 2)



**77%**

Reduction in use of Fossil fuel



**32%**

Reduction in thermal energy intensity



**84%**

Usage of renewable fuel for overall fuel requirement



**28%**

Reduction in energy intensity (fuel and electricity)



Against baseline of FY 2012-13

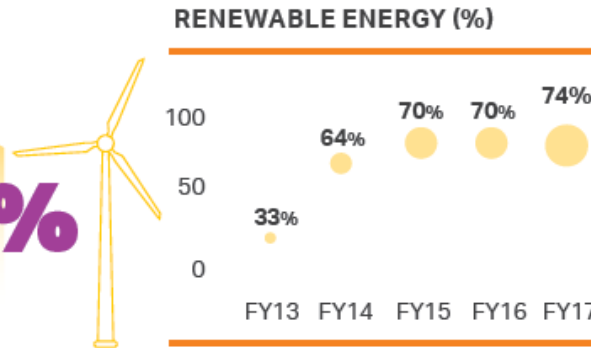
- Reducing Carbon Footprint by Infrastructure Improvement and Process Design
- ISO 50001 (Energy Mgmt) and ISO 14001 (Env. Mgmt) Certifications of Mfg Units
- LEED Certification of Office Buildings

**Marico committed to reducing impact on Environment**

# Becoming a “Responsible Consumer”

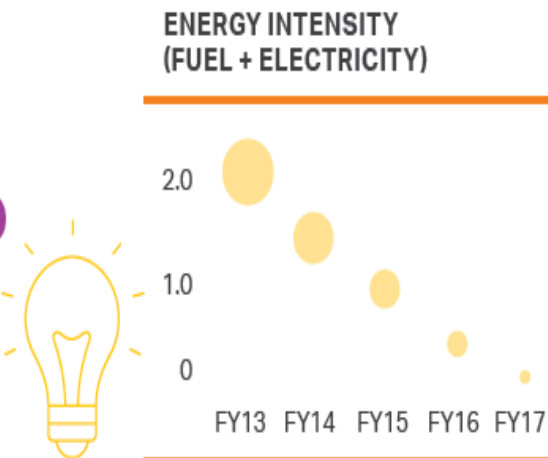
**120%**

improvement  
in renewable  
energy over  
5 years

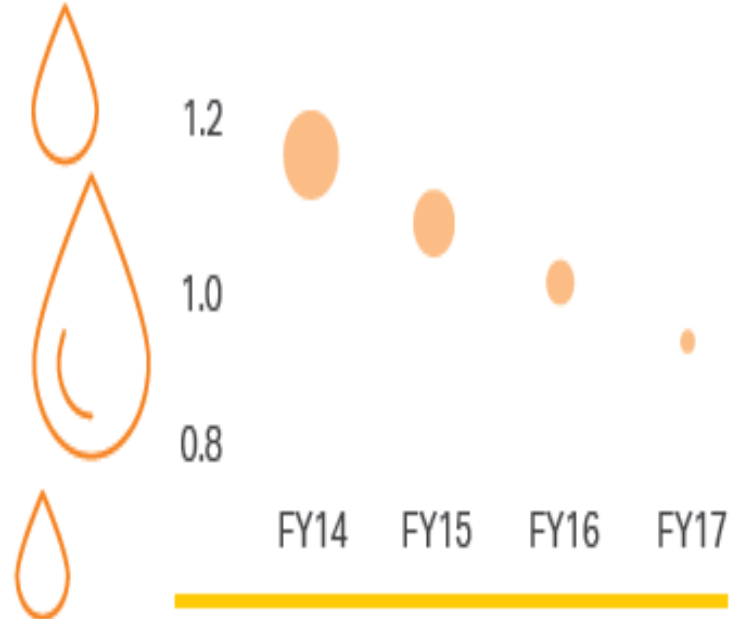


**32%**

reduction  
in energy  
consumption  
over 5 years



SPECIFIC WATER CONSUMPTION  
(PRODUCT MANUFACTURING)



- Projects to replace Fossil Fuels
- Bio Alternatives for Raw Materials
- Sustainable solutions for Packaging, Transportation and Storage

Special Focus on Reduction of “Energy” and “Water” Consumption

# “Responsible Corporate” Citizenship



COCONUT  
EXTENSION PROGRAM YIELDED

**25%**

increase in production by  
adopting the correct practices



SAFFLOWER  
EXTENSION PROGRAM

**40,000**

farmers benefitted.



# Green Marathon July '17 | 7 KM dream run | First in HP





# Marico Green Journey has won many Accolades



9 awards/certifications  
have been won by MARICO  
in Green area  
since 2008

- National Energy Conservation Award (Ministry of Power)- 2008
- CII Water Conservation Award (Excellent water efficient unit) - 2008
- Environmental excellence by Greentech foundation - 2009
- CII Excellence in energy Management - 2009

- Kerala State Energy Conservation Commendation Award - 2010
- Greentech Foundation Environment Excellence Award - 2010
- National Energy Conservation Award - 2011
- Greentech Environment Silver Award - 2011
- ISO 50001 Energy Management certification for Baddi plant - 2014

# Marico Sustainability Way Ahead

## 1 Creation of good climate by reduction in life cycle GHG emissions of our products



Improving energy efficiency



Becoming a responsible consumer of renewable energy

## 2 Optimisation of earth's resources



Becoming a water positive organisation



Resource optimisation



Sustainable procurement

## 3 Responsible corporate citizenship



Improving well-being of society through healthy lifestyles



Capability building of stakeholders



Education for underprivileged children



Advocating green practices

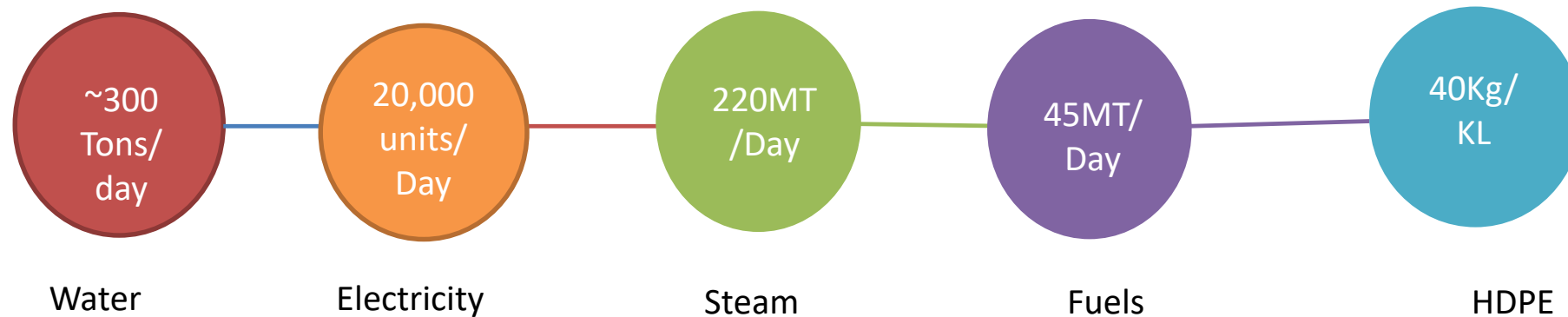


Promoting gender diversity

**Our commitment to Sustainability continues**

# Need for GreenCO Certification @ Baddi

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**Baddi Plant contributed to ~60% of Marico's Total Energy**

## GreenCo Rating framework- Manufacturing Sector

S.No	Parameters	Weightage (Points)
1	Energy Efficiency	150
2	Water Conservation	100
3	Renewable Energy	100
4	GHG Reduction	100
5	Waste Management	100
6	Material Conservation, Recycling & Recyclables	100
7	Green Supply Chain	100
8	Product Stewardship	75
9	Life Cycle Assessment	75
10	Others (Ventilation, Site Selection, Green Belt & Innovation)	100
	<b>Total</b>	<b>1000</b>



# Greenco Rating System :Kick-Off



## Objective

- Resource Conservation
- Sustainability
- Meeting Future Regulations
- Benchmarking



## Key Challenges

- Awareness & Capability Building
- Stakeholders alignment
- Integration with existing Systems
- Implementation of identified improvement projects
- Benchmarking

***Greenco Rating preparation Launched in Apr'16***

***10 Teams were constituted-1 for each Pillar***

# Greenco Rating System : Capability Building

AWARENESS



Greenco Awareness Session Conducted Top Management

CAMPAIGNING



“Green Impact” Campaign started with different initiatives for Environment Protection

CAPABILITY BUILDING



Training Programs for Business Associates

**Training Programs Conducted :15**

**Total Training Manhours : 500**

# Greenco Rating System : Policies

## Sustainability Policy



Marico as a responsible corporate citizen is fully committed to its purpose to

make a difference

We are engaging in meaningful dialogue with our stakeholders while striving to improve social, environmental and economic performance of our operations.

### Our commitments :



Operate business in an efficient and financially sustainable manner while satisfying our customers and creating value for stakeholders.



Ensure good governance, ethics and transparency in stakeholder engagements while promoting & adopting responsible business practices.



Compliance with all applicable legal, environmental & social requirements.



Promote sustainable consumption while enhancing the nutrition, wellbeing and beauty of our consumers.



Reduce the green-house gas emissions, enhance energy efficiency, promote renewable energy use and reduce waste.



Integrate sustainability considerations throughout the product life cycle by institutionalizing innovation within organization and stakeholders.



Foster health, safety and well-being of employees and inculcate a culture of empowerment and well-being.



Collaborate with communities towards social interventions in the identified thrust areas.



Develop sustainability Key Performance Indicators, set definitive targets and establish monitoring mechanism.

Saugata Gupta  
Managing Director  
June 23, 2016



## Marico Limited, Baddi PROCUREMENT POLICY

### Objective

To responsibly source products/services by considering environment protection issues in the sourcing decision making process. Also to encourage & develop upstream suppliers to adopt green practices to improve their GHG emission performance & reduce environmental impact of their operations. We commit towards continual improvement in reduction of biological footprints & prevention of pollution.

### Scope

This policy applies to product & services which Marico Limited, Baddi plant procure. It includes Raw & packaging materials, consumable, machinery & equipment, spares, tools, moulds, dies, chemicals, capital equipment & services.

### Focus Area

1. We aim to source product & services that have minimum impact in the following areas
  - a. Energy efficiency & water consumption
  - b. Prevent/reduce usage/generation of hazardous substances
  - c. Restrict usage of prohibited materials in terms of environmental and human hazard.
  - d. Minimum resource utilisation & waste generation while operating
  - e. Proactive product stewardship.
  - f. Product lifecycle
2. We commit our self to design our new processes so that it complies with above norms.
3. We are committed to support our suppliers in adopting green practices by mean of awareness & training.
4. We will evaluate the suppliers, vendors and service contractors also on green performance & initiatives in addition to quality, cost & delivery parameters.
5. We commit ourselves to procure only highest energy efficient available electrical/ mechanical equipment.
6. We will promote partnerships with suppliers who are
  - a. ISO 14000 & OHSAS certified
  - b. Promote green manufacturing
  - c. Comply Policy on Energy Management System (ISO: 50001)
7. We commit ourselves to set & review the targets & objective for the continual improvement in all areas of our operations through our involvement.
8. We will only procure environment friendly paints, adhesives and sealants to be used inside the building infrastructure.

This policy has been communicated & made aware to everyone in our organisation. It will be communicated to all suppliers.

Saugata Gupta

(Work Head)

Issue Date : 27.12.2016



## SAFETY, HEALTH & ENVIRONMENT POLICY

Marico Limited is committed to bring in and maintain higher standards of excellence in Safety, Health and Environment as an integral part of the business. We shall achieve this by demonstration of our commitment to:

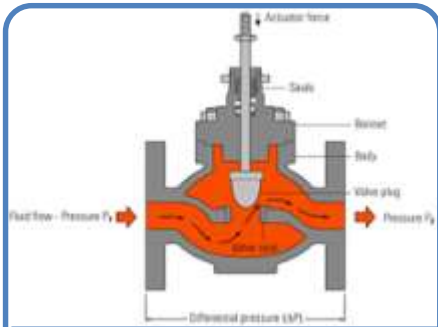
- Legal compliance on Safety, Health and Environment regulatory standards.
- Quick response to the SHE concerns of employees, suppliers, society and all stakeholders through efficient incident reporting & investigation process.
- Evaluation of all the SHE aspects during design, procurement and operation or services.
- Adoption of environment friendly production technologies and efficient usage of renewable and non-renewable energy.
- Establishment of a continual improvement process through rigorous review system and achievement of higher goals in SHE area.
- Minimization of our impact on the environment through pollution prevention, reduction of natural and man-made resources consumption, reduction of emissions and conservation of resources by reducing, reusing, recycling and managing waste.
- Attention towards employees' attitude and performance towards SHE during career advancements.
- Competency enhancement of all the employees through continuous training pertaining to SHE and promote SHE awareness among key stakeholders.

Saugata Gupta  
Managing Director  
20 June 2016

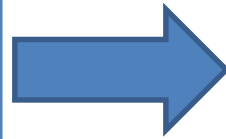


# Greenco Rating System : Key Projects

1



Throttling



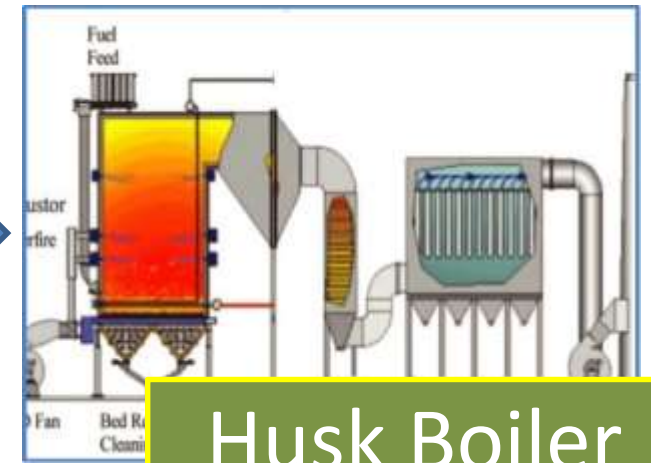
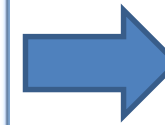
Steam  
Turbine



2



FO Boiler



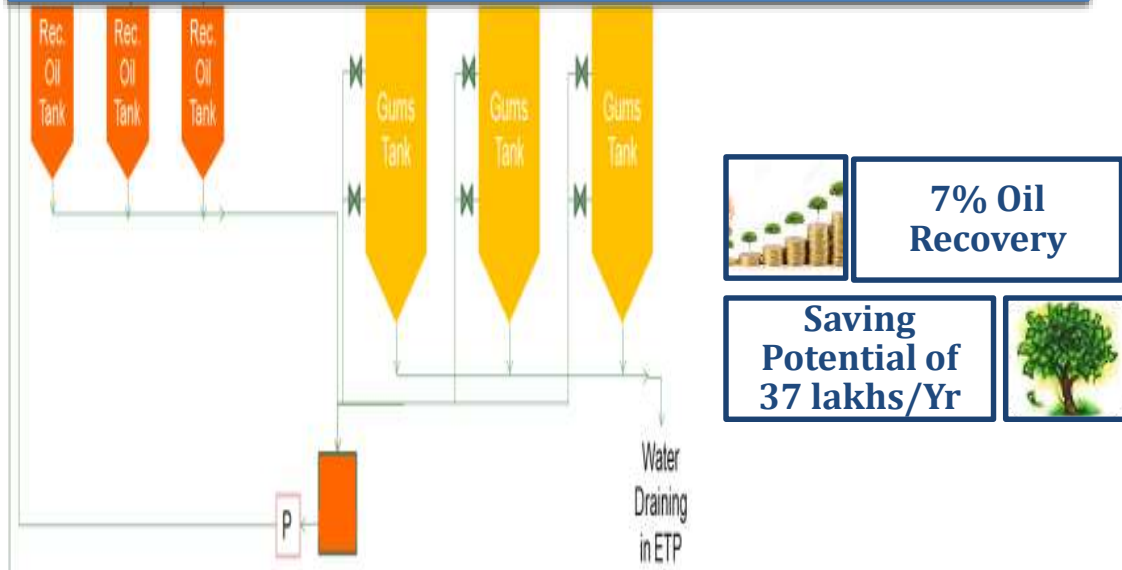
Husk Boiler



# Greenco Rating System : Key Projects

3

## GUMS AND OIL RECOVERY FROM ETP



 **7% Oil Recovery**

**Saving Potential of 37 lakhs/Yr** 

4



**Before**  
1000 CFC per/Month  
498GM/CFC  
1 Time Usage



**After**  
1 CFC X 30 Times



5



205 GM

190 GM

185 GM

# Greenco Rating System : Key Impact

Sr. No.	Area	Key Impact
1	Energy Efficiency	27.5% reduction achieved in last 3 years
2	Water Conservation	22 % Reduction in last 2 yrs
3	Renewable Energy	Using 85% Renewable Energy
4	GHG Reduction	70% Reduction in GHG Emission since last 4 years
5	Material Conservation	28% Reduction in Refinery Losses
6	Waste Management	16% Reduction in Hazardous Waste and 28 % Reduction in Process Effluent in last 3 years.
7	Green Supply Chain	PM Material consumption Reduction Laminate (71%) , Oil Flexi(30%) , CFC(-50%) in last 1 year
8	Life Cycle Assessment	Life Cycle Assessment for the Saffola Gold and Saffola Total conducted and basis that Targets taken.
9	Others	<ul style="list-style-type: none"> <li>- 15 plant projects recognized as innovative projects</li> <li>- Started use of Eco-friendly HK chemicals and Paints</li> </ul>



Marico Baddi becomes first HP plant to be **Green Co Gold** rating

[Play video](#)

# SUSTAINABILITY AND SOCIAL PURPOSE

A young girl with dark hair, wearing a blue school uniform, is the central focus of the image. She is looking directly at the camera with a slight, pleasant expression. The background is filled with other children in similar blue uniforms, but they are out of focus, creating a sense of a classroom or school setting. The lighting is bright and even, highlighting the girl's features.

Marico: Make a Difference-Journey Continues