

Marico's Aspiration

**WIN
THROUGH
INNOVATION**

WIN with Consumers

WIN in Trade

WIN with Talent

Key Areas of Transformation

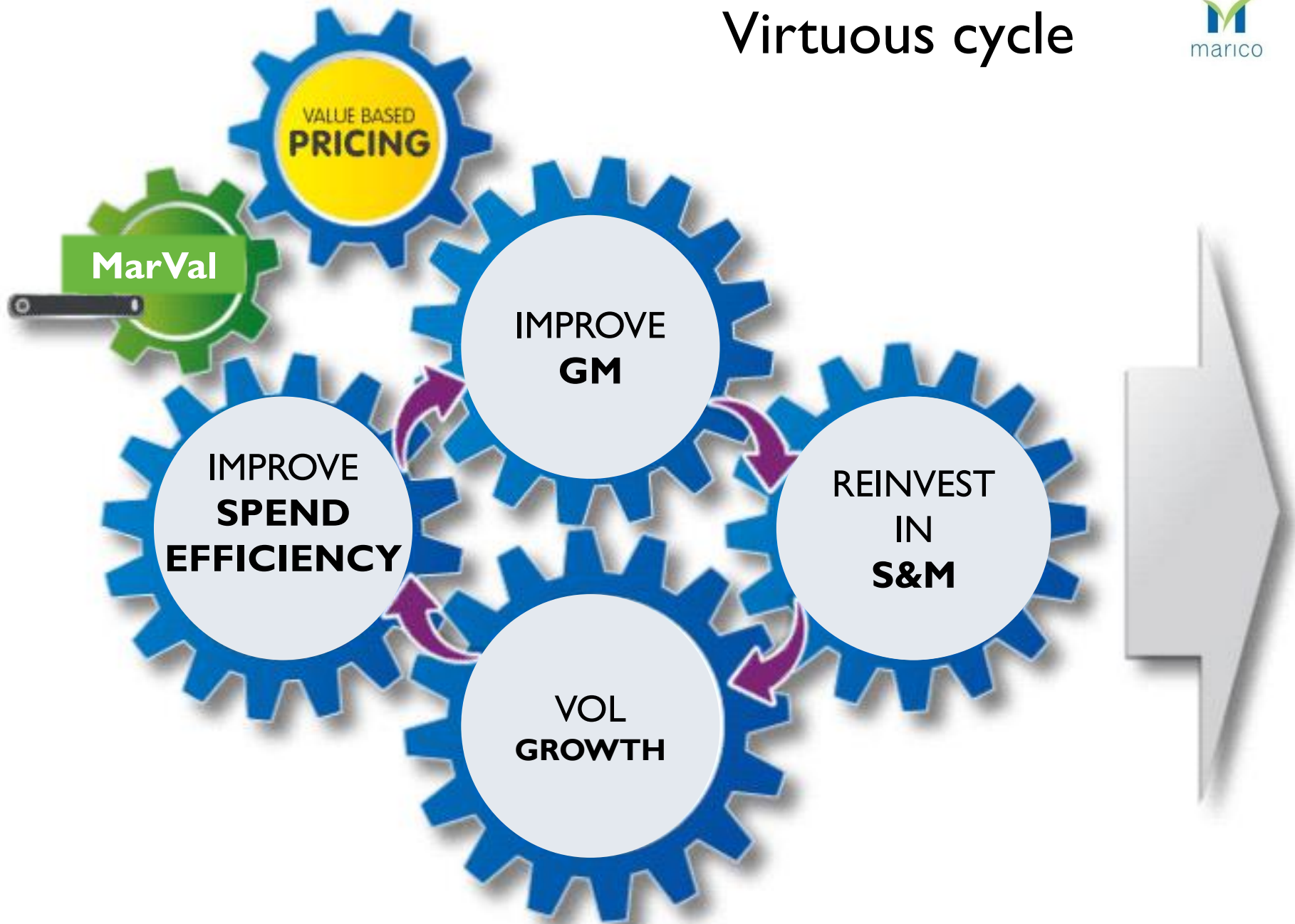


Rethinking TCM

MarVal (Marico Value Enhancement)

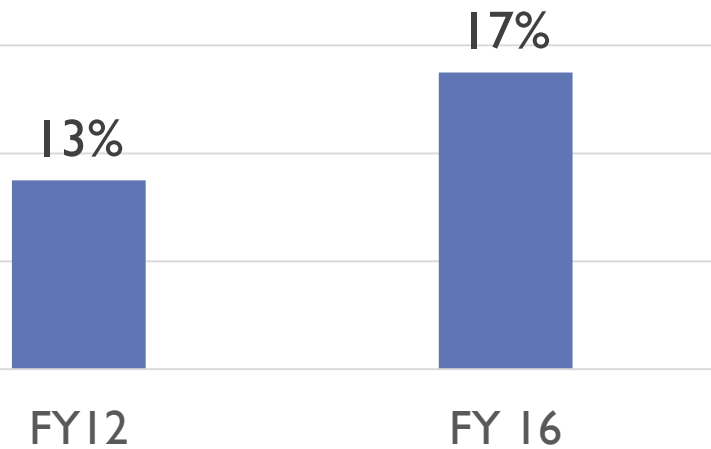
*Centralized organizational level drive
Across businesses, across chain
Multi year, Strong PMO*

Virtuous cycle

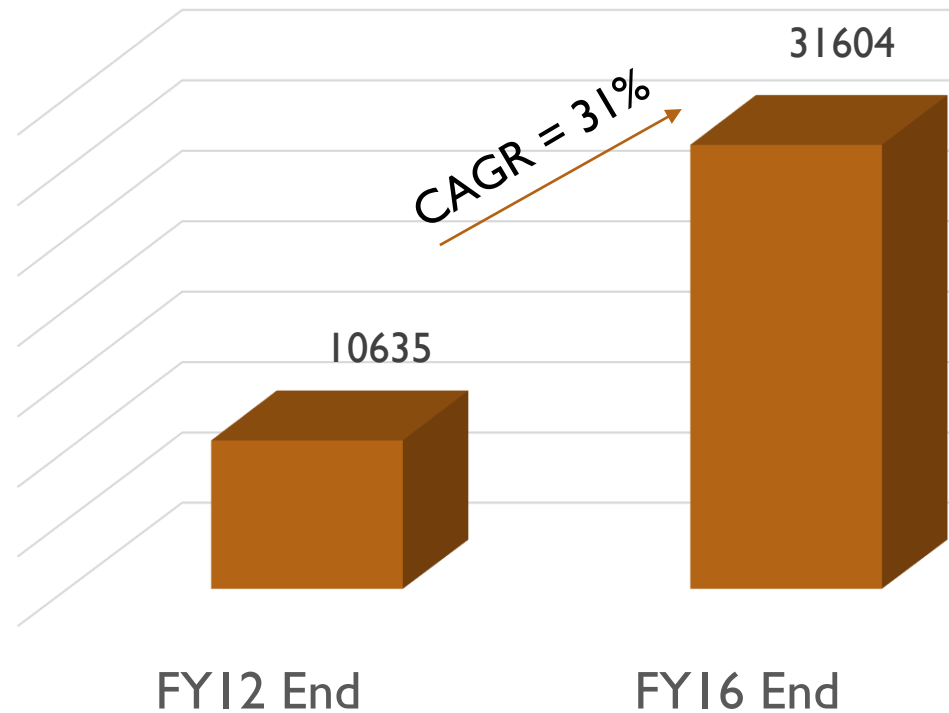


The results

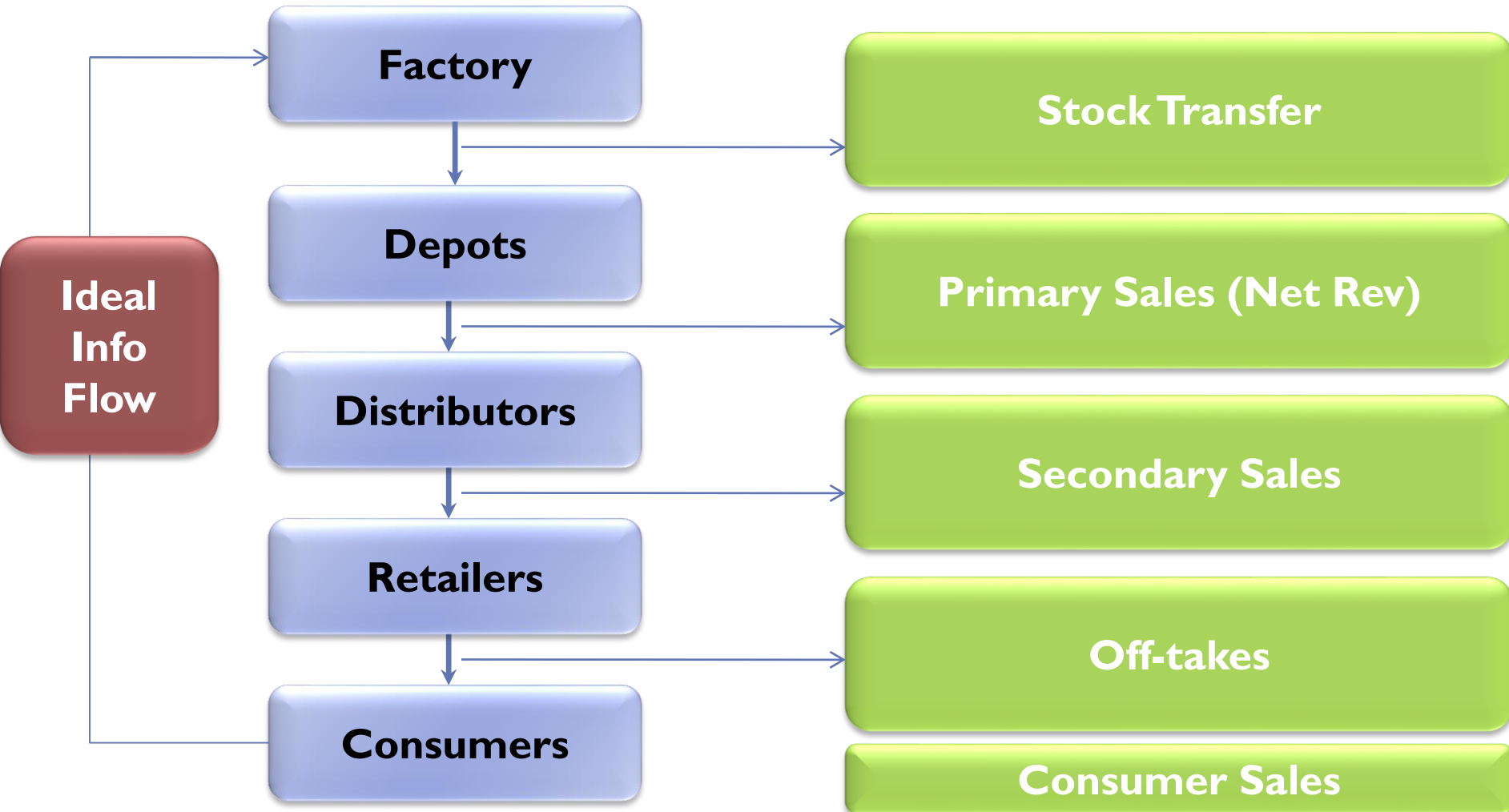
Ebidta %



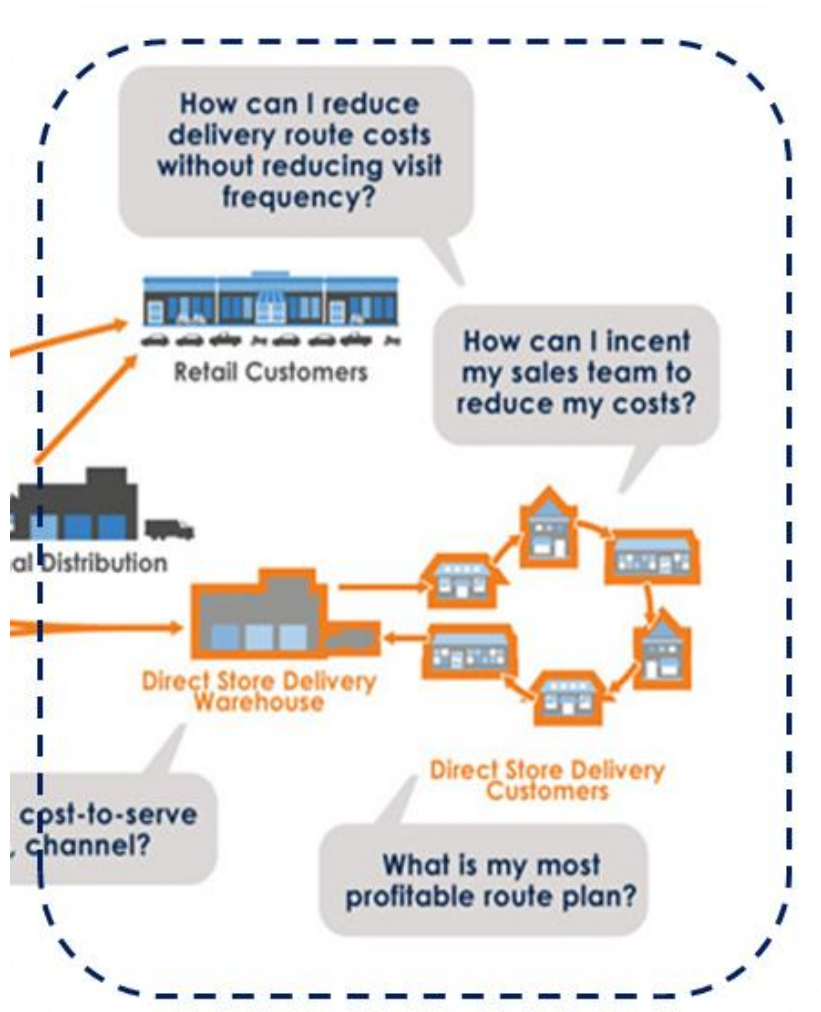
Mkt Cap – Rs Cr



Sales : FMCG is General Trade dependent



Initiatives



Spends Effectiveness

Sales Analytics

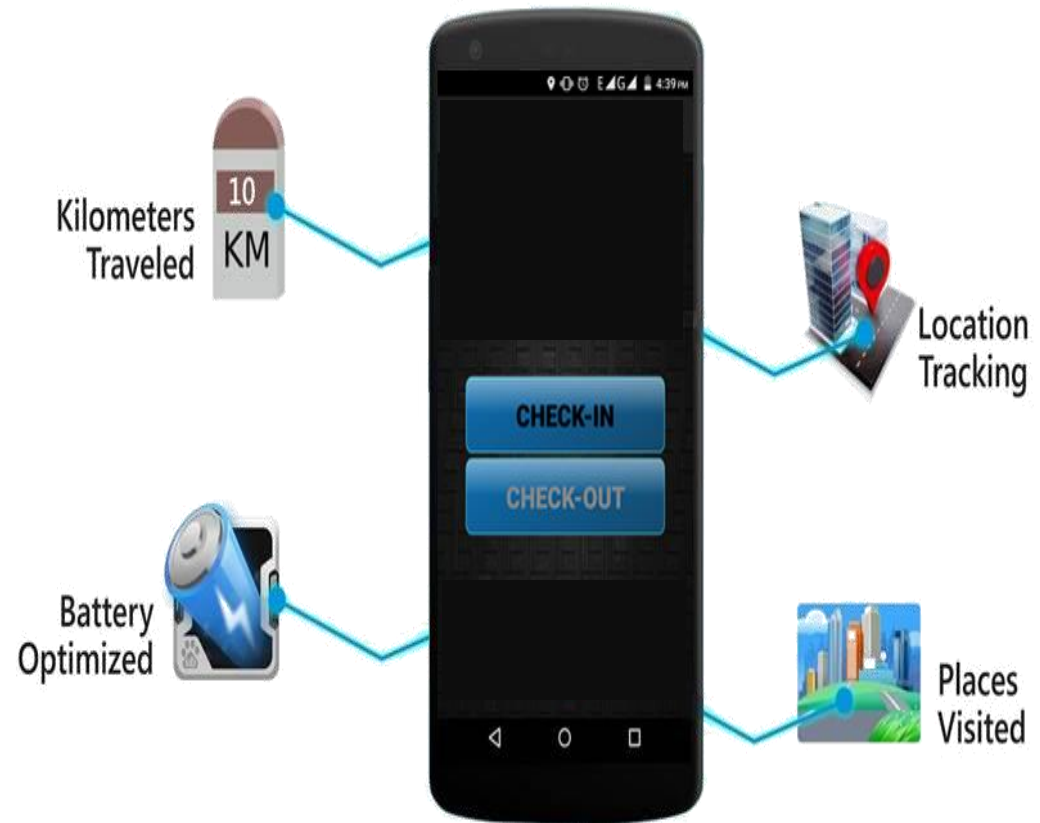
Route Optimization

Cost to Serve

Over 3500 Tabs with daily work schedule for Sales Reps

- Lower Storage Costs
- High Processing Power
- On the Go Assortment Analytics

Sales Rep Visit Guidance Tech



Benefits Summary



In Conclusion

- ✓ Have one big overarching objective linked to company strategy
- ✓ Think outside the box
- ✓ Use of latest technology
- ✓ Apply to areas where big ticket wins are possible
- ✓ Run company wide initiatives for higher impact, with support from top



Thank you