ABOUT MARICO

- FMCG with 1900 cr. turnover in 2007-08.
- Total 1300 employees, worldwide presence in USA, Egypt, South Africa, UAE, Bangladesh.
- 5th largest distribution network in India with 17 lac retailers.
- 21 brands - 200 SKU's: Edible oil, Value added coconut oil, successful new ventures in skin care - Kaya Clinics & Sundari.
- 7 awards won, 9 awards till date in various categories of leadership, packaging innovation, brands & HR.
ABOUT JALGAON PLANT

JALGAON UNIT IS HAVING MANUFACTURING FACILITY FOR EDIBLE OIL. VARIENTS AS SAFFOLA, SAFFOLA GOLD, SAFFOLA TASTY, SAFFOLA ACTIVE AND SWEETAR.

- OHSAS-18001 CERTIFIED
- ISO 14001 CERTIFIED
- NABL CERTIFIED PRODUCT LAB
- PRACTICING ISO 22000
- PRACTICING TPM & UNDERGOING HEALTH AUDIT FROM JIPM
- APPLIED FOR RBNQA CERTIFICATION
- SELECTED FOR ENERGY CONSERVATION AWARD BY STATE GOVT.

PROCESS FLOW - JALGAON PLANT

DEWAXING

NEUTRALIZATION

BLEACHING

DEOXYGENATION

FINAL PRODUCT FOR DISPATCH

PROCESS FLOW - JALGAON PLANT

DEWAXING

NEUTRALIZATION

BLEACHING

DEOXYGENATION

FINAL PRODUCT FOR DISPATCH
**PROCESS: “THINK FRESH, BE GREEN”**

**WATER**
- REDUCE
- REUSE
- RECYCLE
- REDESIGN

**ENERGY**
- ELECTRICITY REDUCTION
- FUEL REDUCTION

**CULTURE CHANGE**
- INCREASE AWARENESS
- INVOLVEMENT: Self, Family, Neighbors

**SUGGESTIONS**
- Go-Green Champion
- Knowledge Resource Management Coordinator
- Water Agents
  - Yogesh Wani
  - Peter Peter
  - Sanjay Muktul
- Energy Agents
  - Alok Rishi
  - Tejas
- Culture Agents
  - Ravi Vinay Vishakha

**GREEN TEAM STRUCTURE**

**DAILY WATER CONSUMPTION MEASUREMENT SYSTEM**

- Separate Water meter for separate departments
- Everyday Water meter readings taken by Security on hourly basis
- This sheet is being reported to concerned department via mail
- Everyday analysis is being done for any abnormal consumption
- This is being tracked in SAP and reviewed by Heads

**BEFORE**

**AFTER**
ACTIVITIES FOR AWARENESS OF WATER CONSERVATION

- We are conducting programs to increase awareness among workmen & staff.
- We have shown the Video of ‘Inconvenient Truth’ to Staff and Workmen. Also given copies to nearby industrialists and MPCB people.
- We have done Group Work on Environment Day to take ideas and suggestions from Staff and Workmen.
- Invited nearby Industrialists and MPCB People to give suggestions.
- We are driving it under the initiative of ‘Be-Green, Think Fresh’.
- We have formed different Teams such as,
  - Water Consumption Reduction Team
  - Energy Consumption Reduction Team
  - Culture Development Team (To sustain and improve the results)
- Under These three teams, we are doing brainstorming and identifying different projects and executing those.
- We are doing Reviews on this with Works Head, Manufacturing Head and Green Champion of the organization.
- We are conducting Quiz Competitions for Workmen on this.
- We have planted 10000 Trees outside the Factory Premises.
- We have started giving Tree for Plantation on Birthdays of Members.
- We have done Roof Water Harvesting for all Buildings in the Plant.

MARI CO – UCNO MMON SENSE
## WATER CONSERVATION PROJECTS IMPLEMENTED 2004-2008

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Project Description</th>
<th>Year of Imp.</th>
<th>Saving in terms of</th>
<th>Approx. Saving (m3)</th>
<th>Saving (Rs. Lakhs)</th>
<th>Investment (Rs. Lakhs)</th>
<th>Payback (Yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Separation of Effluent and Storm water gutters</td>
<td>2004-05</td>
<td>Effluent treatment cost</td>
<td>10000</td>
<td>5.4</td>
<td>3</td>
<td>0.56</td>
</tr>
<tr>
<td>2</td>
<td>Roof Water Harvesting for Packaging Hall</td>
<td>2004-05</td>
<td>Water Cost</td>
<td>190</td>
<td>0</td>
<td>0.18</td>
<td>1.25</td>
</tr>
<tr>
<td>3</td>
<td>Connecting flow meters for water consumption records</td>
<td>2004-05</td>
<td>Water Cost</td>
<td>432</td>
<td>0</td>
<td>0.43</td>
<td>0.25</td>
</tr>
<tr>
<td>4</td>
<td>Evaporation of Boiler blowdown water by fountain arrangement</td>
<td>2005-05</td>
<td>Effluent treatment cost</td>
<td>265</td>
<td>1.44</td>
<td>1.5</td>
<td>1.04</td>
</tr>
<tr>
<td>5</td>
<td>Autocontroller for Hotwater Tank</td>
<td>2005-05</td>
<td>Water Cost</td>
<td>60</td>
<td>0</td>
<td>0.65</td>
<td>0.25</td>
</tr>
<tr>
<td>6</td>
<td>Level controller for Boiler feedwater tank</td>
<td>2005-06</td>
<td>Water Cost</td>
<td>180</td>
<td>0</td>
<td>0.18</td>
<td>0.1</td>
</tr>
<tr>
<td>7</td>
<td>Softener water sent for garden pond</td>
<td>2006-07</td>
<td>Water Cost</td>
<td>854</td>
<td>0</td>
<td>0.086</td>
<td>0.1</td>
</tr>
<tr>
<td>8</td>
<td>Changing trees which can grow on treated water instead of fresh water</td>
<td>2006-07</td>
<td>Water Cost</td>
<td>30</td>
<td>0</td>
<td>0.36</td>
<td>0.1</td>
</tr>
<tr>
<td>9</td>
<td>Provision of Sprinklers for Gardening instead of fresh water</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>360</td>
<td>0</td>
<td>0.24</td>
<td>0.25</td>
</tr>
<tr>
<td>10</td>
<td>MIDC Water line provision for POND near Amenity for mixing ETP and MIDC water for gardening.</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>360</td>
<td>0</td>
<td>0.24</td>
<td>0.25</td>
</tr>
<tr>
<td>11</td>
<td>Provision of Side covers to the atmospheric cooling tower</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>24</td>
<td>0</td>
<td>4.5</td>
<td>0.1</td>
</tr>
<tr>
<td>12</td>
<td>Provision of Side covers to the atmospheric cooling tower</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>240</td>
<td>0</td>
<td>1.60</td>
<td>0.3</td>
</tr>
<tr>
<td>13</td>
<td>Boiler blowdown water to be used for Bagasse warehouse for doing wet.</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>180</td>
<td>0</td>
<td>0.23</td>
<td>0.1</td>
</tr>
<tr>
<td>14</td>
<td>Separator Wash water reuse project is being applied for patent and hence not shared in The book of presentation. We will share it during Presentation.</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>60</td>
<td>0</td>
<td>0.99</td>
<td>0.5</td>
</tr>
<tr>
<td>15</td>
<td>Boiler blowdown water to be used for Bagasse warehouse for doing wet.</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>300</td>
<td>0</td>
<td>0.38</td>
<td>0.2</td>
</tr>
<tr>
<td>16</td>
<td>Boiler blowdown water to be used for Bagasse warehouse for doing wet.</td>
<td>2007-08</td>
<td>Water Cost</td>
<td>300</td>
<td>0</td>
<td>0.38</td>
<td>0.2</td>
</tr>
</tbody>
</table>

**Note:** The Separator Wash water reuse project is being applied for patent and hence not shared in The book of presentation. We will share it during Presentation.
PROJECT: ROOF WATER HARVESTING FOR ALL BUILDINGS IN THE PLANT.

ROOF WATER STORAGE TANK

THIS WATER IS STORED IN UTILISED FOR THE PROCESS REQUIREMENTS

PROJECT: PROVISION OF TREATED WATER FOR ASH PIT & LIME SOLUTION PREPARATION INSTEAD OF FRESH WATER

Approx. 18-20 m3/day Water Saved.

Keeping this valve OFF.
PROJECT: ELIMINATING VAM CHILLED WATER OVERFLOW AFTER EVERY POWER ON/OFF

Problem Statement:
After Every Power On/Off, all the chilled water from the jackets of Dewaxing Vessels getting overflow and goes into the gutter. Need top up with Fresh water after power resumes.

Countermeasure:
We have put an Actuator in the return line of Chilled Water Jacket of vessel which automatically gets closed after power failure & helps to eliminate overflow of Chilled Water.

Saving of around 2-3 m3 Water at every Power Failure

PROJECT: DIVERTING BOILER BLOWDOWN WATER TO THE FOUNTAIN FROM EFFLUENT GUTTER AND USING IT FOR GARDENING AFTER FILTRATION

Problem Statement:
Boiler Blow down water was going to the effluent. The quantity was around 7-8 m3/day. The effluent load was increased by that much qty.

Countermeasure:
Water from boiler blow down, diverted from effluent gutter to the separate Fountain pond. It is circulated through the fountain and after settling of suspended solids, it is used for gardening purpose.

This is running smoothly with a reduction in Effluent load by around 8 m3/day.

Example of – ‘UNCOMMON SENSE’
**PROJECT: PROVISION OF SIDE COVERS TO BAROMETRIC COOLING TOWER TO AVOID WATER WASTAGE DUE TO SPILLAGE**

**Problem Statement:**
Barometric Cooling Tower is a Nozzle type cooling tower. It sprays water from the nozzles to reduce the temp. of water. But the water spreads out from the towers and mixes with the Effluent. Also the level of cooling tower reduces and needs top up with fresh water.

**Counter measure:**
Provided Inclined Sheets at the bottom of towers to collect water which spreads out from towers. This ensures minimum top up of Fresh Water to the Cooling Tower Pond.

**Benefits:**
1. Water Saving of approx. 6-7 m3/day.
2. Reduces Effluent load by above qty.

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**PROJECT: MODIFYING WATER TAPS WITH BELL TYPE ARRANGEMENT TO AVOID WATER WASTAGE**

**Problem Statement:**
At different locations in the plant, water taps provided for to use water at that location. People were using that water for cleaning of floor. They were using hose pipe for floor cleaning. Due to this huge water getting used for floor cleaning and mixes with the effluent.

**Counter measure:**
These taps modified with the Bell type shape to avoid fixing of hose pipe. People are instructed to use water in small container and mopper to clean the floor. They can’t connect hose to that.

**Benefits:**
1. Water Saving of approx. 1-2 m3/day.
2. Reduces Effluent load by above qty.
**PROJECT: PROVISION OF SPRINKLERS FOR GARDENING PURPOSE FOR UNIFORM WATER DISTRIBUTION WITH MINIMUM QTY**

**Benefits:**
1. Uniform distribution of water without manual intervention.
2. Complete usage of ETP water. Hence reduced MDC water consumption.

**WATER CONSUMPTION TREND FROM 2004 TO TILL DATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Consumption (m³/MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>2.47</td>
</tr>
<tr>
<td>2005-06</td>
<td>2.46</td>
</tr>
<tr>
<td>2006-07</td>
<td>2.36</td>
</tr>
<tr>
<td>2007-08</td>
<td>2.03</td>
</tr>
<tr>
<td>2008-09 (till Oct.)</td>
<td>1.79</td>
</tr>
</tbody>
</table>
## AWARDS & RECOGNITIONS

<table>
<thead>
<tr>
<th>S. No</th>
<th>Award / Corporate Listing</th>
<th>By</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Parachute ranked 6th Most Trusted Brand in Bangladesh</td>
<td>The Bangladesh Institute of Marketing, on behalf of Parachute, Hindustan Unilever Limited</td>
<td>2008</td>
</tr>
<tr>
<td>2</td>
<td>IndiSTAR Award – Parachute Mints</td>
<td>Indian Institute of Packaging</td>
<td>2008</td>
</tr>
<tr>
<td>4</td>
<td>World Advertising Award</td>
<td>WAA/Mattel India</td>
<td>2008</td>
</tr>
<tr>
<td>6</td>
<td>Rated One of India’s Most Admired Companies</td>
<td>Business Today</td>
<td>2008</td>
</tr>
<tr>
<td>7</td>
<td>Brand is recognized as a leader and innovator in Social Media Marketing and Engagement</td>
<td>Annual Social Media Roundtable</td>
<td>2008</td>
</tr>
<tr>
<td>8</td>
<td>Saffola World Heart Day campaign: Bronze</td>
<td>India Today, Delhi, New Delhi</td>
<td>2008</td>
</tr>
<tr>
<td>9</td>
<td>Saffola World Heart Day campaign: Gold</td>
<td>India Today, Delhi, New Delhi</td>
<td>2008</td>
</tr>
<tr>
<td>10</td>
<td>Award for the Dominating Sharing Campaign (Aware)</td>
<td>MCB Broadcasting Limited</td>
<td>2008</td>
</tr>
<tr>
<td>11</td>
<td>Award for the Most Innovative Campaign “Go Green”</td>
<td>Communication Monitors Limited</td>
<td>2007</td>
</tr>
<tr>
<td>12</td>
<td>Award for the Most Innovative Campaign “Eco-Friendly”</td>
<td>Communication Monitors Limited</td>
<td>2007</td>
</tr>
<tr>
<td>13</td>
<td>Award for the Most Innovative Campaign “Go Green”</td>
<td>Communication Monitors Limited</td>
<td>2007</td>
</tr>
<tr>
<td>14</td>
<td>Award for the Best Employer under FMCG in the Consumer Products Category</td>
<td>Business Today</td>
<td>2007</td>
</tr>
<tr>
<td>15</td>
<td>Award for the Best Employer under FMCG in the Consumer Products Category</td>
<td>Business Today</td>
<td>2007</td>
</tr>
<tr>
<td>16</td>
<td>Listed amongst 13 Indian firms by as Asia’s 100 fastest-growing Companies</td>
<td>Business Week</td>
<td>2007</td>
</tr>
<tr>
<td>17</td>
<td>Award for the Best Business Leader for FMCG in the Personal Hygiene Category</td>
<td>NDTV</td>
<td>2007</td>
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<tr>
<td>18</td>
<td>3 top Awards at the India’s Employer of Choice Awards</td>
<td>CNBC-TV18, India’s Employer of Choice U21 Global and Watson Wyatt Worldwide</td>
<td>2007</td>
</tr>
<tr>
<td>19</td>
<td>HR Excellence Award</td>
<td></td>
<td>2007</td>
</tr>
<tr>
<td>20</td>
<td>Award for the Best Employer in the Consumer Products Category</td>
<td></td>
<td>2007</td>
</tr>
</tbody>
</table>

AND MANY MORE...

THANK YOU