

# MAROMA™



## Annual Report

### April 2020 to March 2021

#### ***Foreword***

The previous year has been amongst the most challenging with the Covid-19 pandemic causing grief and suffering to humanity at large while adversely impacting the global economy. For Maroma this resulted in a lower consumer demand along with disruptions in production, supply chain and retail networks. Nobody could have anticipated the tragic events of the past year. We are proud of our people and the way we worked together to support our communities throughout the year.

#### ***Product Developments***

We introduced 50ml Men Deodorant liquids in 2 fragrances

#### ***Markets***

We introduced new gift sets and supplied to Fab India for this festival season.

#### ***Packaging***

We are working on our packaging designs to be distinctive and differentiated on the retail shelves, while not harming the environment. Over the years, Maroma has been reducing the use of plastics in its packaging to reduce the environmental impact of our packing material.

#### ***Infrastructure improvements***

This year we decided to extend our Rolling section with metal roofing in a built up area of around 1400sq.ft, in view of setting up a Pottery studio. This would help us to design models of ceramic Incense holders, diffusers as per market trends.

***Financial Figures:***

In 2020-21, we achieved a turnover of INR Crores. We have completed the financial audit for this in the month of June. Our employee strength remained the same as last year. This year we contributed INR Lakhs to the Auroville Community, plus INR 3.59 lakhs in kind, for a total contribution of INR 77.65 lakhs.