

MAROMA™

Annual Report

April 2021 to March 2022

Foreword

Financial year April 2021 to end March 2022 was good for Maroma. Both in business and in developments, there has been a good progress. The past couple of years have been a period of intense action and reflection. We have seen global pandemic, geopolitical tensions, supply chain disruptions and rising inflation rates. As situation is slowly returning to a 'new' normal, we believe we are at a period of opportunity and growth. Maroma has shown remarkable resilience and adaptability, coming out stronger than ever, after the global financial crisis and the pandemic.

Our Products

We have introduced the following products in the market:

1. Shampoo's -new uplifting and colour rich screen printed designs with 4 fragrances in an easy to use new pump pet container (300ml).
2. Liquid Roll-on Deodorant in Eco friendly glass bottle for Unisex – 4 natural fragrances in 50ml and new screen printed designs.
3. Liquid roll-on Deodorant for Men in Eco friendly glass bottle - 4 fragrances in 50ml with all new screen printed designs carried through the Men's product line.
4. Beard oil – 2 fragrances in glass bottle with dropper (30ml).
5. Dish wash – 100% natural Grapefruit and Lemongrass in 500ml,1000ml and 5000ml
6. Serum for Face - 100% natural with Pomegranate with Aha Fruit extract in 50ml pump container in new vibrant designs screen printed for the Face Serum line.
7. Under eye Serum with Coffee extract in 30ml in pump container to keep out air, beautifully designed and screen printed.
8. Sun screen face day cream with SPF in 50ml Eco friendly glass containers, new rich screen printed designs.
9. Lip Balm with hemp in 5gm convenient and hygienic direct application roll up container.
10. Pulse point roll-ons– 6 new Aromatherapy blends in grape seed oil, in Eco friendly glass roll-on container 10ml.

We have upgraded the formulations on our Shampoo's, Body lotions, Serums, Creams and Body butters.

Our clients

We have been continuing our strong partnerships in Italy, UK, The Netherlands, France and North America successfully for more than a decade and added few new International Partners this year in Australia and Saudi Arabia.

We have upgraded our E-commerce Website www.Maroma.com. We are happy to say that our products are being shipped internationally.

Social Media posts that include uplifting quotes and beautiful photographs, as well as more worker oriented posts.

Infrastructure improvements

This year we created a Pottery Studio with a gas kiln. This would help us to make more designs/models of product accessories such as ceramic Incense holders and ceramic diffusers to add to our range of fair trade Products.

Sustainable Developments

We converted 3nos of single phase 5KVA invertors to three phase 15KVA inverter to maximize the efficiency of the solar power generation.

Packaging

We continue working on converting plastic packaging into biodegradable and Eco friendly packaging as much as possible. This year we did our soap packing with silicon coated parchment papers and cellophane made of cellulose for our incense inner packing.

Fair Trade

We celebrated the World Fair Trade day in-house with the theme #BuildBackFairer# as guided by WFTO.

Financial Figures:

In 2021-22, we achieved a turnover of INR 13+ Crores. We completed the financial audit for this in the month of May. Our employee strength is 60 which remained the same as last year. This year we contributed INR 76+ lakhs to the Auroville Community as well as more than INR 4 lakhs in kind, for a total contribution of INR 80+ lakhs.