

## EXCELLENCE IN WATER MANAGEMENT - 2008



### ABOUT MARICO

- q FMCG WITH 1900 CR. TURNOVER IN 2007-08.
- q TOTAL 1300 EMPLOYEES , WORLD WIDE PRESENCE IN U SA, EGYPT, SOUTH AFRICA, UAE, BANGLADESH
- q 5<sup>TH</sup> LARGEST DISTRIBUTION NETWORK IN INDIA WITH 17 LAC RETAILERS.

#### ■ Hair Care

- Hair Oils
- Pre wash and Post wash



- q 21 BRANDS – 200 SKU'S :  
EDIBLE OIL, VALUE ADDED COCONUT OIL, SUCCESSFUL NEW VENTURES IN SKIN CARE – KAYA CLINICS & SUNDARI

#### ■ Healthcare

- Premium edible oils
- Functional Foods
- Weight Management



- q MARICO WON 7 AWARDS IN 07-08 & 9 AWARDS 08-09 TILL DATE IN VARIOUS CATEGORIES OF LEADERSHIP, PACKAGING INNOVATION, BRANDS & HR

#### ■ Skincare

- Cosmetic dermatological
- Services/ Products
- Ayurvedic skin care products
- Soaps



Saffola



MARICO – UNCOMMON SENSE

## ABOUT JALGAON PLANT

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

ü OHSAS-18001 CERTIFIED

ü ISO 14001 CERTIFIED

ü NABL CERTIFIED PRODUCT LAB

ü PRACTISING ISO 22000

ü PRACTISING TPM & UNDERGOING HEALTH AUDIT FROM JIPM

ü APPLIED FOR RBNQA CERTIFICATION

ü SELECTED FOR ENERGY CONSERVATION AWARD BY STATE GOVT.

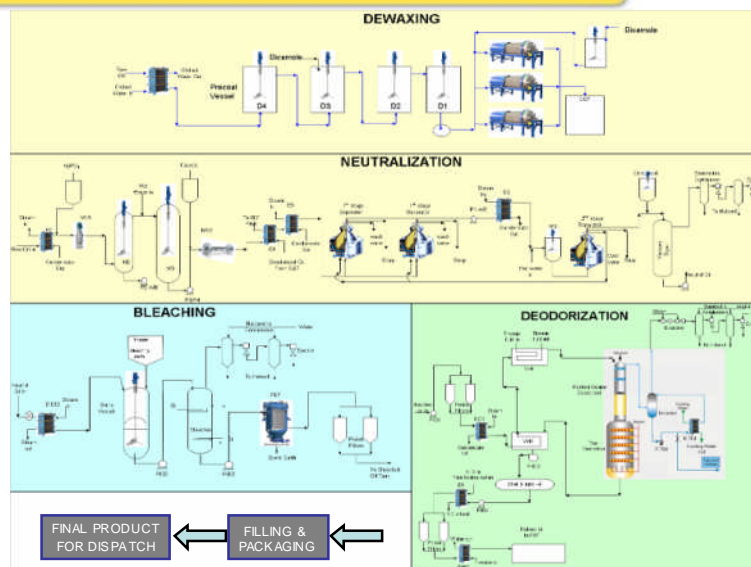


Saffola



MARICO – UNCO MMON SENSE

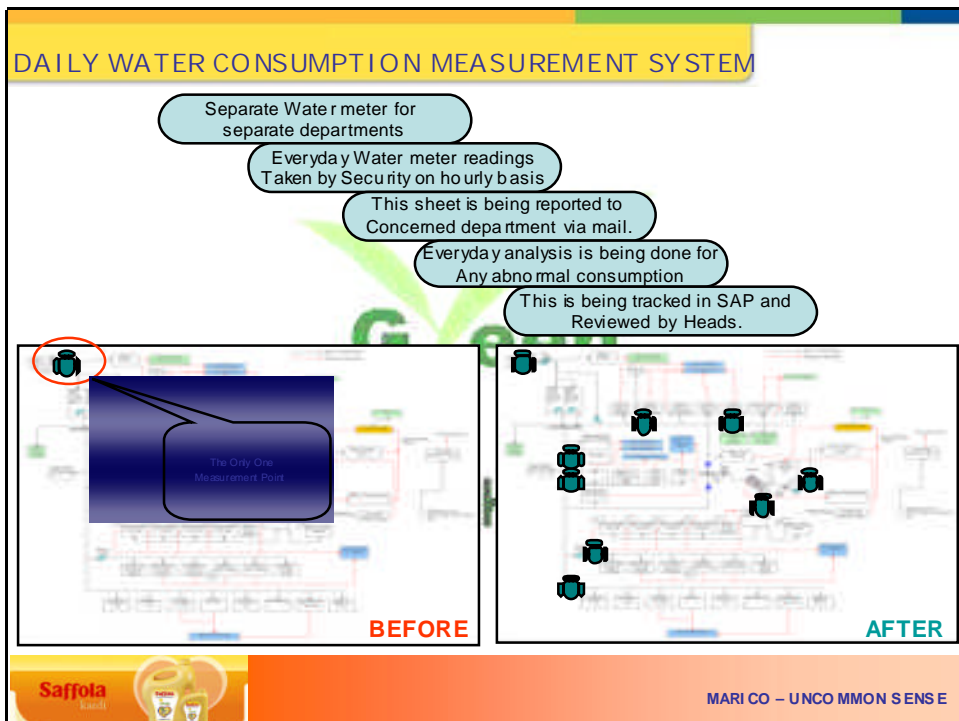
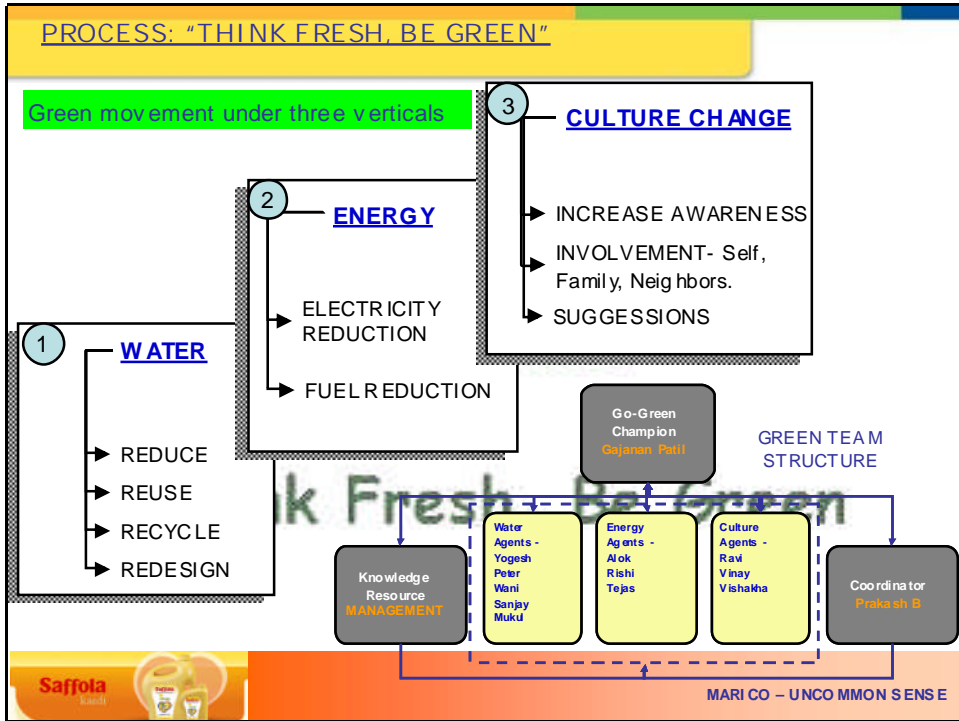
## PROCESS FLOW – JALGAON PLANT



Saffola



MARICO – UNCO MMON SENSE



## 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.

Saffola



MARI CO – UNCO MMON SENSE

## ACTIVITIES FOR AWARENESS OF WATER CONSERVATION



Saffola



MARI CO – UNCO MMON SENSE

## WATER CONSERVATION PROJECTS IMPLEMENTED 2004-2008

| S.N. | Project Description   | Year of Imp. | Saving in terms of                   | Approx. Saving (m3) | Saving (Rs. Lakh) | Investment (Rs. Lakh) | Payback (Yrs) |
|------|---|--------------|--------------------------------------|---------------------|-------------------|-----------------------|---------------|
| 1    | Separation of Effluent and Storm water gutters                        | 20-04-05     | Effluent treatment cost              | 10000               | 5.4               | 3                     | 0.56          |
| 2    | Roof Water Harvesting for Packaging Hall                              | 20-04-05     | Water Cost                           | 1800                | 0.18              | 1.25                  | 16.67         |
| 3    | Connecting flow meters for water addition in the process              | 20-04-05     | Water Cost                           | 4320                | 0.43              | 0.25                  | 0.58          |
| 4    | Evaporation of Boiler blowdown water by fountain arrangement          | 20-05-06     | Effluent treatment cost              | 2664                | 1.44              | 1.5                   | 1.04          |
| 5    | Autocontroller for Hot water Tank                                     | 20-05-06     | Water Cost                           | 6480                | 0.65              | 0.25                  | 0.38          |
| 6    | Level controller for Boiler feedwater tank                            | 20-05-06     | Water Cost                           | 1800                | 0.18              | 0.1                   | 0.56          |
| 7    | Softer water sent for garden pond                                     | 20-06-07     | Water Cost                           | 864                 | 0.086             | 0.1                   | 1.16          |
| 8    | Changing trees which can grow on treated water instead of fresh water | 20-06-07     | Water Cost                           | 3600                | 0.36              | 0.1                   | 0.28          |
| 9    | Float valve for all domestic water tanks                              | 20-06-07     | Water Cost                           | 1800                | 0.02              | 0.1                   | 5.26          |
| 10   | Utilizing condensate water for hot water application                  | 20-07-08     | Water cost & Effluent treatment cost | 5400                | 2.92              | 0.5                   | 0.18          |
| 11   | Using Raymond pond water for gardening instead of treatment           | 20-07-08     | Effluent treatment cost              | 7200                | 3.89              | 0.5                   | 0.13          |

Saffola



MARI CO – UNCO MMON SENSE

## WATER CONSERVATION PROJECTS IMPLEMENTED 2004-2008

| S.N. | Project Description   | Year of Imp. | Saving in terms of                   | Approx. Saving (m3) | Saving (Rs. Lakh) | Investment (Rs. Lakh) | Payback (Yrs) |
|------|---|--------------|--------------------------------------|---------------------|-------------------|-----------------------|---------------|
| 12   | Bund & Trap near OLD TF circulation pumps   | 2007-08      | Effluent treatment cost & Water cost | 120                 | 0.080             | 0.15                  | 1.88          |
| 13   | Taps with bell type arrangement to be given for cleaning of floor                           | 2007-08      | Effluent treatment cost & Water cost | 900                 | 0.60              | 0.05                  | 0.08          |
| 14   | VAM overflow to be avoided during power OFF   | 2007-08      | Water Cost                           | 1200                | 0.15              | 0.5                   | 3.33          |
| 15   | Hot water tank overflow during reprocessing run   | 2007-08      | Effluent treatment cost & Water cost | 360                 | 0.24              | 0.25                  | 1.04          |
| 16   | MIDC Water line provision for POND near Amenity for mixing ETP and MIDC water for gardening | 2007-08      | Water Cost                           | 3600                | 4.5               | 0.1                   | 0.03          |
| 17   | Provision of Side covers to the barometric cooling tower                                    | 2007-08      | Effluent treatment cost & Water cost | 2400                | 1.60              | 0.3                   | 0.19          |
| 18   | Boiler blowdown water to be used for bagasse warehouse for doing wet                        | 2007-08      | Water Cost                           | 1800                | 0.23              | 0.1                   | 0.44          |
| 19   | Separator water to be reuse for LMX   | 2007-08      | Effluent treatment cost & Water cost | 6000                | 3.99              | 0.5                   | 0.13          |
| 20   | Provision of ETP water for preparation of lime solution and plant cleaning at ETP & AOP     | 2007-08      | Water Cost                           | 3000                | 0.38              | 0.2                   | 0.53          |
| 21   | Provision of Sprinklers for Gardening   | 2007-08      | Water Cost                           | 2400                | 0.3               | 0.15                  | 0.50          |

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.

Saffola



MARI CO – UNCO MMON SENSE

PROJECT : ROOF WATER HARVESTING FOR ALL BUILDINGS IN THE PLANT.



ROOF WATER STORAGE TANK



THIS WATER IS STORED IN UTILISED FOR THE PROCESS REQUIREMENTS

Saffola

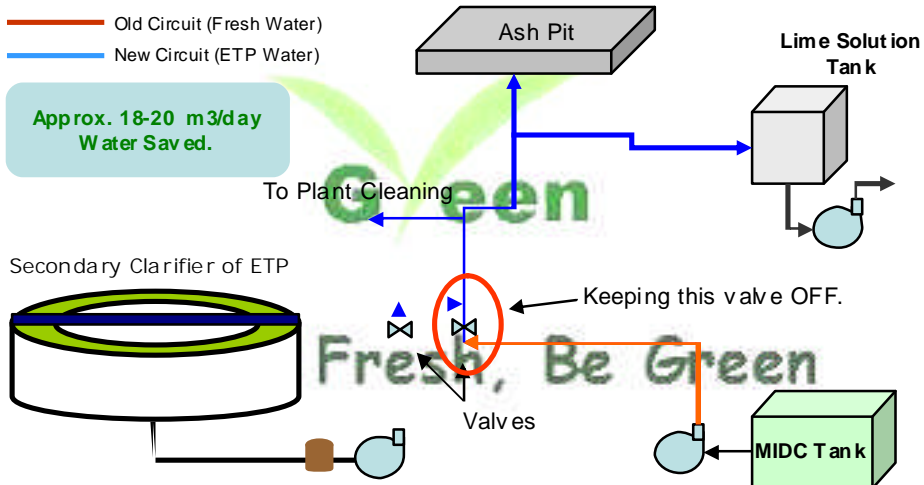


MARI CO – UNCO MMON SENSE

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

Old Circuit (Fresh Water)  
New Circuit (ETP Water)

Approx. 18-20 m<sup>3</sup>/day Water Saved.



Saffola



MARI CO – UNCO MMON SENSE

**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.

**Counter measure:**

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.



Return Line Of Chilled Water



Saving of around 2-3 m<sup>3</sup> Water at every Power Failure

Saffola



MARI CO – UNCOMMON SENSE

**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 m<sup>3</sup>/day. The effluent load was increased by that much qty.

**Counter measure:**

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 m<sup>3</sup>/day.



Example of – **‘UNCOMMON SENSE’**

Saffola



MARI CO – 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 lowers 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 lowers to collect water which spreads out from lowers. This ensures minimum top up of Fresh Water the Cooling Tower Pond.

### Benefits:

1. Water Saving of approx. 6-7 m<sup>3</sup>/day.
2. Reduces Effluent load by a above qty.



Saffola



MARI CO – UNCOMMON SENSE

## 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 m<sup>3</sup>/day.
2. Reduces Effluent load by a above qty.



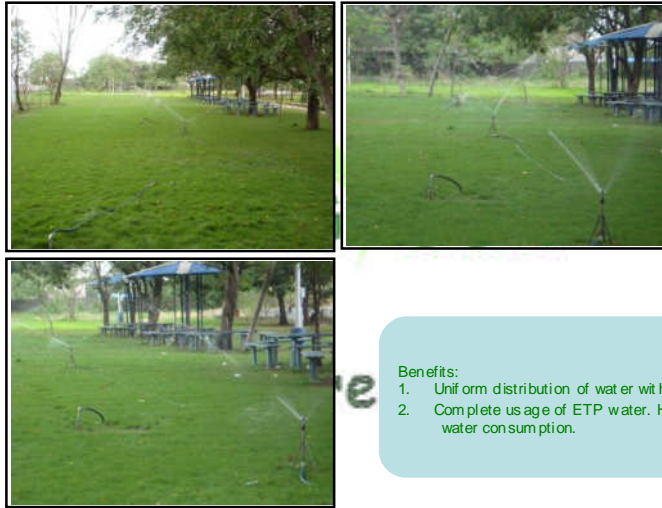
Saffola



MARI CO – UNCOMMON SENSE



PROJECT : PROVISION OF SPRINKLERS FOR GARDENING PURPOSE  
FOR UNIFORM WATER DISTRIBUTION WITH MINIMUM QTY



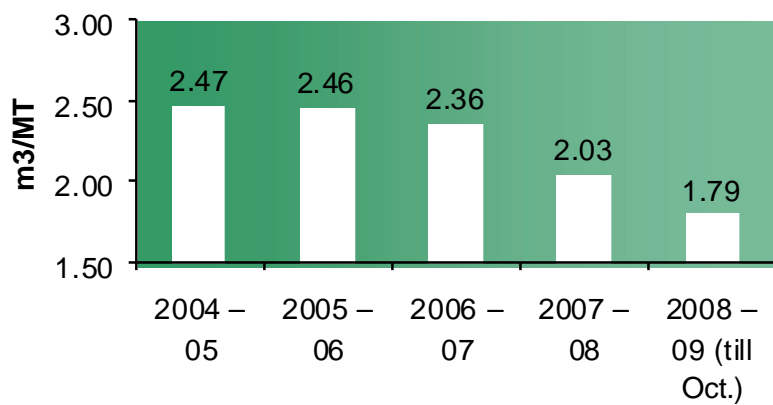
- Benefits:
1. Uniform distribution of water without manual intervention.
  2. Complete usage of ETP water. Hence reduced MIDC water consumption.

Saffola



MARI CO – UNCO MMON SENSE

WATER CONSUMPTION TREND FROM 2004 TO TILL DATE



Saffola



MARI CO – UNCO MMON SENSE

## AWARDS & RECOGNITIONS

| S.N. | Award / Corporate Listing   | By   | Year |
|------|---|--|------|
| 1    | Parachute ranked 4th Most Trusted Brand in Bangladesh   | The Bangladesh brand forum - an affiliate of the Global Brand Forum, Singapore | 2008 |
| 2    | India Star Award - Parachute Advenced Hot Choclat   | Indian Institute of Packaging  | 2008 |
| 3    | Saffola won three Emvie Awards -<br>1. "Critics Choice Award"<br>2. "Gold Emvie - Radio Category"<br>3. "Grand Emvie"<br>For Saffola "World Heart Day" radio campaign.  | Emvie Festival - Mumbai  | 2008 |
| 4    | Smart Workplace Award   | Economic times in assoc. with Agerard, India                                   | 2008 |
| 5    | GoaFest 'Media' GOLD for 'Best Use of Radio' -  | AAA! - Goa Fest 2008   | 2008 |
| 6    | Rated One of India's Most   | Business Today   | 2008 |
| 7    | Milk's Uncommon Sense case study showcased in Annual World Effie Coffee Table Book  | Annual World Effie Festival  | 2008 |
| 8    | Saffola World Heart Day campaign - Bronze   | Asia Pacific Effie Awards - Singapore  | 2008 |
| 9    | Award for IT based Sales Information System   | SPIMR Marketing Impact Award   | 2008 |
| 10   | "Parachute" the Outstanding Marketing Achievement Award - Silver  | Gulf Marketing Review  | 2008 |
| 11   | Internal Newsletter - NDR won in two categories - New Publication and Newsletter design.  | Association of Business Communicators of India (ABCI)                          | 2007 |
| 12   | Award for The Parachute Advenced campaign "Gorgeous Hot Choclat"  | The Yahoo Big Chair award  | 2007 |
| 13   | Featured amongst eight Indian companies in list of Global Challengers 2007.   | Standard & Poor  | 2007 |
| 14   | Listed amongst 13 Indian firms by as Asia's 100 fastest-growing companies   | Business Week  | 2007 |
| 15   | Award for the "Best Business Leader for FMCG in the Regional Business category"   | NDTV   | 2007 |
| 16   | 3 Top Awards at the India's Employer of Choice Awards 2007 Instituted by -<br>India's Employer of Choice<br>HR Excellence Award<br>Award for the Best Employer in the Consumer Products and Healthcare Sector | CNBC-TV18,<br>U21 Global and Watson Wyatt Worldwide                            | 2007 |

AND MANY MORE...

Saffola



MARI CO - UNCO MMON SENS E

## THANK YOU



Think Fresh, Be Green

Saffola



MARI CO - UNCO MMON SENS E