



## Giving Marico a Financial Edge.

Delivering a wide range of products and services from healthy foods to hair and skin care, Marico occupies one of the top spots in India's FMCG space. Reaching out to more than 20 countries in the Middle East, Asian sub-continent, Australia and USA, Marico's brands (Parachute, Saffola, Kaya and Sundari, to name a few) enjoy leadership positions and significant market shares in their respective categories.



### Client profile

Present in almost every FMCG market segment – hot oils, hair, skin, weight management, beauty and wellness amongst others – Marico's key management strategies are built around differentiation and their core theme – 'Uncommon sense'. These form the strongest pillars of growth in each department within the company. With a double turnover in 3 years and 7 acquisitions in 35 months, Marico has also been rated one of India's 'Top 8 Global Challengers' by Standard & Poor.

### Task

The biggest challenge Marico faced stemmed from its own growth. From being a largely domestic FMCG company, Marico grew at a measured pace to become a company that began to cater to international markets too. With its double turnover in 3 years, 7 acquisitions in 35 months and its brands quickly gaining popularity and occupying leading positions, Marico's biggest challenge became its old, worksheet based budgeting, planning and finance reporting system. This system wasn't capable or flexible enough to incorporate the drastic surge in business. Finance teams faced a number of problems when it came to collating data, managing various budget versions and reporting - leaving them with a vast increase in manual work, no time for critical analysis, and a strong need for an automated budgeting, planning and reporting solution.

*"IBM Cognos TM1 has helped us streamline and take our planning and budgeting processes to a new level. This tool has enabled us to shift our focus from data crunching to data analysis."*

**Girish Rao**  
IT Head, Marico

### Solution

In order to give Marico what it really needed – an automated solution that was flexible enough to keep pace with changing consumer demands, low-maintenance, enabled superior analysis and financial performance and one that could be easily integrated into the existing employee and infrastructure landscape – IBM proposed IBM Cognos TM1. IBM Cognos TM1 was user-friendly, flexible, efficient, easy to maintain and delivered a lower total cost of ownership (TCO).

Through Project Edge, Marico found that IBM Cognos TM1 helped take the time and weight of collating, aggregating and reconciling data off their shoulders, had a marked increase in flexibility and was refreshingly easy to use. Employees found that they had more time to analyze financial performance, identify opportunities and influence better business outcomes, giving them a significant edge in the area of Financial Performance Management – just like they wanted.

### Benefits

- Reduces the time required for budgeting, planning and reporting.
- Increases flexibility, accuracy and efficiency.
- Easy to use and maintain.



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