

**RECRUITMENT- HOW MARICO IS  
PERCEIVED AS AN EMPLOYER**

*A Summer Internship Project*

SUBMITTED TO

**International management Institute**

**Bhubaneswar**



**IN PARTIAL FULFILMENT FOR THE AWARD OF**

**POST GRADUATE DIPLOMA**

**IN**

**MANAGEMENT**

**BY**

**SIKTA SINHA**

**2019-21**

## INFORMATION SHEET

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5. Date of Internship Completion: 3<sup>rd</sup> June 2020
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## **ACKNOWLEDGEMENT**

The project opportunity at "**Marico Limited**" had been an incredible learning experience. It gave me an introduction to the Human Resource industry.

I want to express my gratitude towards my college "International Management Institute, Bhubaneswar" which granted me permission to work with this esteemed organization, "**Marico Limited**". I sincerely thank Prof. Rahul Gupta Chowdhury (Chairperson Placement) and Mr. Argha Chatterjee (GM corporate relations) for this opportunity.

My deepest gratitude to Mr. Himanshu Shah (Divisional Sales HR manager) for guiding me at every step throughout my summer internship and propelling me to accomplish my goals.

Furthermore, I would like to acknowledge the pivotal role of Prof. Bindu Chhabra, for her contribution to stimulating suggestions and encouragement, which colossally helped me to coordinate the report.

## Annexure VII

Student's Undertaking

I Sikta Sinha bearing Institute Roll No 19PGDM-BHU066, declare that the summer project titled "**Recruitment: How Marico as an employer is perceived**" is my original work and completed under the supervisions of Mr./ Ms. Himanshu Shah of Marico Ltd. and Prof Bindu Chhabra of IMI Bhubaneswar. Further, I also declare that the report being submitted herewith is free of any textual plagiarism.

Signature: *Sikta Sinha*

Date: 23/7/2020

Place: Kolkata



05-06-2020

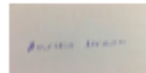
TO WHOM IT MAY CONCERN

This is to certify that Ms. Sikta Sinha, student of Post Graduate Diploma in Management in International Management Institute, Bhubaneswar has successfully completed 6 weeks long internship programme (starting from 23rd April to 4th June) at our East Division office in Marico.

She was working on the project to understand "How Marico as an employer is perceived". During the period of her internship programme with us she was found hardworking & inquisitive.

We wish her all the best for her future endeavours.

FOR MARICO LIMITED



Anisha Mishra  
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## Annexure-IV

## APPROVAL OF THE FACULTY GUIDE

Recommended that the Summer Internship Report titled "**Recruitment: How Marico as an employer is perceived**" prepared by Mr/Ms. **Sikta Sinha** under my supervision and guidance be accepted as fulfilling this part of the requirements for the award of Post Graduate Diploma in Management. To the best of my/ our knowledge, the contents of this report did not form a basis for the award of any previous degree/ diploma to anybody else.

Date: 21/9/2020

Signature: 

Name of the Guide: Prof. Bindu Chhabra

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**EXECUTIVE SUMMARY:**

Marico limited operates in FMCG segment. It is a leading and reputed company in this sector. It provides consumer products and services in the segment of health, beauty and wellness. With its headquarters in Mumbai, Maharashtra, India. Marico is present in around 25 countries across Asian and African market. It owns brands in sectors of hair and skin care, edible oils, health food, male grooming, and fabric care. As of 2018-19, the company generated a turnover of Rs 7224 cr. It has 8 factories in India at Pondicherry, Dehradun, Jalgaon etc. Its remarkable products are Safolla, Nihar Naturals, Parachute etc. As of 2018 there are approximate 1665 employees working in Marico Ltd.

The project titled “**Recruitment: How Marico as an employer is perceived**” briefs us about the potential candidates’ perception about Marico Ltd.

Dipstick study is a survey with open end questions in it where people are free to speak up their mind. It is called a dipstick because "dipstick" means "a measuring rod that is dipped into a container to indicate the depth of liquid in it".

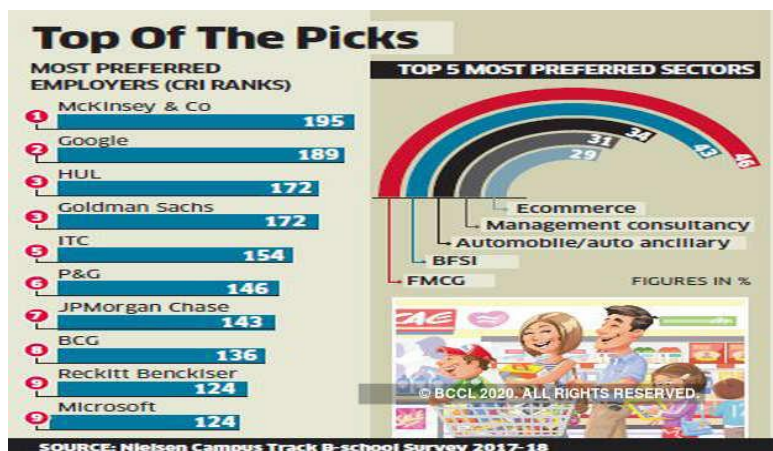


## INTRODUCTION:

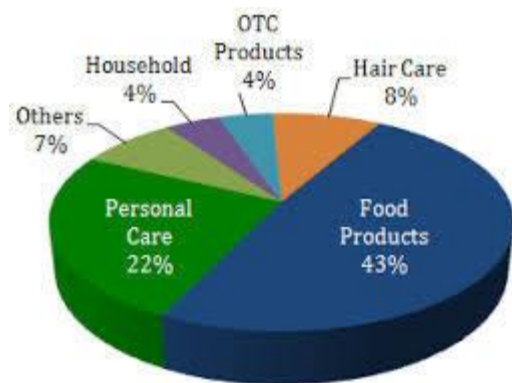
FMCG sector is the 4th largest industry in India and Household and Personal Care occupies 50% of sales(FMCG). It generates high turnover consumer packaged goods. FMCG products that dominate the market are detergents, soaps, bathroom cleaning products, toothpaste, cosmetics etc. Almost everything around us is FMCG products. The FMCG sector in India also includes pharmaceuticals, consumer electronics, soft drinks, packaged food products and chocolates. The sector has a diverse range of products, different companies dominate the market in various sectors e.g. Marico in health care products, Nestle in food beverages, Johnson and Johnson for baby products etc.

FMCG sector always has been one of the most preferred sectors for employment because of its handsome package, perks and benefits, experience etc. Employees love working in FMCG sector for various reasons like –

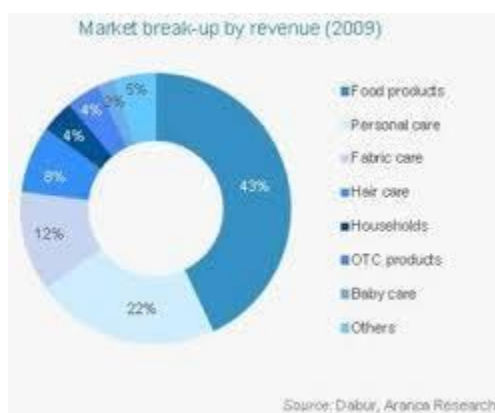
- The industry is constantly growing and getting bigger day by day
- The industry is constantly evolving
- FMCG companies focus on employee retention
- The benefits and perks are attractive



Source: economic times



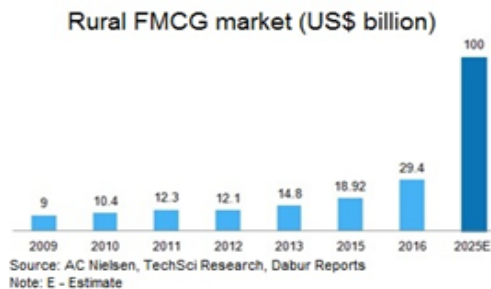
Top 5 FMCG stocks to buy  
Source: Google Images



Source – Google Image

## India's Top 10 FMCG Companies and their market potential

Hindustan Unilever
ITC Limited
Nestle
Dabur India
Marico Ltd
Britannia Industries
Colgate Palmolive
Godrej Consumer
Procter & Gamble
Amul



Source: Google Images

**OBJECTIVE OF THE STUDY –**

- ▶ To find out the perception of potential candidates about Marico as an employer
- ▶ To find out the position of Marico with respect to its competitors as an employer

**EXPECTED OUTCOME -**

- Position of Marico in the market as an employer
- It can be found out potential candidates' perception about Marico.
- It can be suggested that how to improve Marico as a brand.

**BRIEF DESCRIPTION ABOUT THE CONCEPT USED-**

The research study is mainly based on dipstick study where the potential candidates were asked open end questions and gave their input on the same. They gave their view points on the questions that were asked.

Dipstick study is based on open ended question. It is a one kind of survey where target audience give their perception and opinions about the questions asked.

## **INDUSTRY BACKGROUND-**

The FMCG sector is constantly growing and evolving in India and as well as in the world. Companies are competing aggressively to retain their market share and generate huge revenue. Growing awareness, easier access and changing lifestyles have been the key growth factors of this industry. The urban segment mainly contributes more to the overall revenue generated by the FMCG sector in India. In the last few years, FMCG market has grown at a faster rate in rural area than urban area. Semi-urban and rural segments are growing at a rapid rate that cannot be ignored and FMCG products generate almost 50% of total rural spending.

The key players in the industry are Dabur, ITC, HUL, Nestle, GSK, Marico, Johnson and Johnson, Patanjali Ayurved, Parle, Himalaya, Britannia etc. They earn a huge revenue not only from urban market but also from rural and semi - urban markets. Products like Parachute, Nihar Naturals earn a huge revenue for Marico Ltd in rural market. These companies have made a fruitful marketing strategy as well as product portfolio that helped them to penetrate the rural market.

Approximately, 12.2% of the world's population live in the villages of India. Dabur generates around 45% of its domestic revenue through the sale of packaged consumer goods in rural India. HUL reports around 35% of revenue from rural areas. Rural India states 40% (approximately) of consumption in major FMCG categories such as personal and fabric care, hot beverages etc. In urban areas, house and personal care category - including skin and household care and feminine hygiene are growing at constant rate.

According to reports, revenues of FMCG industry generated \$ 52.75 bn in FY18 and estimated to earn \$ 103.7 bn in 2020. Consumption in India is growing at faster pace, the industry remains preferred sector for investors. Due to various trends in the industry, GOI has undertaken various initiatives to promote the industry like low rates of loan, various awareness generating advertisement, taxation policy, relaxation in tax etc. For instance, 100% FDI is permitted in SBRT and cash-and-carry models of retail, the minimum capitalization for foreign FMCG companies to invest in India is \$ 100 mn. Also the GST implementation in India has had far-reaching consequences for the said sector, as top selling FMCG products such as soap, toothpaste and hair oil come under 18% tax bracket ( previously 24%).

Recently, Covid 19 has hit the world and India went completely under shut down mode. All the companies were allowing employees to work from home. Due to complete lockdown, people lost their job or experienced layoffs or pay cut. They lost purchasing power. Hence FMCG sector experienced downtrend. Also the factories were shut down, there was problem in supply as well as distribution. Hopefully as lockdown is relaxed, FMCG sector will revive from this crisis.

Household Care	Personal Care	Food & Beverages
<ul style="list-style-type: none"> <li>•Fabric wash (laundry soaps and synthetic detergents)</li> <li>•Household cleaners (dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish and furniture polish)</li> </ul> 	<ul style="list-style-type: none"> <li>•Oral care</li> <li>•Hair care</li> <li>•Skin care</li> <li>• Personal wash (soaps)</li> <li>•Cosmetics</li> <li>• Toiletries</li> <li>•Perfumes</li> <li>• Deodorants</li> <li>•Feminine hygiene</li> </ul> 	<ul style="list-style-type: none"> <li>•Health beverages</li> <li>•Soft drinks</li> <li>•Staples/cereals</li> <li>•Bakery products (biscuits, bread, cakes)</li> <li>•Snack food</li> <li>•Chocolates</li> <li>•Ice cream</li> <li>•Tea &amp; Coffee</li> <li>•Processed fruits &amp; vegetables</li> <li>•Dairy products</li> <li>•Bottled water</li> <li>•Branded flour</li> <li>•Branded rice</li> <li>•Branded sugar</li> <li>•Juices</li> </ul> 

Key Segments in FMCG sector

## **COMPANY HISTORY/ BACKGROUND-**

Marico limited operates in FMCG segment. It is a leading and reputed company in this sector. It provides consumer products and services in the segment of health, beauty and wellness. It has headquarter in Mumbai, Maharashtra, India. Marico is present in around 25 countries across Asian and African market. It owns brands in sectors of hair and skin care, edible oils, health food, male grooming, and fabric care.

As of 2018-19, the company generated a turnover of Rs 7224 cr. It has 8 factories in India at Pondicherry, Dehradun, Jalgaon etc. Its remarkable products are Safolla, Nihar Naturals, Parachute etc. As of 2018 there are approximate 1665 employees working in Marico Ltd.

In Bangladesh, it operates through Marico Bangladesh Limited, a wholly owned subsidiary. Its manufacturing facility is located at Shirirchala, in Dhaka Division.

## **HISTORY**

Marico was earlier named as Bombay Oil Industries Limited and it was founded almost 30 years ago on 2<sup>nd</sup> April, 1990 by Harsh Mariwala. He is now chairman of the company and Mr. Saugata Gupta is CEO and MD of the company.

In the year 1991, Marico launches Hair & Care and became market leader in this segment. Between 1992-1994, it had its first international branch in Dubai. In 1996, it was listed in Indian Stock exchanges. In 1999, company expanded its overseas facility in Bangalore and also acquired Mediker.

Parachute, flagship brand of Marico, was a market leader in this segment. It had 50% market share. It contributed most of Marico's revenue. At that time HUL, had acquired a popular coconut hair oil brand named Nihar from TATA. HUL wanted to buy Parachute but Mr. Mariwala refused to sell it. While Marico has a great brand, HUL had great advertising budget. HUL started to spend aggressively to improve Nihar's market share. Marico in return improved the product packaging and quality of Parachute. It also focused to grow its distribution channel. Even after spending a lot of money, HUL's Nihar was failure so it decided to sell the brand. At last in 2006, Marico bought the brand Nihar. Now it has almost 70% share with both Parachute and Nihar.

In 2006, Marico bought Fiancée and Hair Code of Egypt and Caivil, Black Chic and Hercules of South Africa. In 2010, Marico launched safolla breakfast masala oats in India.

In 2011, Parachute Advanced entered the skin-care category with the launch of Parachute Advanced Body Lotion. Marico launched Parachute Gold hair cream in the middle east market for women which has great equity amongst consumers. Marico strengthens its presence in south east Asia through a male grooming, skin care and food portfolio acquired in Vietnam in the same year.

In the year 2012, Marico launched its male grooming brand Set Wet. In 2015 Marico's market capital tops ₹25,000 crore.

In the year 2018, Marico invested in Revolutionary Fitness and launched a new brand naming True Roots, that delays hair greying. It also launched its first digital exclusive brand Studio X and thn also launched Saffola Fittify.

Marico did acquire leading hair styling business Isoplus of South Africa in 2017. It also launched Saffola Active and Slimming Nutri-shake and successfully entered into nutraceuticals category and invested in Zed Lifestyle (Beardo).

Again in 2019, Marico started an association with Kaya for creating a skincare sub-brand, Kaya Youth. Recently in 2020 Marico acquired whole startup company Beardo.

### **SWOT ANALYSIS OF MARICO**

#### **STRENGTH-**

- Massive distribution network
- Advanced quality check systems
- Strong presence in Asia and Africa
- Gender diversity
- Market leader in health-care segment
- Huge brand reputation

#### **WEAKNESS-**

- Limited global presence
- Highly dependent on Safolla and Parachute

#### **OPPURTUNITY-**

- Promising growth in rural market
- GST implementation benefit
- Large international market

#### **THREATS-**

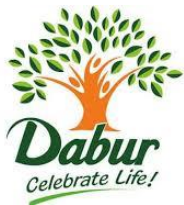
- Strong competitors like HUL, ITC, Nestle
- Commodity price fluctuation
- Purchasing power reduced due to Covid 19 pandemic.
- New companies are coming in fmcg sector



## COMPETITORS OF MARICO –

Following companies are the main competitors of Marico Limited.

1. Hindustan Unilever
2. ITC
3. P&G
4. Nestle
5. Dabur
6. Britannia
7. Johnson and Johnson
8. Reckitt Benckiser
9. Amul
10. Colgate
11. Parle Agro
12. Godrej Consumer
13. Mondelez International



Source: Google Images

### **BRANDS UNDER MARICO-**

Marico offers several household brands such as Parachute, Parachute Advanced, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. In the international market, Marico is known by brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic etc.

- i. Male grooming – Set Wet
- ii. Hair Care – Parachute, Parachute Advanced, Nihar Naturals, Nihar Naturals Uttam, Hair & Care Fruit Oils, Mediker, Livon
- iii. Edible oils – Saffola
- iv. Skin Care – Parachute Advanced Body Lotion
- v. Fabric Care – Revive
- vi. Healthy Foods – Saffola Masala Oats & Saffola Fittify

### **PRODUCTS OFFERED-**

#### **a. Hair Oil-**

- Nihar Naturals Sarson Kesh Tel
- Nihar Naturals Shanti Amla Badam Hair Oil
- Parachute Advanced Deep Conditioning Hot Oil
- Parachute Advanced Aloe Vera Enriched Coconut Hair Oil
- Parachute Advanced Coconut Hair Oil
- Parachute Advanced Jasmine Hair Oil
- Hair & Care Fruit Oils
- Nihar Naturals Coconut Hair Oil

#### **b. Coconut Oil**

- Parachute Coconut Oil
- Nihar Naturals Coconut Oil
- Nihar Naturals Uttam Coconut Oil

#### **c. Hair Serum**

- Livon Silky Potion Hair Serum
- Hair & Care Silk n Shine Hair Serum

#### **d. Anti-Hairfall**

- Livon Hair Gain Tonic
- Parachute Advanced Ayurvedic Hair Oil
- Parachute Advanced Ayurvedic Gold Hair Oil
- Parachute Advanced Scalp Therapie Hair Oil

#### **e. Men Styling and Grooming**

- Parachute Advanced Men's Hair Cream Range
- Set Wet Beard Styling Gel
- Set Wet Deodorants
- Set Wet Styling Gel

**f. Wellness**

- Saffola Oils
- Saffola Aura - Olive & Flaxseed Oil
- Saffola Masala Oats
- Saffola Multigrain Flakes

**g. Skincare**

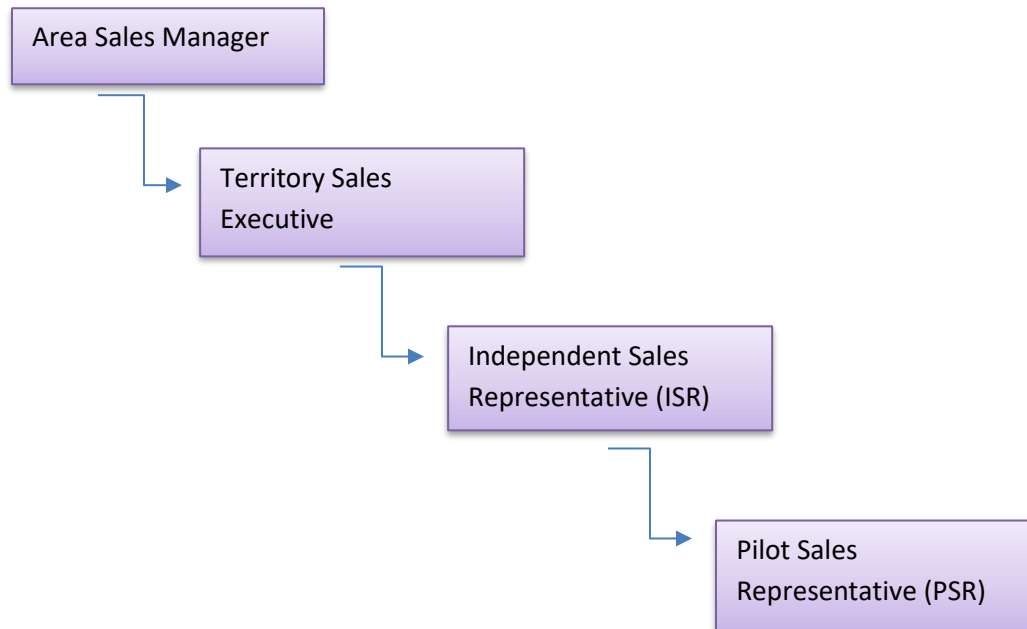
- Parachute Advanced Body Lotion



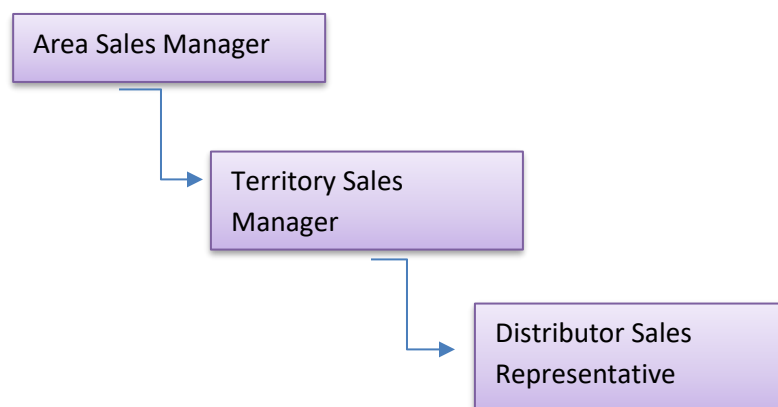
Source- Google Images

**COMPANY STRUCTURE (Sales Force) -****For rural market-**

For rural market PSR or pilot sales representative who are generally salesman reports to ISR or independent sales representative who looks after wholesale network and he reports it territory sales executive. TSE reports it to area sales manager or ASM.

**For urban market-**

The structure in case of urban market is quite different from rural market. Distributor sales representative comes under supervision of territory sales manager or TSM. TSM reports to Area Sales manager or ASM.



**METHODOLOGY FOLLOWED-**

Structured questionnaires were prepared for the candidates to know their perceptions about Marico and other companies. The data is collected from various potential candidates hence the data source is primary source. The research is conducted with the help of primary source such as survey & questionnaires.

Potential candidates were asked open end questions to know about their perception of Marico Ltd. as an employer.

Data can be of two types – qualitative and quantitative. In this case, the data collected is qualitative type of data.

From the collected data an analysis has been done. As the data is qualitative, descriptive analysis has been done. The recommendation and outcome are then derived from the data.

**GENERAL INFORMATION REGARDING THE STUDY-**

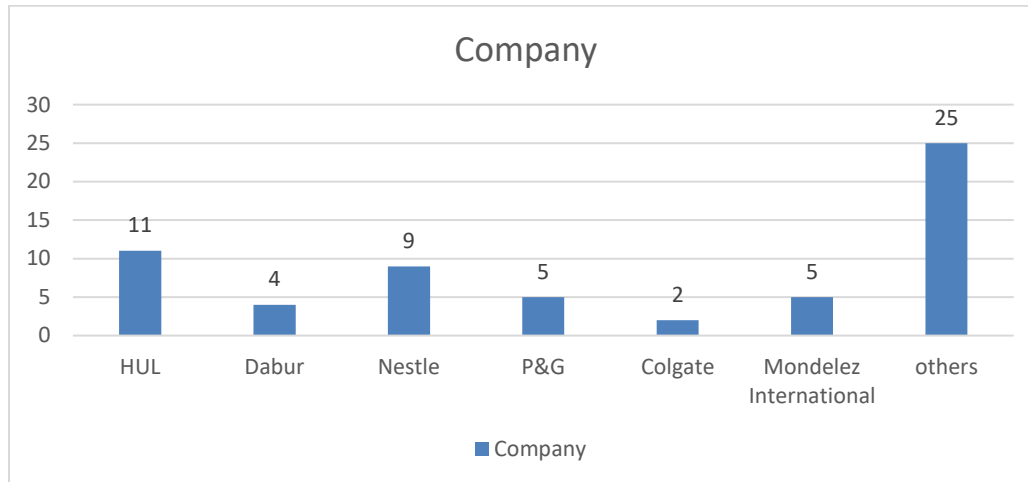
- **Area or region covered during the study - Eastern region of India.**
- **Total sample taken – 61**
- **Targeted company – HUL, ITC, P&G, Nestle, Dabur, Mondelez International etc.**
- **Targeted candidates – Sales force of various leading FMCG companies**

**QUESTIONNAIRE / ANNEXURE:**

1. General Information
  - Name
  - Contact Number
  - Company
  - Designation
  - Year of Experience (in current company)
  - Area
2. What are the top 5 FMCG companies (as an employer) according to you?
3. What are the characteristics of these companies? (E.g. - Features, work culture, HR policies, Pay scale structure etc. 4 to 5 characteristics)
4. How would you rate Marico on those characteristics?
5. Why did/ didn't you choose Marico in your list?
6. What are the positive perceptions about Marico as a recruiter?
7. What are the negative perceptions about Marico as a recruiter?
8. Are you willing to join Marico?
9. Why do you want to join Marico?
10. Would you recommend Marico to your colleagues?

## TABULATION and FINDINGS –

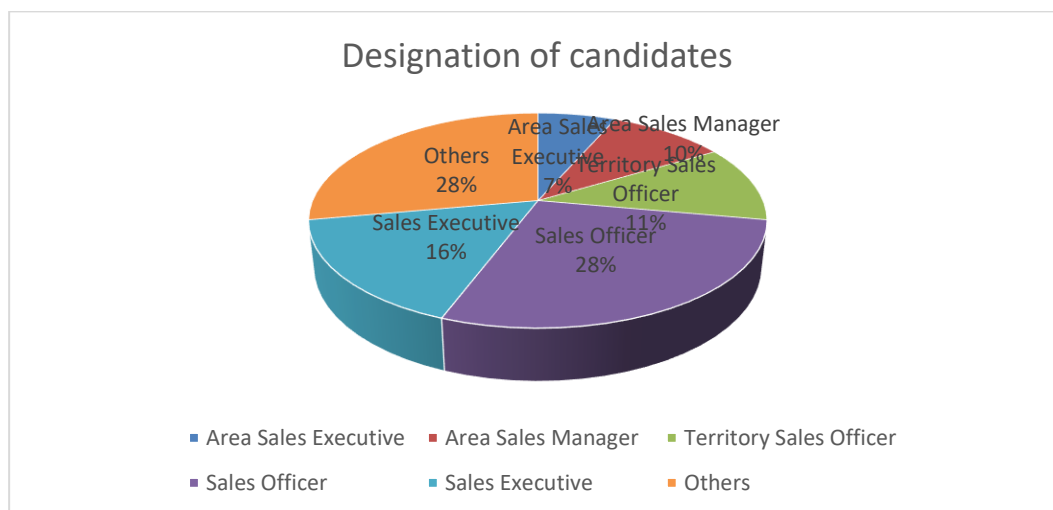
### i. Column chart based on the company targeted in the survey



In this study, competitors of Marico were targeted mainly like Nestle, HUL, P&G, Dabur, ITC etc. It is done to understand that how employees from other companies pursue Marico as a potential employer or if they are willing to join the company in future.

Other companies like Britannia, Parle Agro, Patanjali, Johnson & Johnson, Emami were targeted to have the perception of the candidates who can work for Marico in future.

ii. Column chart based on the designation of the candidates



Among 61 candidates,

**Area Sales Executive- 4**

**Area Sales Manager- 6**

**Territory sales officer- 7**

**Sales Officer- 17**

**Sales Executive- 10**

**Others- 17**

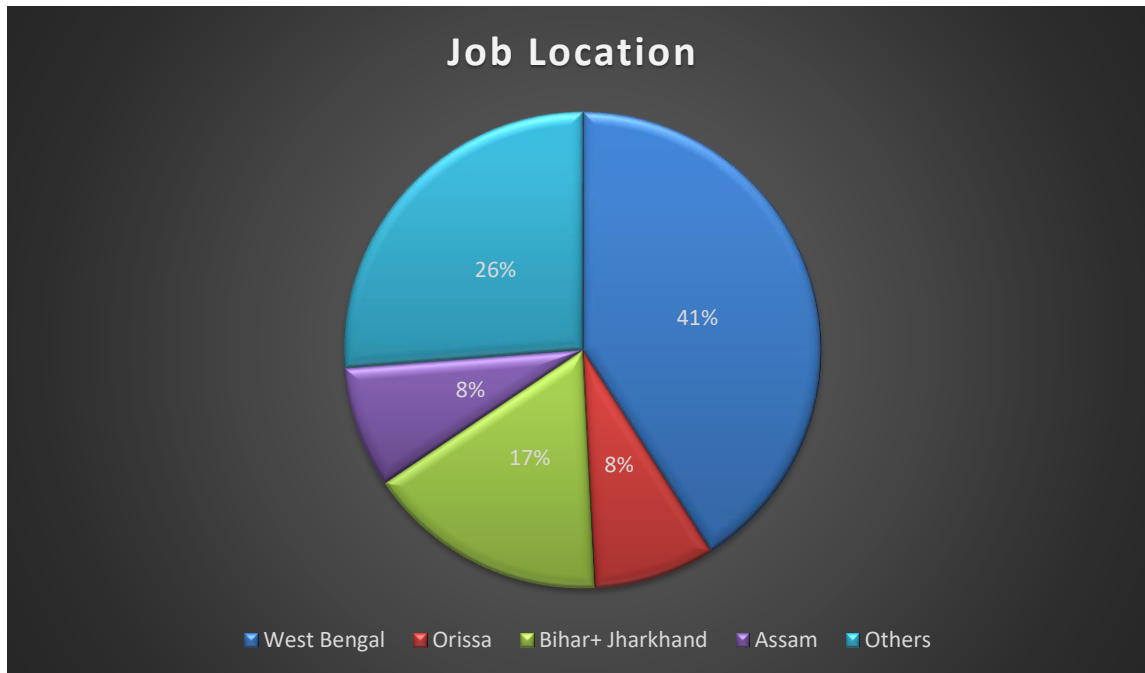
Mainly Sales Officer (SO), Sales Executive (SE), Territory Sales Officer (TSO), Area Sales Manager (ASM), Area Sales Executive (ASE) were taken into consideration in this case. Other designations like Sales In-charge, Business development executive were interviewed.

Candidates who are directly associated with sales in company were interviewed. Different companies have different designations as well as organizational structure. Organizational structures can be of various types like matrix structure, hierarchical structure etc.

To have the proper insights candidates were chosen from different designations among the companies. It will provide more transparent views and opinions about Marico Ltd. It will also help to understand the perception about the company at various designations so that Marico can improve their perception among the potential candidates.



### iii. Job location of the targeted candidates



In this survey, candidates who are from different locations in East India were targeted.

Among the 61 candidates,

25 candidates are from West Bengal.

5 candidates are from Assam.

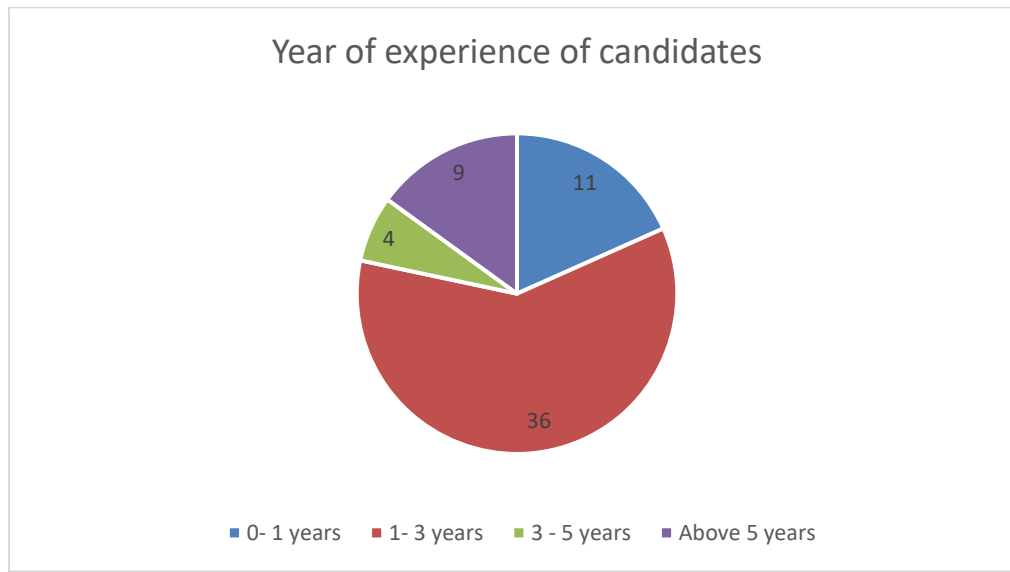
5 candidates are from Orissa.

10 candidates are from Bihar and Jharkhand.

16 candidates are from other states like Nagaland, Chattisgarh etc.

Candidates were chosen from the different region deliberately to know the diverse reviews regarding Marico so that company can improve its loopholes. It will provide more transparent and unbiased reviews so it will help Marico to take more proper and unbiased decision to improve.

iv. Pie chart of interviewed candidates based on their experience



Among 61 candidates,

Only **12** candidates have **0-1 year** of experience which is about **19.67%**

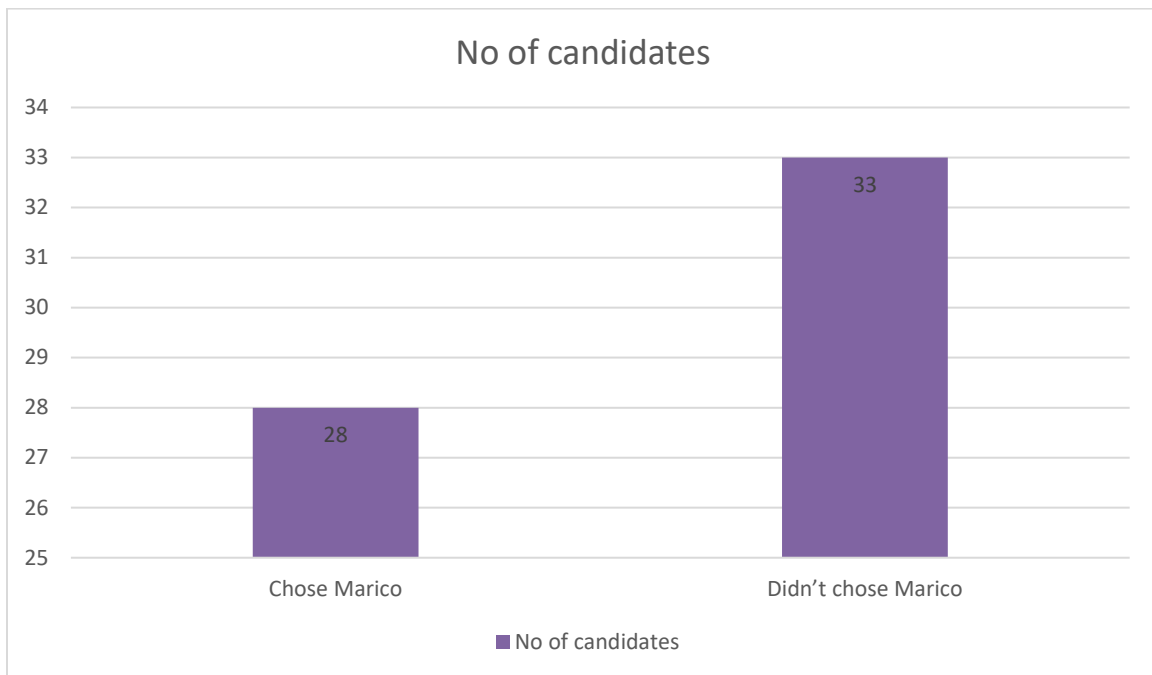
**36** candidates have **1-3 year** of experience which is about **59.01%**

**4** have **3-5 years** of experience which is near about **6.55%**

**Above 5 years** consists of **14.75%**

Candidates were chosen deliberately from various work experience range so that it can understand about the mindset and perception regarding Marico and how they see Marico as a potential employer.

Few candidates have more than 20 years of work experience in a company and they are not willing to change that company- that shows the loyalty towards the organization and how much they are benefited by that organization. Also, huge range of work experience can help to understand about their loyalty towards any company, on which factor they are assessing Marico as an employer. It can also signify Marico is famous and desirable in what kind of work experience range- If they are famous withing new joiners or old employees.

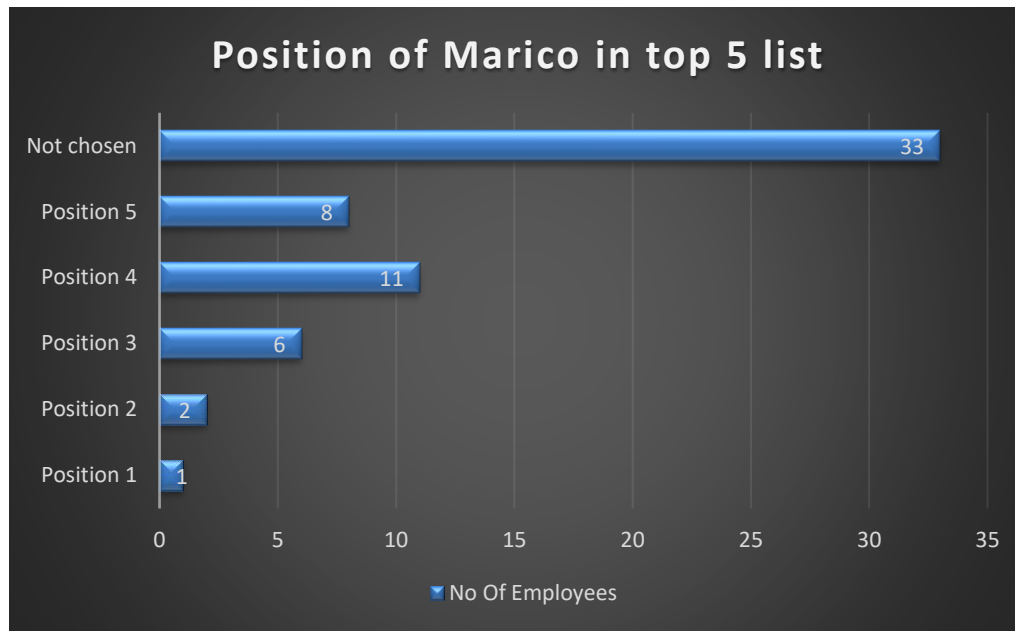
**v. Marico Ltd. in top 5 list**

Candidates were asked to take top 5 companies as an employer where they want to work in their career.

Out of 61 candidates,

**28** candidates which is **45.90%** of the sample size took Marico as their preferred company to work for. On the other hand, **33** candidates which is about **54.09%** did not take Marico Ltd in their preferred top 5 list. This shows the desirability of Marico within the workforce.

vi. **Position of Marico on top 5 FMCG company list-**



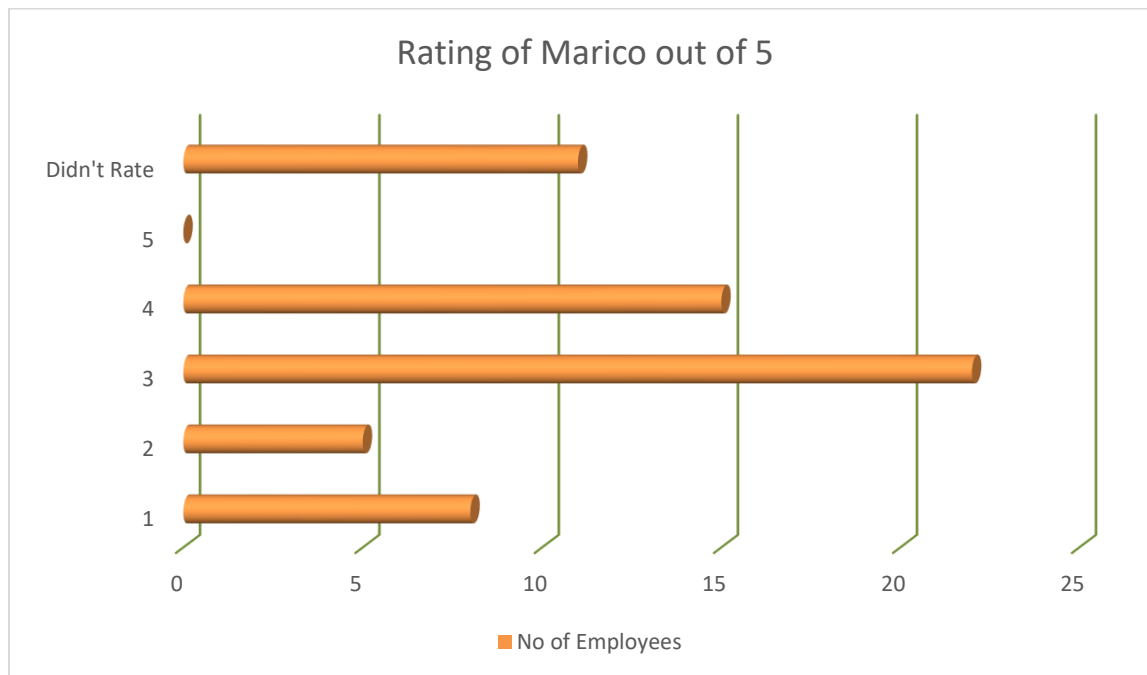
Candidates were asked about their top 5 FMCG companies in their list where they want to work in future (1 being the most preferred and 5 being the least preferred).

- Only **1** candidate chose Marico **at position 1**
- 2** candidates chose Marico **at position 2**
- 6** candidates chose Marico **at position 3**
- 11** candidates chose Marico **at position 4**
- 8** candidates chose Marico **at position 5**
- 33** candidates **did not choose** Marico **in top 5 list.**

The question was asked to understand the position of Marico compare to its competitor. This also helps to understand the need of Marico in the market among the employees, if employees want to work for Marico or not.

Candidates who did not choose Marico said that they prefer at top 10 list but not in top 5 list as there are some better companies to work for as an employee.

### vii. Rating of Marico-



Candidates were asked to rate Marico out of 5 on the characteristic of top 5 companies.

Out of 61 candidates

**8** candidates **rated Marico 1**

**5** candidates **rated Marico 2**

**22** candidates **rated Marico 3**

**15** candidates **rated Marico 4**

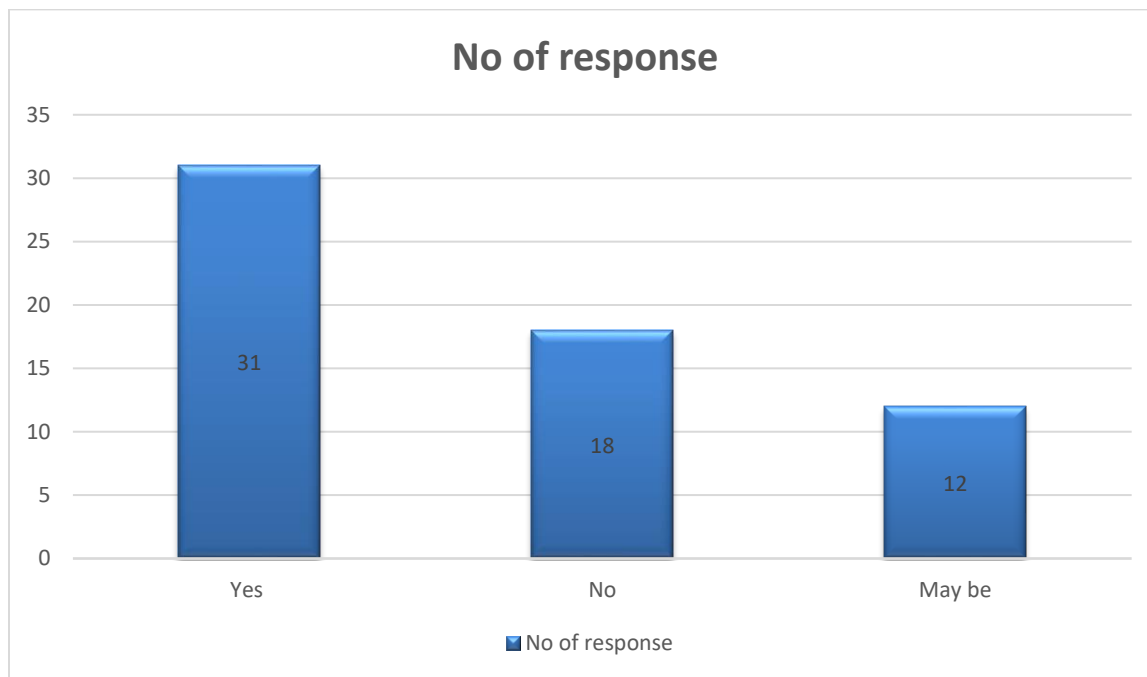
**11** candidates **didn't rate Marico.**

The reason of not rating Marico –

- A. Candidates didn't work in Marico in their career.
- B. They didn't want to rate Marico due to personal issue.
- C. They don't have much knowledge about the company.
- D. They are not capable enough to rate Marico as it is a big company in Indian market.

The average rating of Marico is 3 out of 5.

**viii. Will you join Marico?**



Out of 61 candidates,

**50.81%** of them keen to join Marico in future if they get

- a) Higher responsibility
- b) Higher salary
- c) Higher designation
- d) Good brand reputation and brand image
- e) Positive work culture
- f) Excellent communication among employees and higher management

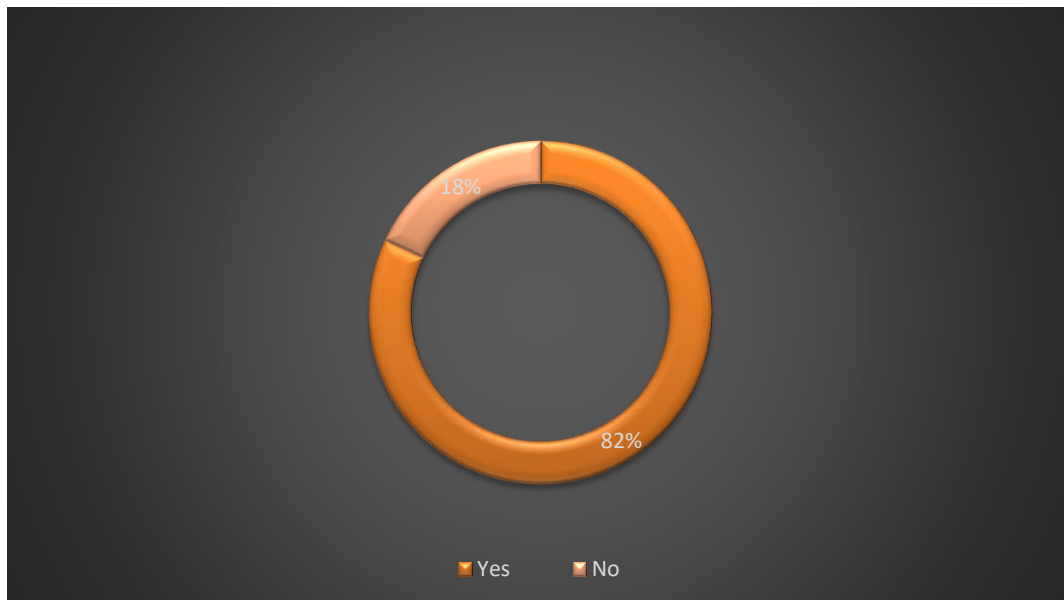
29.50% of the candidates did not want to join Marico in future as

- a) Job satisfaction in the existing company
- b) Pressure in Marico

19.67% are in dilemma in joining Marico in future due to various reasons

- a) Marico operates in different segment
- b) Present job satisfaction in the company

**ix. Would you recommend Marico to your colleagues?**



Out of 61 candidates,

50 of them which is 82% said that they would recommend Marico to their colleagues as

- i. Marico has great brand reputation
- ii. Learning opportunity within the organization is great.
- iii. Marico is very adaptive to any situation

11 candidates will not refer Marico to their peers or colleagues as

- i. They will refer their own company.
- ii. Candidates who did not work in Marico in their career would not recommend it to their peers.

## **RESULTS-**

After interviewing 61 potential candidates, followings can be concluded.

### **Top 5 competitors of Marico (as an employer)-**

- 1) Hindustan Unilever
- 2) Nestle
- 3) ITC
- 4) P&G
- 5) Mondelez International

Candidates mostly want to work with these companies. Other than that, **Dabur, Britannia** and **Colgate Palmolive** are the favorites as an employer among the candidates.

### **Characteristics of top 5 companies-**

- 1) Good brand image and reputation in the market
- 2) Employee friendly company
- 3) Stability in the business
- 4) Supportive HR department
- 5) Recognition for good performance from companies
- 6) Provides learning opportunities
- 7) Growth within the company is excellent
- 8) All big FMCG companies are very adaptive to any kind of situation.
- 9) Big companies can predict the trend in the market in future, hence they adapt themselves in that manner.
- 10) Customer friendly companies
- 11) Well developed CRM system
- 12) If any crisis hit market or business (Covid-19) they may sustain that.
- 13) Huge product portfolio
- 14) Strong R&D department
- 15) Good work culture
- 16) Proper work life balance
- 17) Handsome Pay scale
- 18) Provides various benefits
- 19) Market leaders in the FMCG sector
- 20) HR policies are excellent.
- 21) Way of operation of these companies is very good.



## **RESULTS REGARDING MARICO**

Among 60 candidates only 27 people chose Marico in their top 5 list which is about 46%

Candidates mostly rated Marico on average of 3 out of 5.

30% candidates did **not show any interest** in joining Marico whereas 20% are in **dilemma in joining** Marico.

There are various reasons why candidates **want to join Marico Limited**. Following are the reasons that are mostly recognized by interviewee

- A. Brand reputation
- B. Good salary package
- C. Attractive additional benefits
- D. Growth within the organization
- E. Learning opportunities for employees
- F. Adaptive Indian company
- G. In Marico, a sales-person can learn about the sales from the basics.
- H. Job satisfaction
- I. Proper work-life balance
- J. Good HR policies

Candidates **do not want to join Marico** mainly because of

- A. Pressure on the salesperson
- B. Unjustified sales target
- C. High attrition rate.

18% **will not refer Marico** to their colleagues because

- A. High pressure
- B. High attrition rate.

Interviewee will refer Marico to their colleagues –

- A. Marico has great reputation and brand image in market.
- B. Pay package of Marico is good compared to others.
- C. Marico provides great learning opportunity for its employees.
- D. Incentive package is attractive.

Candidates **will prefer to join Marico** if they are offered with –

- A. Higher package
- B. Senior role and higher responsibility
- C. Better learning opportunity
- D. Both personal and professional growth within the organization.
- E. Marico is among few companies where sales force can apply their ideas in real scenario.

## **INTERPRETATIONS –**

Candidates were asked about positive and negative perception of Marico as an employer. Followings are the combined responses from all the potential candidates.

### **POSITIVE REVIEWS**

- ▶ Good work culture
- ▶ Good HR policies for employees
- ▶ Marico took care of its employees during the pandemic.
- ▶ Business structure is excellent in case of Marico.
- ▶ Good communication between employer and employees
- ▶ Marico as an Indian company is very adaptive to any situation.
- ▶ It has lesser products than other big companies (HUL. ITC. P&G etc) but that are very effective in the market.
- ▶ It acquired rural market rapidly.
- ▶ Well-developed CRM system
- ▶ Diversified product in health care sector.
- ▶ Marico provides learning platform for its employees
- ▶ New opportunities to grow in the organization for employees.
- ▶ Good salary package (Fixed package) compared to other companies.
- ▶ Good incentive policies for good performers.
- ▶ Reward system is well structured.
- ▶ Proper recognition from the company
- ▶ Good brand image and reputation in the market
- ▶ Positive behavior towards employees by employers.
- ▶ Incentive rate to the salespersons is attractive.
- ▶ Excellent working environment
- ▶ Training and development of the employees are good

- ▶ Proper work life balance.

### **NEGATIVE REVIEWS**

- ▶ Excessive pressure on the salesperson
- ▶ Marico doesn't organize any campus engagement program
- ▶ In some area there is distribution problem.

### **Comparison based on reviews**

#### **❖ Salespersons are seeking for following criteria among the recruiters-**

- ▶ Brand Image
- ▶ Good Salary
- ▶ Incentive Package
- ▶ Proper work-life balance
- ▶ Good work culture
- ▶ Good HR policies
- ▶ Opportunities for growth

#### **❖ What Marico is providing to the employees**

- ▶ Brand Image
- ▶ Good Salary
- ▶ Good work culture
- ▶ Good HR policies
- ▶ Opportunities for growth
- ▶ Platform for learning
- ▶ Good incentive benefits

**CONCLUSION-**

Marico Limited has great reputation and brand image in the market for its product portfolio and quality of the product. It has great presence in the market and market leader in the healthcare segment. Marico is trying to penetrate rural market rapidly recently as it has great opportunity to do it with the product parachute and nihar naturals.

Marico is employees' favorite because of great pay package and incentive package. The HR department is very supportive and maintain regular communication among employers and employees. Company provides a great platform for learning and ones who are new in corporate world always want to work for Marico to learn something new. The learning comes from the basics and on field job. Employees prefer to work in marico and try to remain there because of work culture and environment. Marico offers one of the best salary structure among all the competitors.

Marico puts great pressure on the employees. Hence attrition rate is high. Often, employees cannot tolerate the unjustified target and pressure hence leave the company. This is the only negative review came out in the study.

**RECOMMENDATIONS –**

Based on the research, followings can be recommended to Marico Limited-

- ❖ Reduce the work pressure for the salespersons.
- ❖ Focus more on the employee feedback.
- ❖ Give justified targets so that they don't feel pressurized.
- ❖ Improve work-life balance.
- ❖ An open discussion between employees and HR department to know the real problems regarding this job.
- ❖ Organize campus engagement programs to attract more fresh talents.
- ❖ Improve word-of-mouth of the employees.

**LIMITATIONS OF THE STUDY-**

- To find out the potential candidates
- The candidates were first approached via LinkedIn (Social Media Platform). Most of them are inactive in that platform.
- They were reluctant and not interested to give the answers.
- Almost 200-250 calls or messages were done, only few responded.
- Study was constrained in Eastern Region only and; the target segment was defined. Hence the result can be biased.
- There has been a time constraint, hence the sample size is small.
- The internship was work from home due to covid-19 pandemic.

There are various constraints when the survey was done. In spite of those hurdles, an unbiased results were tried to find out to understand the real position of Marico in market.

**SCOPE FOR FUTURE IMPROVEMENTS-**

FMCG sector is constantly evolving and getting bigger. Employees prefer FMCG sector for employment. Hence, Marico has great opportunity to improve the current scenario and can hire talents who will be there with them with honesty.

After Covid 19 pandemic, the job scenario currently is getting worse as we as market scenario. Hence, Marico has this opportunity to better the experience of all the employees.

- ✓ Hire fresh talents
- ✓ Suggest achievable target considering current scenario of marketplace.
- ✓ Give homely feeling to the employees
- ✓ Support employees to sustain in this pandemic
- ✓ Improve HR policies.
- ✓ Improve employee experience



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