



MAROMA

Natural - Earth Friendly - Fair Trade

Lookbook



{ World Fair Trade Organisation
Fair Trade Forum India

Maroma's Story



The Beginning



Encens d'Auroville's early team

1976: Paul Pinthon, trained as an assistant pharmacist, decided to head a micro-enterprise along with a few friends.

They produced a natural range of incense and decided to call it ***Encens d'Auroville***.

The Beginning

Encens d'Auroville was based on a response to Auroville's need for funding, in order to support the expenses of the *budding community*.

Originally, the team at Encens d'Auroville produced just one line consisting of **12 fragrances**.



Aspiration community,
Auroville, 1970s

The Beginning



The first packaging for Encens d'Auroville



Drying incense under the sun

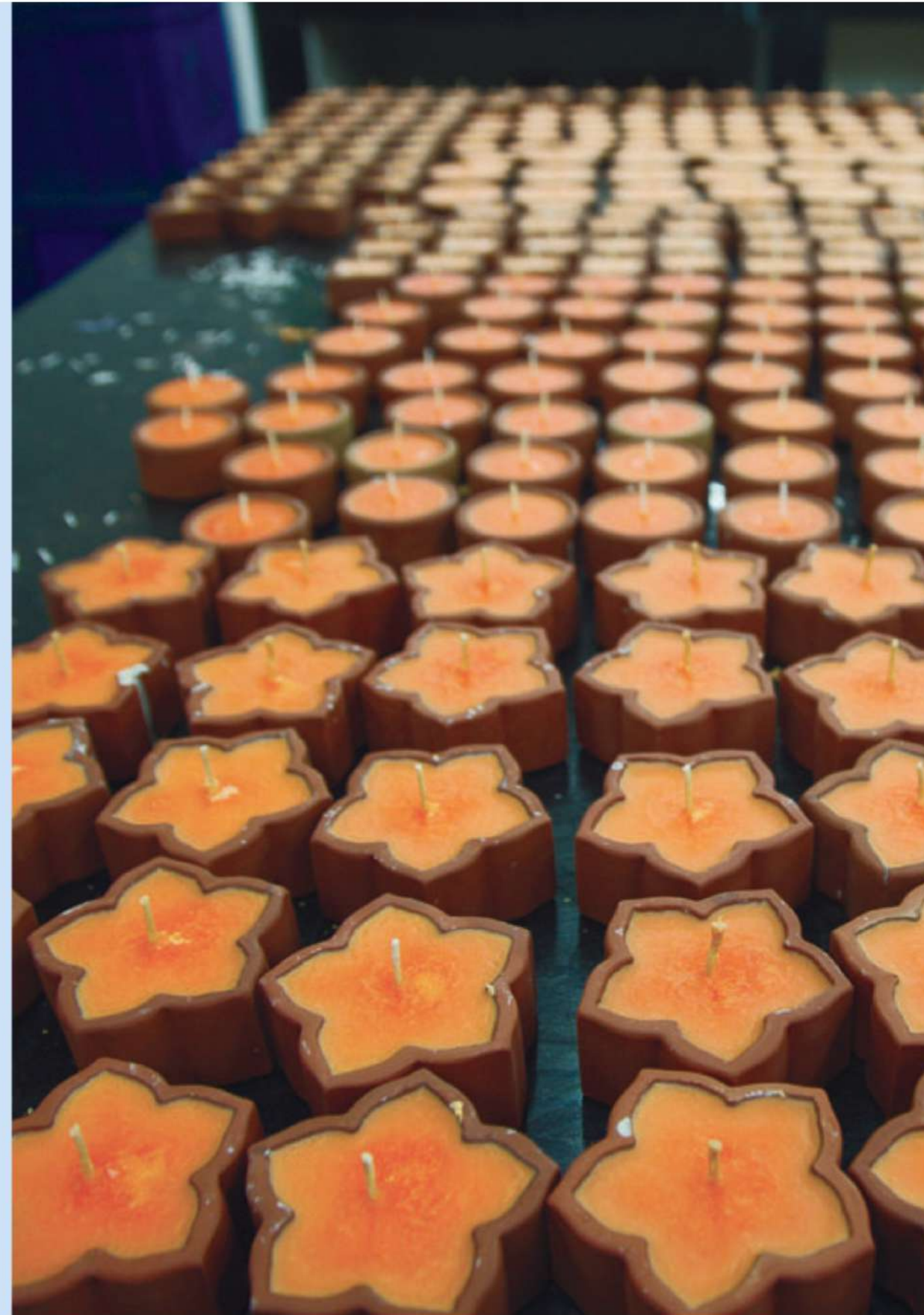


Hand rolling of incense

Transformation



Paul & Laura



Early 80s: In 1984, Laura Reddy, an American with training in Aromatherapy in France, joined Maroma. Working together with Paul, they re-cast Maroma into a successful manufacturer and exporter of a range of quality aromatic products made from natural botanical substances and later they introduced body care into Maroma's product range.

Transformation

from *Encens d'Auroville* to MAROMA

On 21st February (Mother's birthday) 1985, the name of the company changed from Encens d'Auroville to MAROMA. Maroma means 'Fragrance coming from the Mother and returning to the Mother.'

MA

The Mother

AROMA

The Fragrance

OM

The Universal Sound

MA

Back again to the Mother



The construction of Maroma's new headquarters, in the Aspiration community

From **1985** onwards, Maroma continued to expand:

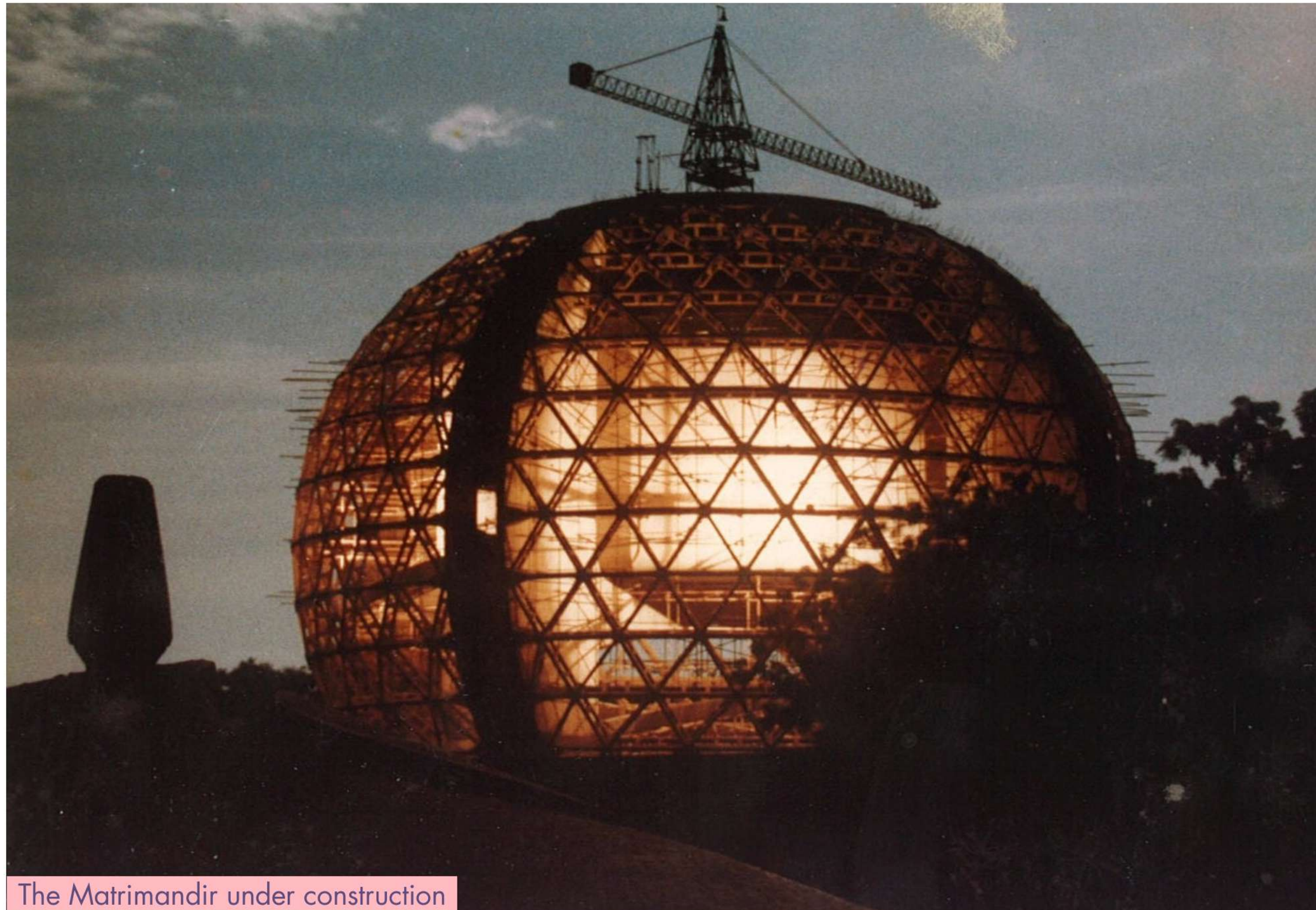
- It made a conscious effort to create a distributor-based business model through networks in North America, Europe, Asia and South Africa.
- It also opened several retail stores in India, including one in Auroville (Kalki)



Kalki (in Pondicherry): Maroma's first retail store

Maroma began its retail journey with the launch of its flagship store Kalki, in Pondicherry, followed by another boutique in Auroville. Our brand expanded to multiple retail stores across India, complimented by collaborations with an array of luxury hotels, further solidifying our presence in the market.

Impact & initiatives



The Matrimandir under construction

Maroma plays a crucial role in Auroville as its largest employer and contributor to development, reinvesting 40% of profits into the community. This support includes initiatives like education and a free food link between Auroville Farms and the Community Kitchen, ensuring a sustainable food supply.

Globally, Maroma represents Auroville's values, raising international awareness of the township.

Impact & Initiatives

In Kuilapalayam, Maroma has made significant contributions by improving local infrastructure, which has enhanced both living conditions and access to education.

By establishing an age requirement for hired labor (12th standard), Maroma has also supported the advancement of women's education in the surrounding villages of Auroville.



Kuilapalayam's village library & cultural center

Impact & Initiatives



Auroville volunteers help with the displacement caused by the 2004 Tsunami

In India, Maroma has given financial and hands-on aid to two major events: the Kargil War (1999) and the 2004 Tsunami.

Maroma Today



Product Range



Products displayed in Maroma's Kalki Boutique, in Auroville.

Today, Maroma stands as a trusted brand offering an extensive range of home fragrances and body care products, each designed to elevate daily well-being.

From handcrafted incense sticks to meticulously formulated aromatherapy body care products, we create an immersive sensory experience.

Unique Proposition

Our dedication to quality is reflected in our sourcing of natural ingredients, to the final packaging. What sets us apart is our holistic approach to the production process.

We ensure fair wages for our workers, along with annual raises and bonuses, fostering a culture of respect and empowerment.



Candle Production

Purpose Statement



Employees in the candle production room

“Our purpose is to create high-quality, ethically produced home and body care products that promote well-being, while fostering sustainable practices, empowering communities, and making a positive impact on both people and the planet.”

Auroville Values



Auroville inauguration ceremony, 28/02/1968

Our business is rooted in the core values of Auroville, where social integrity, environmental responsibility, and the pursuit of excellence guide every decision.

We follow:

- The AV Charter's Philosophy
- Social Responsibility
- Environmental Responsibility: WFTO and FTFI

Fair Trade Policy

- We are an equal opportunity employer, and we believe in non-discriminatory practices.
- 76% of the employees are women.
- We fully recognise the rights of our employees and encourage their continuous growth and learning.



Members of the Production Team during our Labour Day Seminar, April 30th 2024



Employees on World Fair Trade Day, May 10th 2014

- We develop as a Fair Trade Organisation through continual improvement in business practices, employee welfare, and adherence to regulations.
- We believe the true success of any organisation lies in balancing a clear vision for people's well-being with productivity and efficiency. We prioritise both human welfare and operational excellence, ensuring sustainable growth and success.

Fair Trade Milestones

- 2010: Maroma becomes Fair Trade Certified on a national level by Fair Trade Forum India.
- 2012: Maroma becomes Fair Trade Certified with WFTO
- 2015: Maroma becomes a WFTO Guaranteed member

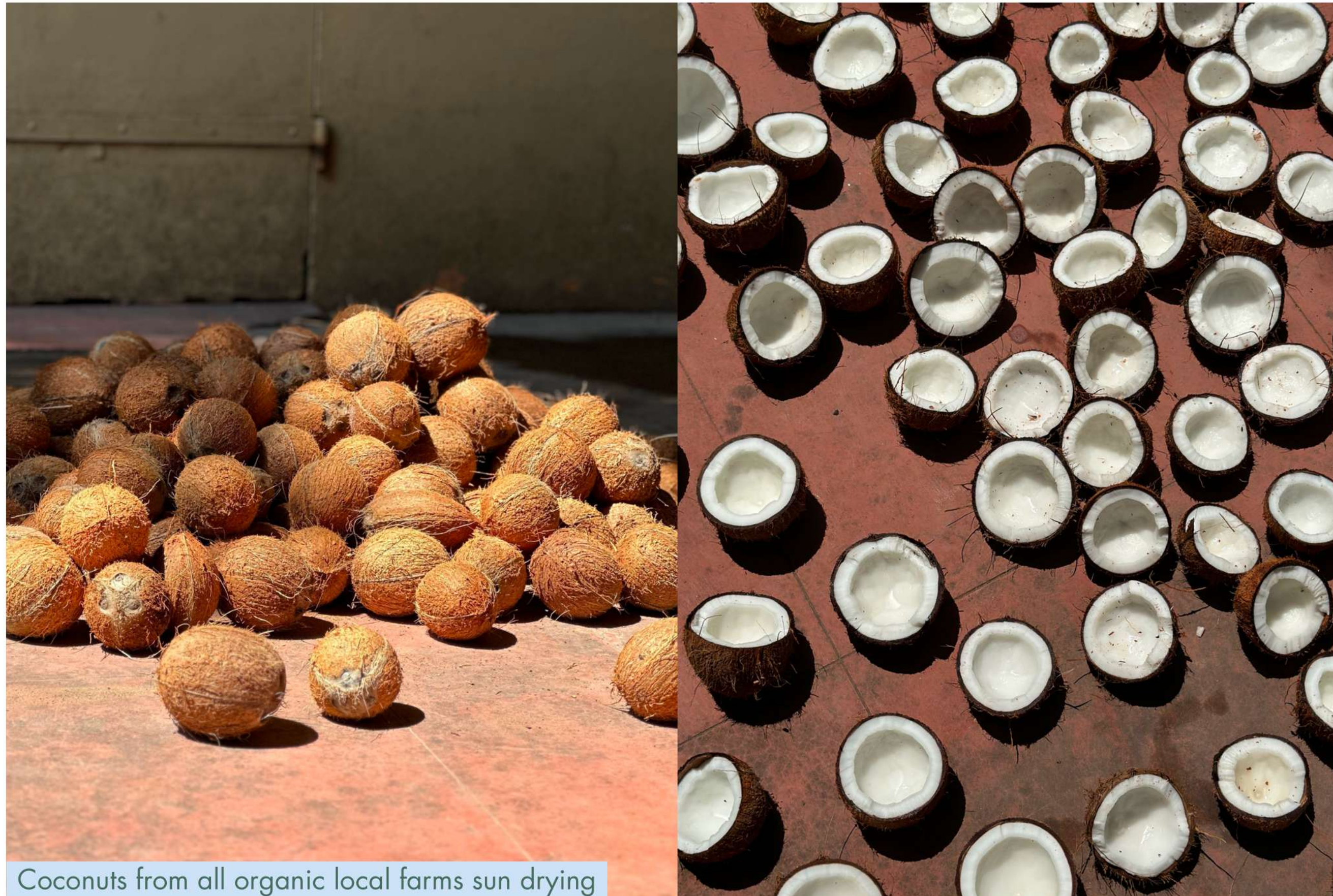


Lakshmi works in a Fair Trade environment



Sustainability

Responsible Sourcing



Coconuts from all organic local farms sun drying

Product materials are sourced from environmentally and socially responsible sources and suppliers.

Suppliers provide certificates of origin, technical data sheets, as well as compliance checks on purchased materials.

Fair Trade Buyers



Maroma has collaborated with Fair Trade buyers, including Oxfam Australia, Himalaya SNC Italy, and Himalaya UK Limited.

Today, Fair Trade buyers include Hong Kong and Korea Fair Trade and Maroma USA.

Maroma uses raw materials which are:

- GMO free and Cruelty free
- Free from Parabens, Phthalates, sulphates, palm oil & mineral oil



Employees in the production house



We use handmade paper and vegetable-based ink for our packaging.

For packaging, we use:

- Handmade paper that is recycled from waste cotton
- Plastic free
- Cellophane- a biodegradable and compostable material made from natural cellulose.

Workers Before Machines



Soap production at Maroma

- Maroma is GMP (Good Manufacturing Practices) Certified.
- It is the biggest manufacturer in Auroville and has mostly long-term employees, we continue to grow by expanding our team while retaining our valued, experienced employees.

Workers Before Machines

- The company has a single manufacturing space. This helps to maintain quality and sustainability standards.
- The inhouse facility utilises the semi-automated system for manufacturing the soaps and for rolling the incense for efficient production.



Soap production at Maroma

Energy Conservation



- Utilising wind-generated energy over the last decade, Auroville was one of Tamil Nadu's first cities to completely offset its electricity use.
- In 2013-2014, to further this conservation effort, Maroma invested in solar power.
- The company currently has thirty kilowatts of solar panels that reduce our energy consumption by 25-30%.

Waste Management



Separated waste bins in Maroma's production house

- Along with Eco Service (Auroville's waste management service), Maroma recycles its paper, plastic, aluminium and glass.
- Additionally, liquid waste from manufacturing is treated with EM (Effective Microorganisms technology) before disposal.

Excess Management



An employee uses & consequently stores excess incense oil for reuse with future products.



- Wax leftover from production is put to use to create recycled candles at low cost.
- Soap trimmings get utilised to clean the factory.
- Excess perfume oils, rolling paste and sawdust from incense sticks, coils and cones is collected and put to use in the next production run.

Future Goals

Deepa works with the *Encens d'Auroville* packaging.



Flowers dry in the sun

Our future goals include:

- Expand globally with strategic partnerships and franchise stores.
- Innovate eco-friendly products to meet consumer needs.
- Lead in sustainability through greener practices in production and packaging.

Future Goals



- Continue to empower communities with fair wages, education, and women's development.
- Uplevel our digital presence with a world-class website and improved e-commerce.

Vision



Auroville youth

Maroma aims to be a financial cornerstone of Auroville. Our goal is to play a pivotal role in supporting and nurturing the dreams of this unique community by contributing to its economic stability and growth.

Vision

We aim to provide crucial support for various initiatives and projects within the community, ensuring their sustainability and development, including social, environmental, cultural, and educational projects that align with Auroville's vision for a harmonious and sustainable future of collaborative growth and collective progress.





MAROMA

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