



Annual Report

April 2023 to March 2024

Foreword

As we reflect on the year 2023-2024, we are proud to share the milestones that have shaped our journey. Despite challenges, we showed resilience and growth, with a strong focus on enhancing eco-friendly practices. We remain deeply committed to promoting wellness, sustainability, and social responsibility, striving to create a positive impact.

Product Innovations & New Offerings:

This year, Maroma introduced new products that capture the essence of nature's healing energy, including Deo roll-ons, Solid Perfumes, and Shower Gels inspired by diverse flora. Our artisanal ceramic incense holders, gift sets, and triple-scented candles reflect a spirit of harmony, natural wellness, and restoration. These new offerings bring a calming and restorative atmosphere into the homes of our customers worldwide.

First Aid Training:

Maroma organized a two-day first aid and emergency response course to equip some of its employees with life-saving skills, led by experienced lecturer Mr. P. Rajendiran from St. John's Ambulance. The training combined theoretical knowledge with hands-on practice, ensuring employees gained practical skills in responding to medical emergencies. This initiative empowered staff to act confidently in emergencies, enhancing safety and well-being within the workplace and broader community.

Pranayama Session for Employee Well-Being

We took time to come together and experience the replenishing benefits of pranayama through guided exercises led by Namrita Gautier. Our employees left the session feeling uplifted, rejuvenated, and more connected, carrying a renewed sense of well-being and energy.

Employees Health Programs

Maroma held a special dental checkup for its employee health program to include free teeth scaling. We also gave employees paid time off to have physical examinations, X-rays if required, and blood tests for diabetes and cholesterol. This initiative, driven by the Maroma health initiatives, highlights Maroma's commitment to comprehensive health and preventive care.

Women's Day Celebration:

For International Women's Day, we hosted a joyful gathering of Maroma women, where we arranged flowers, created a Kolam, and captured moments of laughter in group photos. The day was filled with tea, hibiscus juice, cookies, and heartfelt gratitude for the opportunity to work together.

Sustainability at the Core:

In preparation for World Environment Day, Maroma organized a screening of a film on water waste and treatment, created by Aurora's Eye Films. The screening sparked an insightful discussion on water conservation and inspired the team to act.

This year, we made significant strides in sustainability by enhancing product quality and reducing environmental impact. Eco-friendly packaging replaced BOPP tapes with calico cloth, masking tape, and paper tapes. BOPP soap packaging was also replaced with vegetable parchment heat-sealable pouches. These changes reflect our commitment to more sustainable practices.

International Collaborations:

Maroma is expanding its presence globally by collaborating with international distributors, retailers and wellness centres to bring our products to new markets. We are committed to build stronger partnerships with like-minded organizations focused on sustainability and well-being.

Increased Online Presence:

The online store experienced impressive growth, expanding its reach to customers worldwide. With a refreshed website and targeted digital marketing strategy, it now connects with a larger audience passionate about natural wellness, eco-friendly products, and Fair-Trade values. This growth highlights a strong commitment to sustainability and ethical practices, offering high-quality products while promoting fair trade and environmental responsibility.

Financial Figures:

In 2023-24, we achieved a turnover of INR 6+ Crores. We completed the financial audit for this in the month of October. This year we contributed close to INR 1+ crore to the Auroville Community as well as more than INR 12+ lakhs in kind, for a total contribution of INR 1+ Crores.