

120+ AI Ready

Brand Marketing Professionals across 6 Countries for Marico



Overview

Marico, one of India's most recognized FMCG conglomerates with a portfolio spanning personal care, food, and health products, partnered with Humaine Labs to bridge a critical AI capability gap within its marketing function.

While AI awareness was spreading rapidly, practical usage remained fragmented and disconnected from workflows — failing to deliver the productivity gains leadership expected. Teams needed to move from AI curiosity to AI competency at scale, without compromising Marico's established brand standards.

Humaine Labs, a practitioner-led AI learning and execution partner, was engaged to design and deliver a targeted Enterprise AI Bootcamp that would embed AI into the core workflows of Marico's marketing teams.

Marico partnered with Humaine Labs to close a widening **AI capability gap** in its marketing function.

AI awareness was high but usage was fragmented, ad hoc, and disconnected from real workflows.

Challenges



High curiosity, low capability: AI usage was ad hoc with no shared methodology or quality standards across the team.



Disconnected from workflows: AI was absent from campaign planning, brief writing, insight generation, and performance reporting.



Heavy agency dependency: First-level content and analysis tasks were still outsourced to agencies, creating delays and added cost.



Brand risk concerns: Teams were uncertain how to use AI while maintaining Marico's brand voice and compliance standards.

Solution

A Role-Based AI Adoption Program — one of the most geographically spread programs Humaine Labs has run, brought together 120 brand and marketing professionals across 20 brands in 6 countries.

The program was designed not around AI as a concept, but around the specific work of a marketer. The brief wasn't "introduce AI", it was "make AI usable for the people who run these brands every day."

Every session was built around the tools and workflows Marico's teams already use, not hypothetical use cases, but real briefs, real decisions, real brands. Modules were anchored to how each role actually works, live labs had teams getting real work done with AI rather than watching demos, and participants walked out more confident using AI in their jobs, not just knowing how the tools work.



What Makes This Different

1

Built around actual work: Real briefs, real decisions, real brands. No hypothetical use cases.

2

Hands-on live labs: Teams used AI to get real work done, not just watch demos.

3

Taught by practitioners: Led by people who have built and scaled AI solutions in the real world.

Results



40% faster ideation and draft creation



First-level content and briefs done in-house in **1-2 hours, not days**



Insights generated in **15 minutes**, not days



Clear **30-day** AI adoption roadmap across the function

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This helps in bringing real-life use cases of how AI can be applied at work. The practicality of the program and the way it was delivered was kept simple, with enough space for queries.

– **Senior Brand Marketer**

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com