

# 12<sup>th</sup> Regional 3R and Circular Economy Forum

## *Circularity At ABG*

5<sup>th</sup> March 2025

# About Aditya Birla Group

**Aditya Birla Group** (ABG) is an Indian multinational conglomerate. The group's business interests include metals, cement, fashion and retail, financial services, renewables, fibre, textiles, chemicals, real estate, trading, mining and entertainment.

The group has a presence in **41 nations** with **187,000+ employees** of over 100 nationalities and a combined **annual revenue of US\$66 billion**, over 50% of which is derived from its overseas operations.

ABG has seven companies that are listed publicly, and their total market capitalisation as of Jun 2024 is over **\$113 billion**.

Notable group companies include UltraTech Cement, Hindalco, Novelis, Grasim, Aditya Birla Capital, Aditya Birla Fashion and Retail and Vodafone Idea.

# ABG on Circularity

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Duniya Gol hai

# Waste to Wealth For Circularity at Aditya Birla Group

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**Policy Framework** – Tech. Stds, Mgmt stds, Guidance Notes, Assurance process

**Target:** ABG aims to Zero Waste to landfill (ZWTL) by 2030

**Waste Inventorization and Tracking Waste Flows** : through Enablon

# Waste to Wealth For Circularity at Aditya Birla Group

## Current Status:

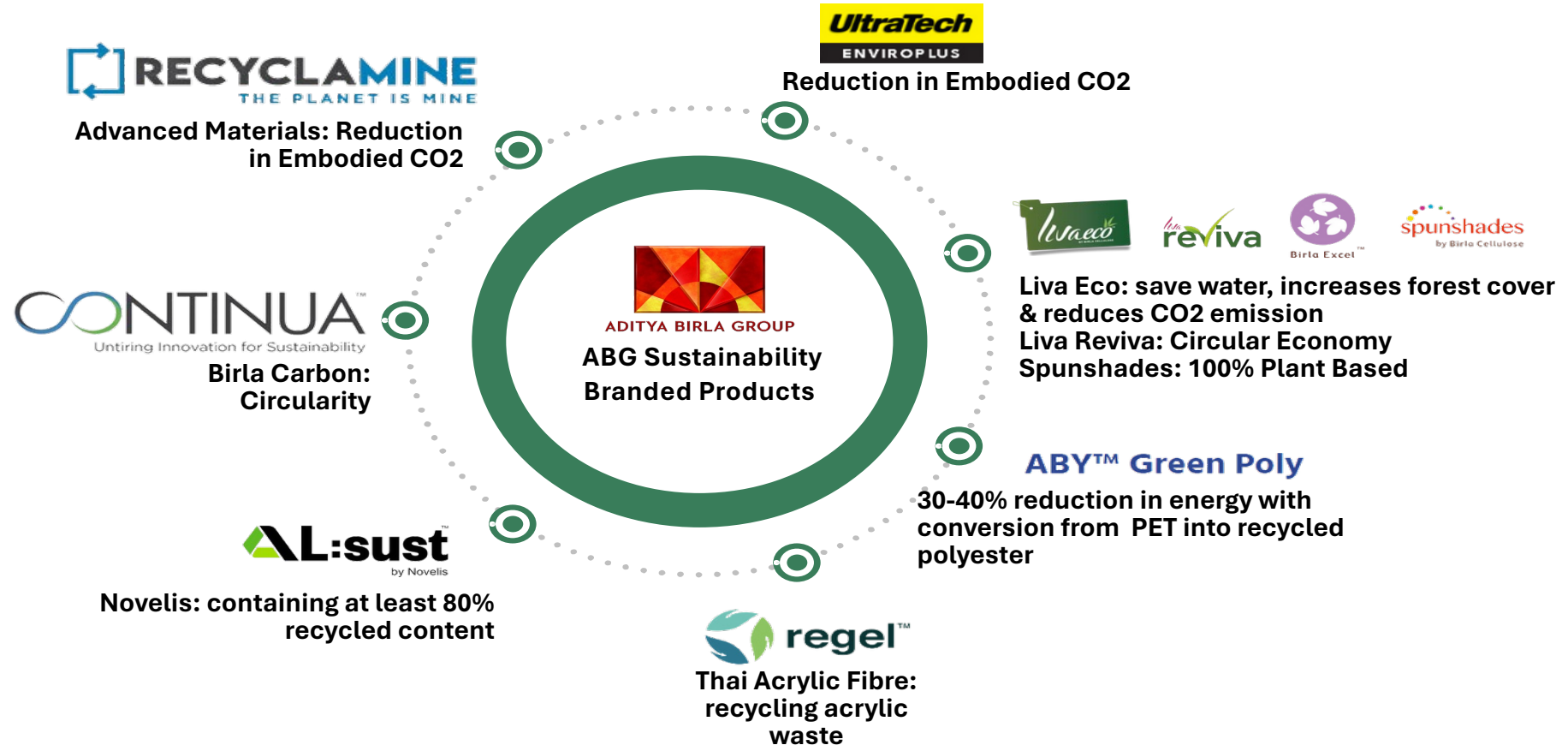
- 20 ABG sites achieved ZWTL already
- Recycling Stats
  - Haz waste 72% (FY 22) to 78% (FY 24)
  - Non Haz waste 85% (FY 22) to 88% (FY 24)
  - FY 24 – 14.9 million tonnes of waste being reused, recycled and repurposed.
- Identification of Critical wastes; Cross business waste utilization

## Ongoing Initiatives at Group level:

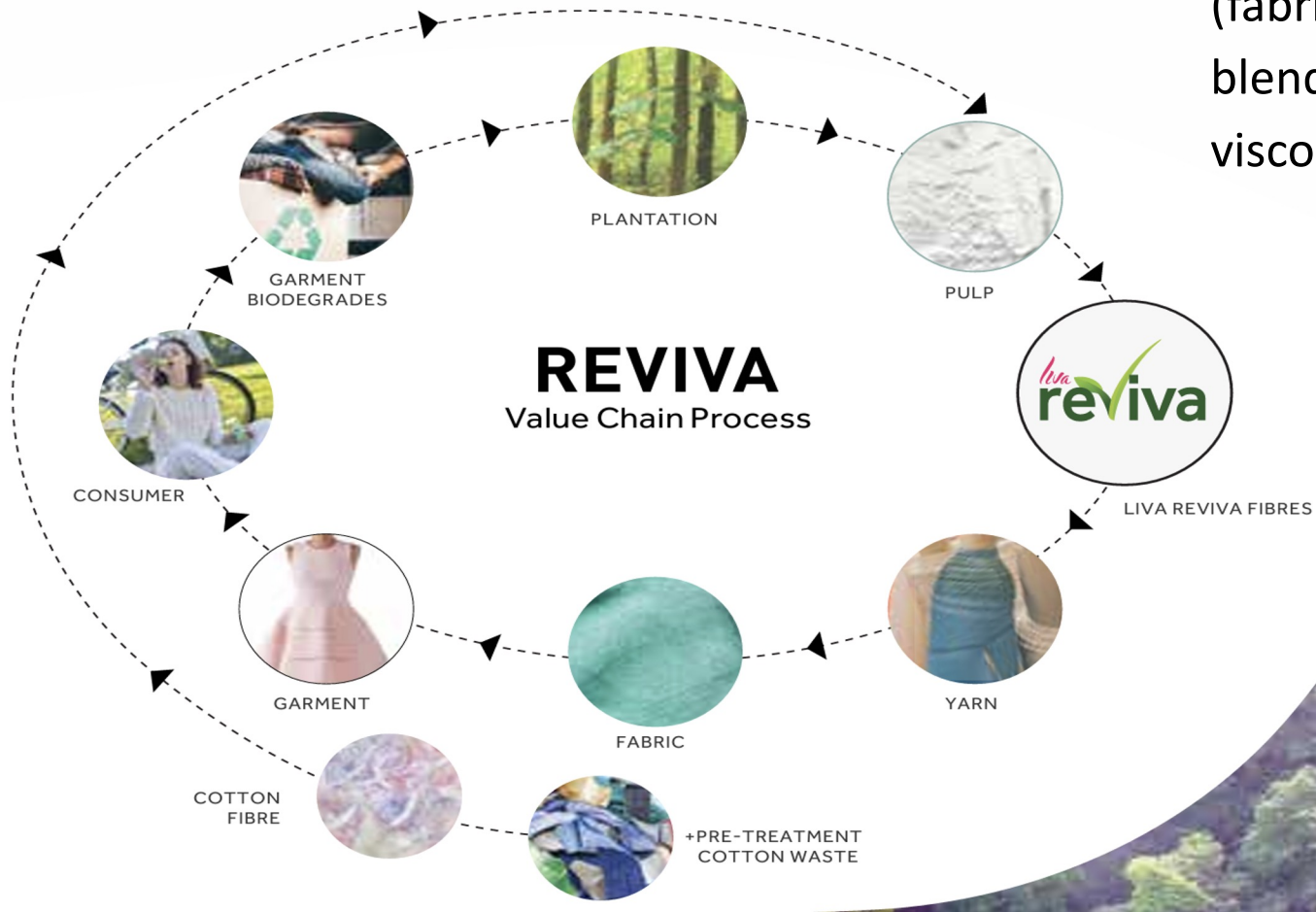
- Waste to Wealth Working Group
- Developing a Group-wide Circularity framework.
- Digital Platform for promoting W2WFC

# Key Initiatives - Circularity

## ABG Sustainable Products Portfolio



# Liva Reviva – Circular Product by Birla Cellulose



**Process:** 30% recycled pre-consumer textile waste (fabric scraps from garment manufacturing) is blended with FSC-certified wood pulp to produce viscose fibres

## Impact

- Diverted 15-30% of fabric waste, resource conservation
- Waste into high-value viscose fibres,
- Enabled end-to-end traceability through GreenTrack™
- RCS and Higg Index Circularity Certification
- Biodegradability of fiber
- Lower GHG emissions and water consumption

# Recyclamine from Advanced Materials

**Process:** integrates unique epoxy resins and curing agents engineered for recyclability. This allows traditional thermoset composites, which are typically non-recyclable, to be converted into thermoplastics



## Impact

1. Perpetual Recyclability:
2. Efficient Recycling Process at moderate temperatures ( $\sim 100^{\circ}\text{C}$ ) reducing the carbon footprint
3. Zero-waste manufacturing as waste during the manufacturing phase can be efficiently recycled
4. Value Recovery at End-of-Life for new product creation aligning with Waste-to-Wealth



# ABFRL

India's largest pure-play fashion and lifestyle powerhouse

Luxury/Super Premium Retail Formats

THE COLLECTIVE®

Galeries Lafayette

Brands

LOUIS PHILIPPE  
The Upper Crest

VAN HEUSEN

Allen Solly®

PETER ENGLAND

RALPH LAUREN

## Western Brands

VAN HEUSEN  
INNERWEAR

POLO  
RALPH LAUREN

AMERICAN EAGLE

HACKETT

FOREVER 21  
TED BAKER  
LONDON

Reebok

FRED PERRY

Christian  
Louboutin

SIMON CARTER  
LONDON

## Ethnic Brands

TASVA  
WOMEN'S INDIAN WEAR

JAY PORE

SABYASACHI  
CALCUTTA

SHANTNU NIKHIL

TARUN TAHILIANI  
SHANTNU NIKHIL

marigold™  
LANE

masaba

W aurelia WISHFUL eleven  
FOLKSONG

## Digital-First Brands

TMRW

Portfolio of 8 brands

Masstige and Value Retail formats

PANTALOONS  
PLAY WITH FASHION

STYLE UP

# Circularity at ABFRL

**Major Waste :** Cartons (2073 MT in FY 23)

**Carton Box Reuse Programme :** Pantaloons warehouse collects used carton boxes and repurposes them rather than discarding them as waste.

### THE REUSE PROGRAMME OFFERS SEVERAL BENEFITS

Reduces waste and the environmental impact associated with the manufacturing and disposal of packaging materials	Saves money on purchasing new packaging materials	Improves the overall efficiency of the warehouse by reducing the time and resources required to handle and dispose of waste
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To ensure the success of this programme, staff members have been trained on how to identify reusable boxes and how to properly clean and repurpose them.

*In FY23, Pantaloons warehouses reused more than 6,00,000 carton boxes.*

**Introduction of plastic crates** for finished goods transportation to warehouses and **Specially designed trolleys** and vehicles were introduced to carry the suits



# Circularity at ABFRL



LOUIS PHILIPPE

#GREENCREST



Fabric with less water dyeing



Usage of recycled Materials & BCI cotton



Zero hazardous chemical usage to bring the washed/faded look.



Trims: Recycled Shank & Rivet, stitching Thread, Recycled paper tag & compostable poly bag



# Circularity at ABFRL – Circular Initiatives

**Take Back Programmes at Peter England and American Eagle** – The initiative was run in 361 stores across India.

**Collaborating with GIZ** on a Project titled ‘Approaches for Circular Textiles and Apparel Industry in India’ .

**‘Circularity Innovation Challenge’** to provide a platform for innovators in the textile and apparel industry. 89 applications received, 9 innovative solutions were identified for pilot projects, and initiated 3 pilot projects.

**ReEarth Portal:** IT platform that automates sustainability data collection, making the disclosures more efficient, accurate, and informative. This has significantly enhanced the data accuracy, timeliness, and future planning capabilities

Company	Description	Status
PUNARBHAVAA SUSTAINABLE PRODUCTS	<b>Packaging</b> Convert used cotton textile waste from ABFRL’s value chain to make recycled paper, which can be used in our packaging	Pilot Project completed
SCHUTZEN CARE PVT. LTD	<b>Wet Processing</b> Use innovative sustainable, non-toxic, bio-based and biodegradable textile auxiliaries in textile production	Initial trial with one of the key textile partner
BUNKO JUNKO STUDIO	<b>Upcycle</b> Upcycle end consumer waste and textile small cut pieces into new products	Initial discussion with Pantaloons and Jaypore Brand



***Thank You.***