

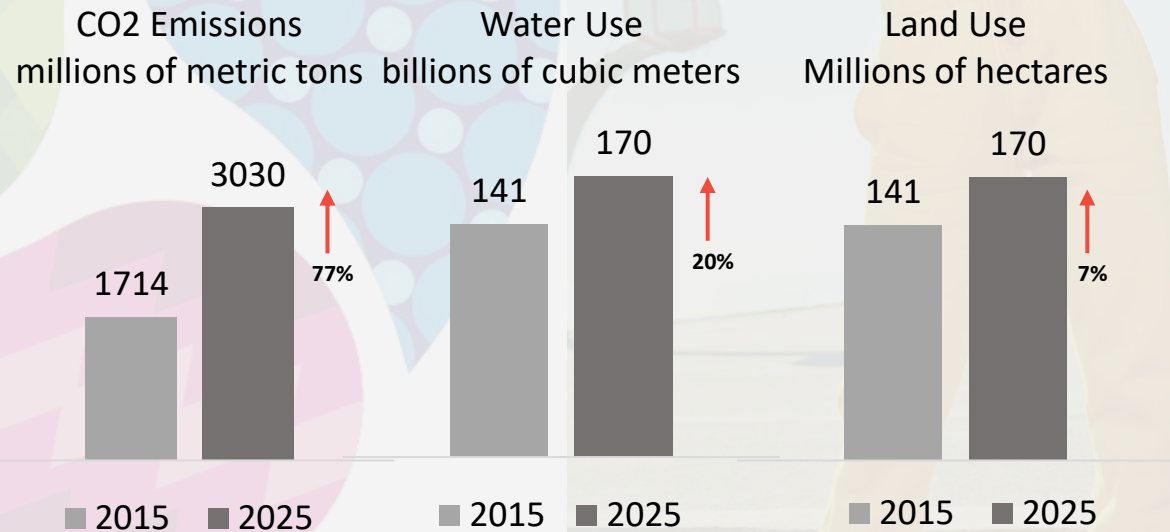
Aditya Birla Fashion – Making a difference with Circularity

Fashion's Footprint – Why We Need Change



Fashion is one of the world's largest industries, but also one of the **most resource-intensive**.

- **Massive Waste** – 92 million tonnes of textile waste generated annually
- **High Water Consumption** – 5000 to 7000 liters of water to make one cotton outfit
- **Carbon Emissions** – Responsible for 6-8% of global emissions
- **Social Impact** – Supply chain challenges: fair wages, worker conditions, ethical sourcing & production



Note: Increase in environmental impact if 80% of emerging markets achieve Western per capita consumption levels

About us | Aditya Birla Fashion & Retail

Aditya Birla Fashion and Retail Ltd. (ABFRL) is one of India's largest fashion companies, home to iconic brands like Louis Philippe, Van Heusen, Pantaloons and many more. With a strong retail network and deep consumer insights, ABFRL is at the forefront of shaping India's fashion landscape, blending heritage with innovation.

Our Brands Portfolio

Lifestyle Brands

LOUIS PHILIPPE

VAN HEUSEN
INNERWEAR

VAN HEUSEN

Reebok



Allen Solly

PETER ENGLAND

SIMON CARTER
LONDON

AMERICAN EAGLE

Pantaloons

PANTALOONS

STYLE UP

Super Premium

Galeries Lafayette

THE COLLECTIVE

POLO
RALPH LAUREN

RALPH LAUREN

TED BAKER
LONDON

HACKETT
LONDON

FRED PERRY

SABYASACHI
CALCUTTA

maşaba

TASVA

marigold
LANE

SAN
SHANTNU NIKHIL

JAYPORE®



FOLKSONG
AUTHENTIC | SOLEFUL | HANDCRAFTED

WISHFUL

aurelia

Ethnic

Digital

BEWAKOOF

Nautinafi

JUNEBERRY

TIGC
THE INDIAN GARAGE CO.

VEIRDO

TMrw
BY ADITYA BIRLA GROUP VENTURE

Bonglush

WROGN

NOBERO

URBANO
FASHION

ADITYA BIRLA
FASHION & RETAIL

Our Journey



The Transformation of ReEarth – A Sustainable Evolution

“Sustainability at ABFRL has evolved from compliance-driven efforts to product innovation and now towards creating industry-wide impact.”



- Focused on compliance, reporting, and internal efficiencies.
- Strengthened policies, supply chain audits, and sustainability governance.
- Laid the groundwork for sustainability as a business practice, not just an obligation.



- Shifted focus beyond internal operations to product impact.
- Emphasized on sustainable supply chain, Green facilities & manufacturing, and circular fashion.
- Introduced industry-wide initiatives like Circularity Guidelines and Net Zero commitments.

ABFRL's ReEarth Movement

Sustainability 2.0



‘Product’ Centric Approach

with a focus on,

product design & development,

customer centricity and

supply chain

in line with Life Cycle Thinking

Transition to Circular Fashion

Philosophy & early steps

- *Linear economy has high virgin material consumption and large amounts of material going to landfill causing supply, reputational, and regulatory risks*
- *The circular economy aids in risk mitigation as well as opportunities in resource efficiency, innovation, better stakeholder engagement, and reduced impacts*

Sustainable Product and Raw Material

- *Environmentally and socially responsible materials*
- *Sustainable Cotton, , recycled materials & polyester, and regenerative fibre produced from wood pulp*
- *Material Sustainability Index*

Packaging

- *Classification into pollutant and non-pollutant*
- *92% non-pollutant packaging*
- *Reusable plastic crates instead of corrugated box*
- *Compostable Polybag*

Waste Management

- *Achieved Zero-Waste-to-Landfill across all facilities*
- *Piloted ZWL stores*
- *Program for destination traceability of waste*

Take Back Program

- *'Share Happiness' program where consumers bring in old clothes and deposit in Peter England stores in exchange for a discount*
- *Reuse and repurposed clothes provided to the NGO Goonj*

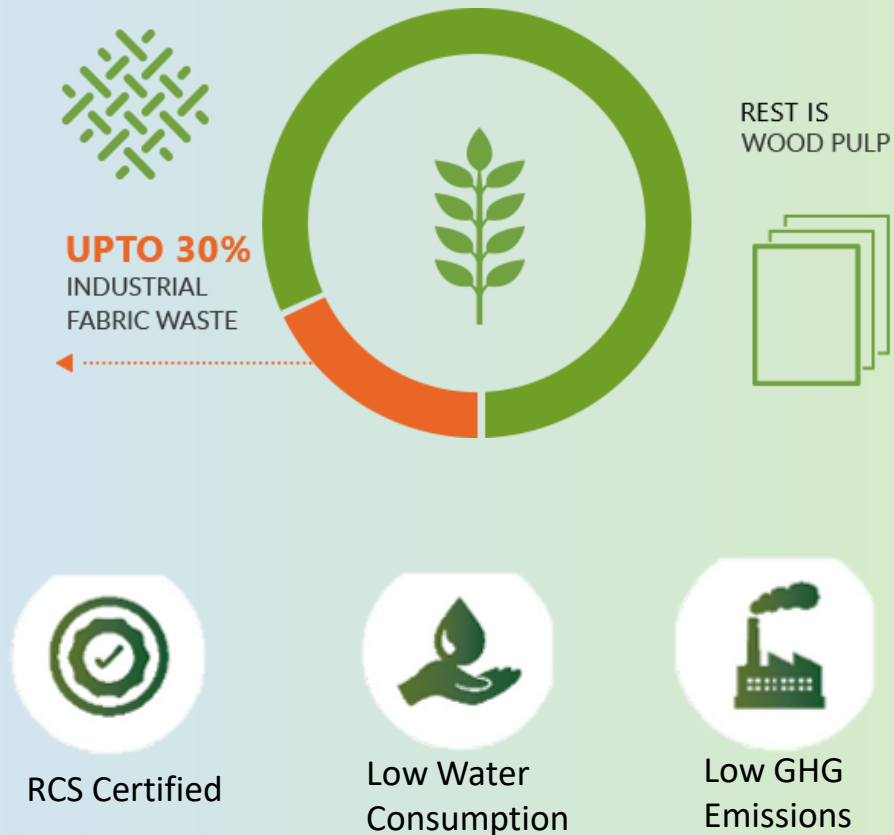
Sustainable Product

- ✓ **Circular Product design**
- ✓ **Lifecycle Thinking approach**
- ✓ **Durability and Longevity**
- ✓ **Made to be remade, recycle**
- ✓ **Made from sustainable material and renewable sources**

Sustainable Product

Lifecycle Thinking

Liva Reviva (Recycled Viscose) – fiber that is consciously Fashionable is made using pre-consumer textile waste



YOUR
SECOND
CHANCE
WITH
NATURE

ForEarth
COLLECTION BY
MADE
THOUGHTFULLY
WITH
liva
reviva
BY BIRLA CELLULOSE

PETER ENGLAND

Sustainable Product

Jaypore Saree Upcycle

- ❑ Jaypore designed beautiful product from discarded Saree scrap & upcycling them into lehenga-cholis, kurtas & more.
- ❑ This reduces the manufacturing costs and creates a unique and distinctive product.
- ❑ This initiative has helped us in establishing environment friendly sustainable practices and avoiding landfill

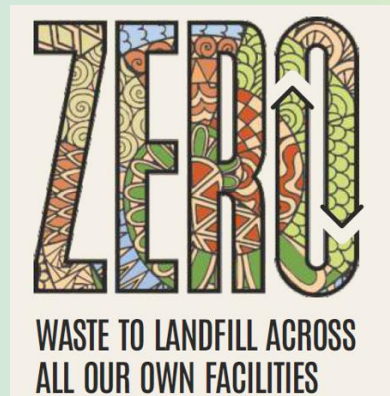


Zero Waste to Landfill



- 1 Established Integrated waste management System
- 2 Implemented **3R (Reduce-Reuse-Recycle)** concept with key focus to reduce overall waste generation, encourage circularity & drive last mile traceability
- 3 Collaborated with external stakeholders & waste management organisation to find innovative solutions

Zero Waste Stores Pilot across 9 brands & 100+ Retail stores in Bengaluru through SAAHAS



TRUE Zero Waste GOLD



Sustainable Packaging

- ✓ Focus on **standardizing, eliminating, substituting, & minimizing** the packaging

Initiatives Taken & Achievement

- Elimination of product box, metal pin, foam, etc.
- Reduce & recycle of packaging material
- Switching from carton box to plastic crate
- One garment – one tag program



Recyclable & Reusable Cartons for transportation



- ✓ Launch “BetterthanPlastic” Challenge & evaluated various innovations to tackle plastic problem.
- ✓ **Compostable polybag** implementation



“Approaches for Circular textiles and apparel industry in India”

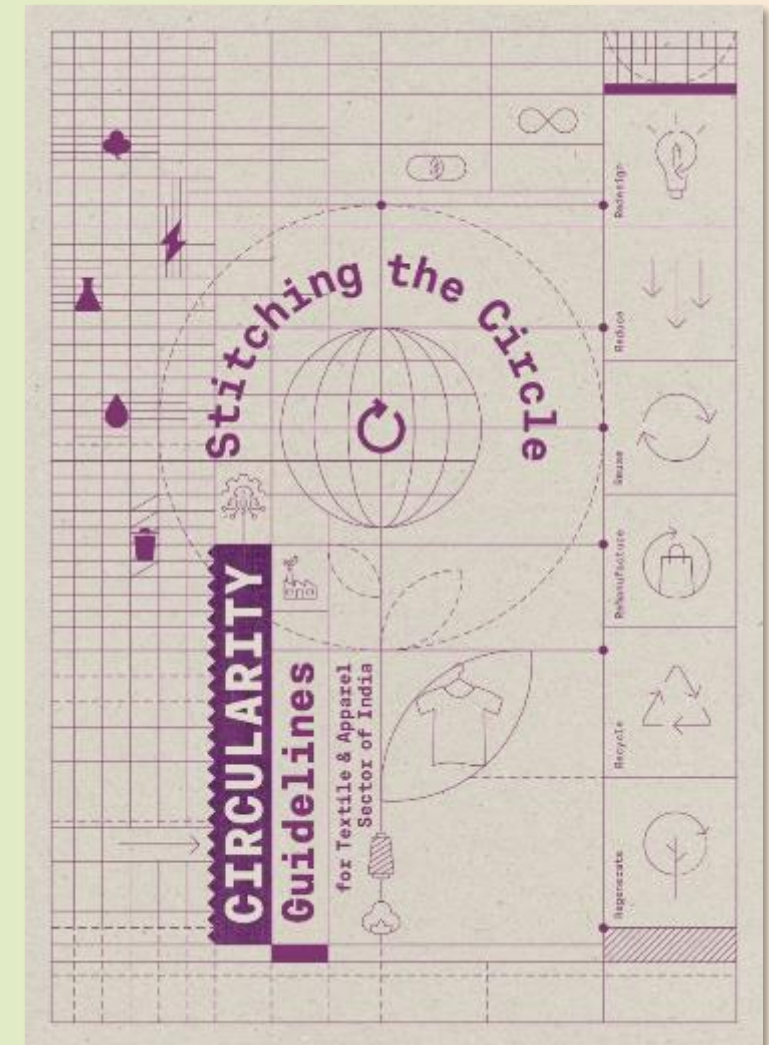
- ✓ **Strengthen the capacities** of the Indian textile and apparel industry to implement circular approaches.
- ✓ **Introduction of circular business practices** through **demonstration projects by ABFRL**
- ✓ Preparation of **Circularity Baseline survey report** and **voluntary circular business guidelines and Manifesto** for the textiles sector in India.
- ✓ **Strengthen and institutionalize an industry-level platform** for consultation, knowledge exchange, innovation and collaboration.

Impact of this project is a contribution to a **less wasteful, less polluting textile and apparel industry**



“Significant Outcome”

- ✓ **Circularity baseline study** with 90+ Stakeholders engaged across India
- ✓ Launched Innovation challenge. 87 applications received. **Implemented 3 projects within ABFRL** & showcase it to industry as a new circular solutions.
- ✓ **427 stakeholder** representatives (Textile & apparel companies, SMEs, MSME and Individuals) **trained on circular business** issues.
- ✓ **20 different industry stakeholders** of Indians textile sector participate in the industry Working Group for promotion of circularity.
- ✓ **Circular Business Guidelines** for Indian textile industry and a Compendium of Good Industry Practices developed with **participation of 300 stakeholders** and **shared with 5,000 Indian textile stakeholders**.



Industry Ecosystem for Circularity



*Making India's
Textile and Apparel
Industry Circular*

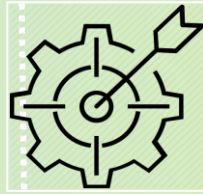


- Create a pipeline of solutions & stakeholders

- Convene & co-create solutions

- Build and scale-up

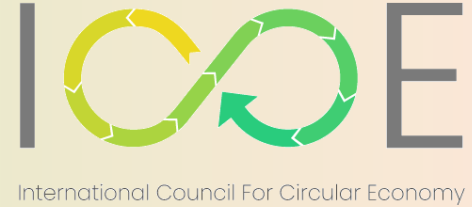
- Disseminate Knowledge & strengthen value chain



- Collectively raise industry ambition levels by setting long-term targets

- Demonstrate new ways of working by driving large-scale, cross-value-chain demonstration projects

- Inspire and engage stakeholders to ensure wide promotion of the vision

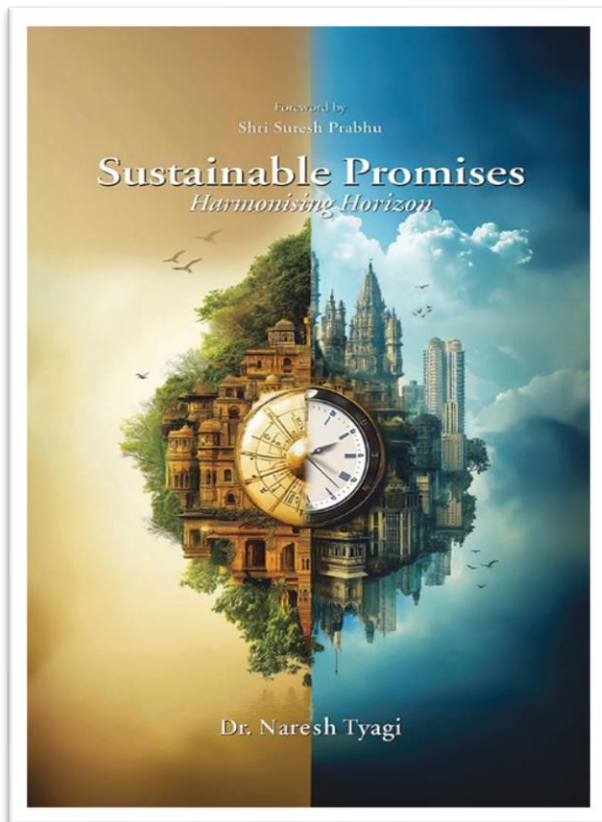


- Customized training programs for ABFRL Brand - design, product, sourcing team & suppliers
- Circular Design Handbook
- Joint awareness program in industry & academia on circular fashion

THANK YOU!

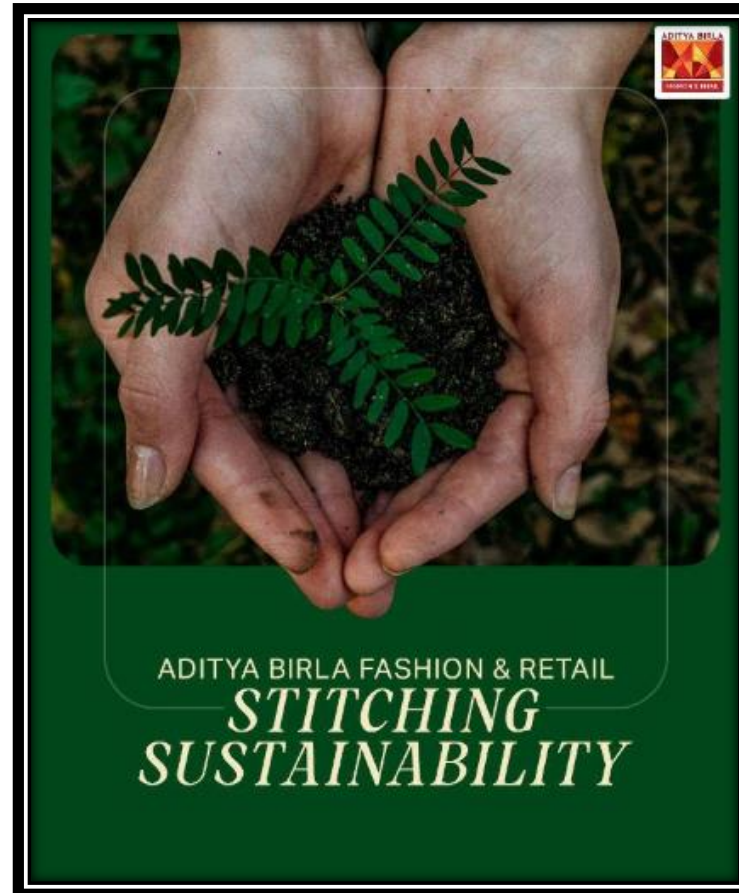
Authored Book

Sustainable Promises
Harmonizing Horizon



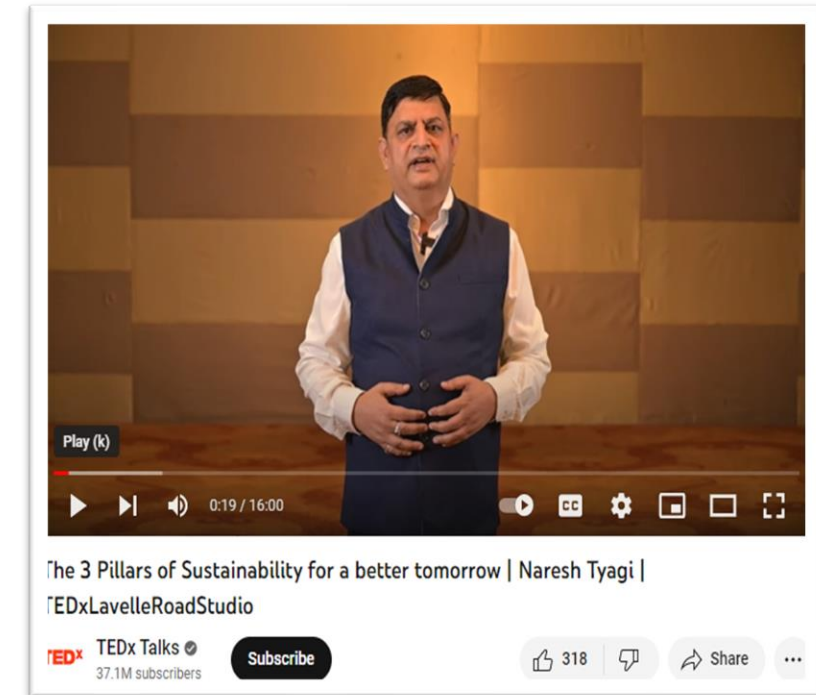
Case Study Published

Harvard Business Review &
Ivey Publication



TEDx Talk

Three pillars of Sustainability



Contact

Naresh Tyagi

Chief Sustainability Officer, ABFRL

naresh.tyagi@abfrl.adityabirla.com

