



On World Environment Day, Britannia declares 'Plastic Waste Neutrality' in India

Collects & recycles 100% post-consumer plastic waste from across the country

5 June 2022, National: Britannia Industries Limited has announced that it has achieved 'plastic waste neutrality' across its operations in the country. The Company has collected, processed, and recycled an estimated 35,000 metric tonnes of plastic waste in FY 2021-22. The Company is committed to becoming 100% EPR (Extended Producer Responsibility) compliant and reducing the use of virgin plastic by deploying measures including:

- Redesigning packaging to reduce the quantum of plastic used
- Replacing plastic through innovation
- Accelerating the use of recycled plastics in food packaging including primary packaging, subject to an enabling regulatory environment and technology readiness

Commenting on this announcement, **Varun Berry, Managing Director, Britannia Industries Limited**, said, *"We formulated a Sustainability Strategy for Britannia Industries that embodies the vision of being a Responsible Global Total Foods Company. Sustainable packaging is pivotal to our endeavour on Responsible Goodness. We are focussed on continuously reducing the quantity of plastic used in our Operations. We have collaborated with waste management agencies, organizations to recycle plastic packaging waste, ensure energy recovery and are committed to transition to a circular economy."*

Berry further added, *"We started focussing on sustainable packaging from FY 14 and have made great strides in our journey towards sustainable packaging through optimization, elimination, substitution of virgin plastic materials and management of post-consumer plastic waste through the Extended Producer Responsibility (EPR) mechanism. We continue to adopt and use the right technologies and materials appropriate for food-safe applications and have minimised the use of plastic in our packs."*

Britannia is amongst the few Consumer Goods Companies in the country to have achieved 'Plastic Waste Neutrality' and has been assessed by an external auditor for its plastic recycling initiatives. In addition, Britannia aims to reduce virgin plastic usage significantly as well by FY 22-23.

Sustainability has been at the heart of Britannia's philosophy for many years, reflected in the belief that success and growth lie in creating value for all the stakeholders who comprise the business ecosystem, including the environment and the many communities Britannia is located within.

Britannia Industries

With over a 100-year legacy and a turnover of over INR 13,000 crore, Britannia Industries is India's largest Bakery Foods Company, also present in many other food categories and with a growing presence across the globe. Cherished by many generations of Indians, Britannia produces India's favourite brands like Good Day, Tiger, NutriChoice, Milk Bikis, Marie Gold, Little Hearts and others and is present in over half of Indian households. Britannia's portfolio of products expands beyond biscuits and includes dairy, cake, rusk and breads. The company is present in more than 80 countries across North America, Europe, Africa, South East Asia, and GCC and is growing at the pace of 1 new geography a year, in terms of local manufacturing operations. Britannia and its flagship brands are routinely voted amongst India's most trusted, valuable, and popular brands in various Consumer and Industry surveys conducted by prestigious organizations like Millward Brown, IMRB, and WPP Group, among others. Britannia takes pride in staying true to its vision of 'Eat Healthy, Think Better'. It is India's first Zero Transfat food Company and 47% of its product portfolio is fortified with essential micro-nutrients.

Britannia believes that 'Taste & Trust' are its sobriquets and constantly endeavours to make a Billion Indians reach out for a delightful and delicious Britannia product anywhere, anytime!

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