



FASHIONABLING EARTH 2024 : VOLUME 1

Making Sustainability Stylish



CHAMPIONING SUSTAINABILITY

A REMARKABLE DECADE-LONG JOURNEY

Sustainability is a relentless pursuit. In a multivariate world where circumstances can change overnight, as proven by the pandemic, we understand that a decade of sustainability is simply a milestone and not a destination. At Aditya Birla Fashion and Retail Ltd., we believe it's our responsibility—as one of India's largest pure-play fashion and lifestyle players—to helm the charge against climate change and lead the sector by example.

The decade between 2013 and 2023 was one of the achievements in ABFRL's structured sustainability journey. Through the 'ReEarth - For Our Tomorrow' programme, we achieved remarkable success in eco-friendly packaging, waste management, emissions control and so much more, which garnered us various accolades and set the industry standard in India. From being water positive, keeping waste out of landfills, attaining circularity and energy efficiency and even empowering the communities we function in, the group met a number of targets and excelled in every sustainable endeavour.

Keeping the momentum going steadily, the coming 10 years will be treated as a decade of acceleration, where we'll leverage our learnings and strengthen our standing on the sustainability ladder. ABFRL will chalk out its 'Net-Zero' roadmap and embed sustainability even deeper into its ethos, giving it pride of place in its business goals and everyday operations.

Through the pages of 'Fashionabling Earth,' a 3D Coffee Table Book, ABFRL brings to life these very achievements and goals. Assembled in a 'pop art' style, it's reminiscent of our childhood memories, peppered with thought-provoking poems, visuals that remind one of the once-vivid imagination of their childhood, colours galore and other vibrant elements like hand-stitched detailing and illustrations that speak for themselves.

Each of the 10 concise chapters tells the tale of our green journey through our revamped 'ReEARTH 2.0' programme. This painstakingly put together opus reflects our concerted efforts to give back more to the earth than we extract from it by championing circularity, making judicious use of resources like water and energy, and raising the use of renewables in our operations. **The ultimate goal: to become the supreme sustainability leader in India's textile and apparel industry.**



MESSAGE FROM OUR CHAIRMAN



***Accelerating ESGbility,
Strengthening Sustainability***
*as its sustainability approach
and the businesses have made
consistent advancements in
their ways of working,
processes, products, and
people capability.*

KUMAR MANGALAM BIRLA
Chairman, Aditya Birla Group



ReEARTH 2.0

TORCHBEARERS FOR THE APPAREL INDUSTRY

*When the long-term goal is in sight,
The purpose becomes clear.
Every task is eco-driven,
To draw sustainability near.*

It's been a decade since the 'ReEarth - For Our Tomorrow' programme that helped achieve mission milestones through a 'process-led' approach.

The end goal: ABFRL now aims to infuse more into the ecosystem than it takes through a 'product-led' approach.

Whether in its business strategies, annual action plans, or production mechanisms, ABFRL has embedded the spirit of sustainability into all its operations. By sourcing alternative materials, using eco-friendly packaging, and prioritising renewable energy resources, we have retained our identity as Asia's most sustainable fashion retail company.

👁 HOW WE WILL GIVE BACK MORE THAN WE TAKE FROM THE PLANET

- Transition from a 'process-led' to 'product-led' approach, focusing on product design and development, customer centricity and supply chain.
- Take climate risk assessment into account to further enhance sustainability actions and better identify potential threats to future operations.

🚀 ECO-SUCCESS

- Retained Asia's 'Most Sustainable Company' label and ranked 8th globally in the Textile Apparel & Luxury Goods Industry by S&P Global CSA 2022
- Ranked 12th globally under Textiles & Apparel with a score of 12.5 (low risk category), assessed for the first time by Sustainalytics, a global ESG rating standard of repute

📌 FASHIONING CHANGE – THE THREE PILLARS

Creating '**clean by design**' products using alternative materials, through eco-friendly practices

Embracing '**sustainable operations**' in supply-chain management

Ensuring '**inclusive communities**' through outreach and social integration

🚩 A DECADE OF SUSTAINABILITY + 10-YEAR ROADMAP

What We Did & Continue To Do

- Adopt sustainable sourcing and production practices to amp up circularity and enhance the product lifecycle from the design stage to consumer use.
- Employ energy-efficient measures and increase use of renewable sources.
- Tackle the impact of climate change, supply chain disruptions and resource scarcity.
- Embrace digitalisation and new technologies like AI to embed innovation across our operations and incorporate greener processes.



THE BIG PICTURE

*It all starts with an act of service,
To care is to honour.
If all relationships require effort,
Why has nature been pushed into a corner?*

As one of India’s largest fashion retailers, ABFRL is conscious of its responsibility towards the ecosystem that fuels its growth. By transforming its processes, ABFRL hopes to offset the negatives of the fashion industry.

The end goal: to decarbonise operations and deliver sustainable fashion through a pragmatic approach.

ABFRL practices mindfulness towards Earth and its bountiful resources. By leveraging technology that uses net-zero water as well as renewable sources of energy, we aim to minimise the environmental impact of production.

ReEARTH : GOAL FOR 2025

- Keep Environmental Social and Governance (ESG) parameters at the core of all strategies.
- Bring about 100% Green Building certification of built environment across owned facilities.
- Achieve water positivity.
- Reduce greenhouse gas emissions by 5%.
- Ensure zero waste to landfills with 100% traceability of waste in operation.
- Achieve 50% energy through renewable sources.

FASHIONING CHANGE

- Increase wardrobe life of products and reuse them as raw material at the end of their lifecycle.
- Integrating circularity to ensure complete traceability of pre- and post-consumer waste.
- Optimise warehouse spaces with energy-efficient lighting systems (motion sensors and LED fixtures), rooftop solar panels, solar street lights, and the best electrical systems.
- Adopting a green building approach to creating low-carbon built environments, involving the use of responsibly sourced, regional and recycled material, minimal water and energy, and ultimately, a shift from fossil fuels.

ECO-SUCCESS

- **Certifications:** Six facilities are certified under the green building rating system + five facilities will be re-certified this year for their eco-friendly practices + four new projects are being evaluated.
- **Warehousing:** 40% reduction in carbon emission intensity across warehouses. More than 1,300 tonnes of carbon dioxide equivalent in emissions were thwarted year on year.

THE ROAD AHEAD

The Plan

Working towards a net-zero building rating system, which includes both net-zero water and energy use across the built environment—a unique initiative in India’s apparel sector.

The Means

Enhancing efficiency and harnessing renewable energy and alternative sources of water to lower demand—thereby curtailing greenhouse gas emissions and dependency on raw water.



CELEBRATING CIRCULARITY

*Round and round the wheels go,
Round across the planet.
Who has stopped to take account?
Are you and I on it?*

Take, make, and dispose is no longer the way to go. ABFRL would rather restore the old to regenerate the new.

The end goal: to push India's textile and apparel industry towards a closed-loop circular system of production and rejig their existing business models.

Ten years ago, ABFRL decided to pull the plug on mindless production and consumption in the fashion industry. Today, we stand proud to be a brand that not only thinks but operates solely through the lens of sustainability, to be the one to spearhead circular fashion.

UNDERSTANDING CIRCULARITY

Unlike the linear system in fast fashion, where the unsustainable take-make-dispose route puts immense pressure on the ecosystem, the circular economy model is designed to minimise waste and give back more to the planet than is extracted—the ABFRL vision. Using durable, repairable, and recyclable/reusable materials, circularity is a closed-loop system that prolongs the life cycle of products, employs resource efficiency, and regeneration through recycling and other means, and ensures that all production methods have minimal environmental impact.

ReEARTH : GOAL

- Keep clothing and plastic waste out of landfills.
- Lower the use of natural resources and polluting substances.
- Downcycle, recycle and reuse.
- Develop and utilise eco-friendly alternatives to plastic in packaging.

ECO-SUCCESS

- Use of 100% recycled polyester sewing thread (Coats Eco Verde) in garments
- Produce shopping bags from 'Chindi waste'
- Partnered with GIZ Germany to boost ABFRL's circular business practices and create guidelines for the sector.

- BRANDS IN FOCUS**    
- **Jaypore:** for upcycling Banarasi and Ikat Patola sarees into lehenga-cholis, kurtas, etc.
 - **Forever 21:** for its Chindi bag shoe cover (made from recycled pre-consumer fabric waste)
 - **Peter England:** for its Liva Reviva (recycled viscose) shirt.
 - **Louis Philippe:** for adopting plastic-free packaging for its Green Crest line.

PACKAGING PUZZLE

- **The Challenge:**
Poor perceived brand value with lacklustre packaging
- **The Solutions:**
Zero compromise on aesthetic appeal + use of compostable bags, recycled plastic waste, paper in place of collar travellers and a 'one product, one tag' policy.

TARGETS

Achieved in 2023:

91.5%

Goal for 2025:

100%



WEAR IT ON YOUR SLEEVE

*Intent is hidden in the little things,
In the details lie the genuine work.
When you stay true to the cause,
The fine print is just another mark.*

Much before the term 'sustainability' became fashionable, ABFRL was focused on giving back a lot more to the environment than it took from it.

The end goal: to produce high-quality, eco-friendly products and conserve natural resources to whatever extent possible.

Instead of using sustainability as a fashionable tag, ABFRL is working towards truly achieving it. Over 70% of our products possess one of the five sustainability attributes as per our guidelines. Plus, we constantly re-evaluate our products to incorporate 'clean by design' principles into our operations.

ReEARTH : GOAL

To offer products that have helped improve the state of the environment and society in which ABFRL operates, through sustainable means and by posing minimal health risks to workers.

FASHIONING CHANGE

A product must tick all five 'Product Sustainability Attributes' to be considered sustainable:

- | | |
|--|---------------------------|
| ✓ Sustainable Raw Materials | ✓ Sustainable Packaging |
| ✓ Sustainable Production Process | ✓ Sustainable Livelihoods |
| ✓ Sustainable Manufacturing Facilities | |

ABFRL measures the sustainability attributes of its products by volume bi-annually and annually.

ECO-SUCCESS

- 70.3% of ABFRL products by volume (MFL, PFRL and Van Heusen Innerwear) have at least one sustainability attribute of the five.
- Casual and formal shirts underwent Product Lifecycle Assessments last year. This year, T-shirts and jeans will be put through the test.
- Louis Philippe, Van Heusen, Allen Solly, Pantaloons, Peter England and Van Heusen Innerwear were evaluated to integrate 'clean by design' principles into operations.

BRANDS IN FOCUS VAN HEUSEN LOUIS PHILIPPE

- **Van Heusen:** The Move Labs Collection boasts ultra-stretchable, lightweight and wrinkle-free fabric that was engineered for unrestricted movement.
- **Louis Philippe:** Green Crest denims are crafted from PULCRA fabric, made from recycled cotton that needs less water for dyeing. Laser drying and use of zero chemicals also shrinks their footprint.



LEAVE OUT THE LANDFILLS

*We come from desi households,
The birthplace of jugaad.
Where waste goes through nine lives,
Till it reaches the junkyard.*

'Designing out' waste is the new and improved approach to fashion at ABFRL, where its 'ReEarth' programme is rooted in resource efficiency and a circular economy model.

The end goal: spearhead waste-to-resource initiatives to recover maximum value from waste.

ABFRL's 'Sustainability 2.0' programme aims to drive out waste from its operational vocabulary and procedures entirely. We reimagine and redesign waste to create new resources, thus increasing the shelf-life of our materials.

ReEARTH : GOAL

- A 'Zero Waste to Landfill' ambition through safe handling and disposal.
- Recycle, reuse or upcycle scrap to create a closed-loop system.
- Find alternative solutions to divert waste from landfills.
- Audit and monitor the disposal mechanisms of recyclers to establish end-to-end traceability.

ECO-SUCCESS

- ABFRL Fashion Craft Ltd. is India's first TRUE (Total Resource Use and Efficiency) Zero Waste Gold-certified manufacturing unit—a testament to the group's commitment to lower their carbon footprint and achieve their zero-waste goals.
- All non-hazardous waste is either recycled, reused, or composted; hazardous waste is disposed off following regulations.

BRANDS IN FOCUS **PANTALOONS**

The Achievement:

Pantaloon collects, reuses, recycles or repurposes cartons from its warehouses, rather than discarding them as waste. In FY23, it reused more than 6 lakh cartons.

The Benefits:

Reduces waste and its environmental impact; saves cost with no need for new packaging materials; improves the efficiency of warehouses.

The Achievement:

Fashion Craft Ltd received 'TRUE Zero Waste Gold' certification from Green Business Certification Inc—the first industrial manufacturing unit in India and the second globally to get this accolade. In 2022, it was granted 'LEED Zero Water' by the US Green Building Council rating system and a 'Special Award for Workforce Gender Diversity' at the IRIM IGMCA Awards.

WASTE DISPOSAL & TREATMENT IN FY23

Total Waste In Metric Tonnes
(Hazardous & Non-hazardous)

555.46

Waste Recyclable	57.05%	<div></div>
Waste Reusable	41.39%	<div></div>
Compostable	1.49%	<div></div>
Biomedical Waste	0.07%	<div></div>



POWERING THROUGH

***We've learnt the art of letting go.
We let go of the bad and nurture the good.
Practice detachment from toxic conventions,
For clean is the rule of thumb in our
neighbourhood.***

Biodiversity loss, rampant pollution, and consumption of natural resources present a dangerous mix over the coming decade—and ABFRL is well aware of the need to mitigate their consequences.

The end goal: combat climate change by steering the ship towards renewable energy (RE) sources and new tech.

ABFRL has successfully integrated mechanisms that rewire energy consumption and create an inflow of RE into its operations. We've lowered our carbon dioxide emissions by 2,000 tonnes and amplified our use of RE sources to 68%.

👁 ReEARTH : GOAL

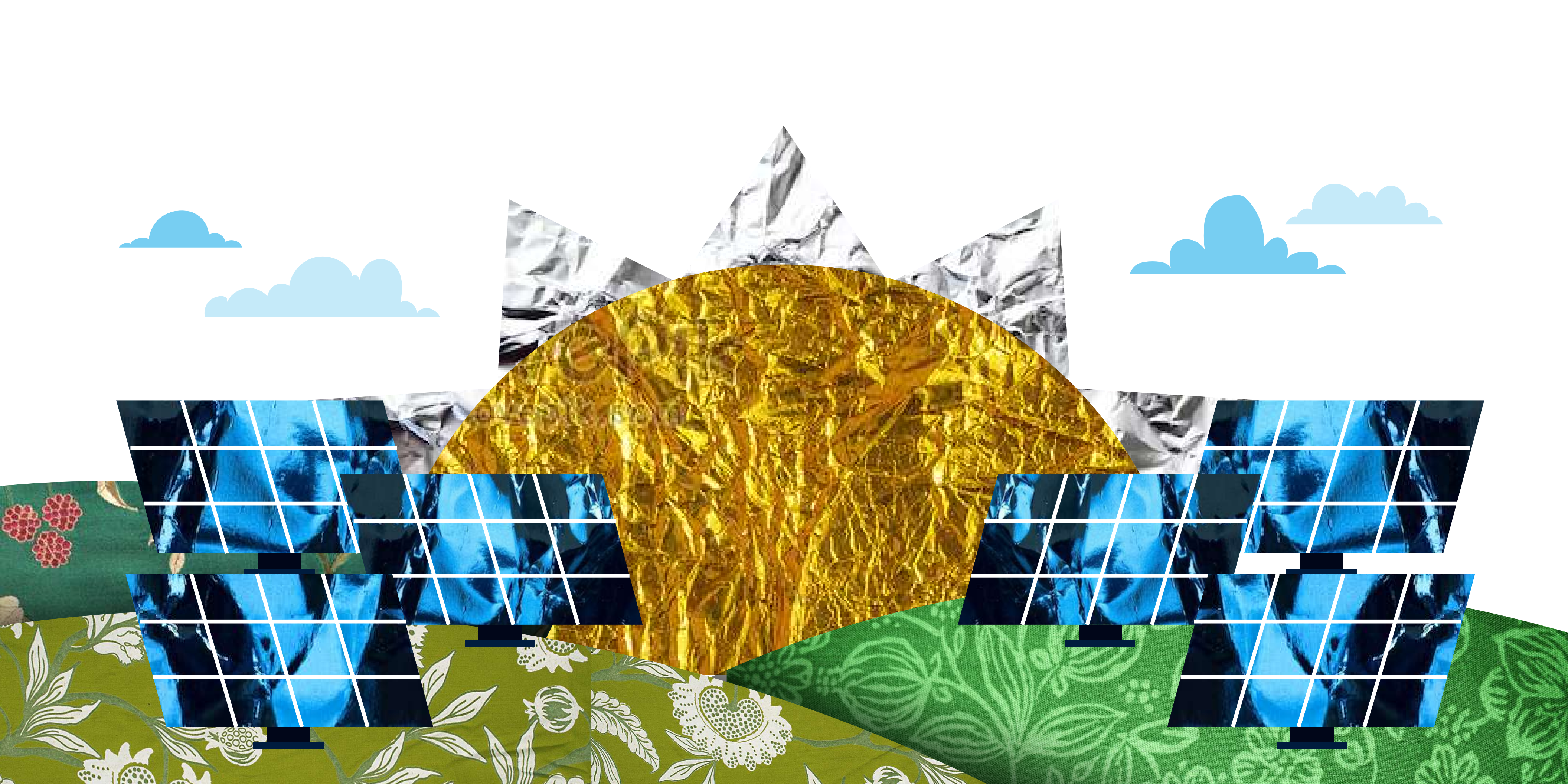
- To reduce carbon emissions in our facilities—manufacturing units, warehouses, offices and upcoming new businesses—at least 50% on renewable energy sources.
- Execute our two-pronged strategy for energy, including operational improvements such as remote energy management systems and raising the share of renewables in the energy mix.

🕒 FASHIONING CHANGE

- Deploying solar rooftops, biomass-based briquettes and RE tech such as solar street lights.
- Adopting new and innovative RE technologies such as hybrid technology, a combination of solar photovoltaic (PV) systems and wind turbines.
- Optimising internal and external lighting, installing LED lights and other efficient equipment, and designing new facilities and stores using green concepts.

📈 ECO-SUCCESS

ENERGY SPIKE	Energy consumed from renewable sources rose from 69 trillion joules in FY19 to 119 trillion joules in FY23.
EFFICIENCY HIKE	Though operational efficiency at manufacturing units, garment-level energy intensity dropped 13%, despite a 43% surge in production compared to FY22.
RENEWED VIGOUR	68% of the energy at owned facilities is derived from renewable sources.
FOOTPRINT FALL	Roughly 26 lakh units of solar power was generated, which led to a drop of more than 2,000 tonnes of carbon dioxide emissions.



WATERING GROWTH

*The pitter-patter of raindrops,
Lost to the ground.
Water in and water out,
Yet nowhere to be found.*

Although minimally water-intensive in its operations, ABFRL continues to reinforce its eco-initiatives.

The end goal: conserve water and rejuvenate sources through a two-pronged approach to reduce dependency on fresh water and set up integrated water management systems.

We, at ABFRL, honour our life's ultimate fuel: water. Our facilities do so by harvesting rainwater, treating sewage water, and recycling wastewater. With reduced consumption and increased conservation, we are now recognised as a Water Positive Organisation.

ReEARTH : GOAL

- To enhance the conservation, reuse and recycling of water from all resources to the highest feasible extent, by establishing rainwater harvesting systems, sewage treatment plants, and water-less/water-efficient fixtures.

FASHIONING CHANGE

- Leveraging the latest tech to monitor, model and manage water systems in real time.
- Mitigating the impact of treated wastewater discharged into municipal sewers by testing physical, chemical and biological parameters, complying with pollution control guidelines.
- Lowering water demand, enhancing recycling and reuse of wastewater, and effective harvesting of roof and non-roof rainwater at facilities.
- Implementing watershed programmes to offset the use of resources at the community level.

ECO-SUCCESS

- **Significant Milestone:**
ABFRL is now a Water Positive Organisation.
(a measure of 'Water Debit' versus 'Water Credit' at a site).
- **Lowered Use:**
Water Consumption Intensity (in kilolitres per crore) shrunk from 21.9 in FY21 to 15.4 in FY23.
- **RRR System:**
The group's facilities harvested 1,04,878 kilolitres of rainwater, and recycled and reused 1,35,118 kilolitres of wastewater in the past year.
- **Community Effort:**
Water conservation through community rainwater harvesting rose from 27,160 kilolitres in FY21 to 64,934 kilolitres in FY23.
- **Zero Water:**
This year, Haritha Apparels was LEED Zero Water certified under the US Green Building Council rating system.

THE NET-ZERO H₂O STRATEGY

THE CHALLENGE	THE SOLUTION	THE ACHIEVEMENT
Becoming 'Water Positive' across operations in 2022-23.	Treat all wastewater on site and maximise reuse; employ water-efficient technologies; prioritise projects like rainwater harvesting.	68% of the water used at ABFRL's facilities are recycled and reused



MITIGATING MAYHEM

*The future is all new,
Brimming with challenges unknown.
We learn, adapt and renew ourselves,
For the things yet to come.*

The pandemic taught businesses to expect the unexpected, and at ABFRL, future-proofing its functioning through sustainability strategies takes centre stage.

The end goal: to be prepared to mitigate black-swan events through risk management, portfolio diversification, digitalisation and a net-zero commitment.

ABFRL has been a step ahead in terms of integrating new-age technology to promote greener initiatives. We experimented with recycled threads, alternative organic fabrics as well as the Metaverse to orient our consumers towards sustainable practices.

ReEARTH : GOAL

- Implement a multistage climate strategy to reduce greenhouse gas emissions
- Devise a Net-Zero Roadmap, including both long- and short-term targets, mitigation preparedness and measures to neutralise residual emissions.
- Setting science-based targets to boost the group's transition to a low-carbon economy, to also gain a competitive advantage in the marketplace.

ECO-SUCCESS

A smarter, more efficient and sustainable ABFRL through digitalisation

Enforce a digital-first approach to drive commerce and build stronger engagement for brands

Delight shoppers through online facilities like our design grading system and 3D garmenting

BRANDS IN FOCUS



- **Van Heusen** was India's first premium brand to organise an event in the Metaverse, where avatars of shoppers joined a digital concert with a band and interacted with the label.
- Units have digitalised product lifecycle management with platforms providing complete concept-to-shelf connectivity for stakeholders— in addition to an array of other eco-friendly measures pertaining to packaging, plastics and warehousing.
- Customers love **Louis Philippe's** hemp and hemp-blend shirts, organic cotton products, shirts made out of recycled threads and Green Crest denim wear that are sustainable from end to end.
- **Jaypore's** made-to-order model, repurposed clothing line, and use of heirloom brocade sarees and sustainable packaging material like muslin make the brand ultra green.
- **Sabyasachi** employs some 1,000 craftspeople and keeps India's traditional techniques alive, while **Shantnu & Nikhil's** buyback programme promotes the re-own, re-love, reuse approach.



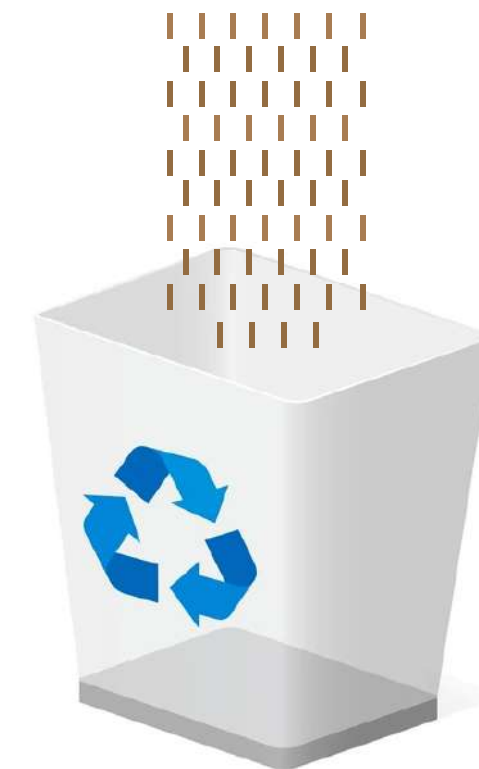
404

NEW EARTH NOT FOUND

The new planet you are looking for doesn't exist.
Go back and reconfigure to prioritise sustainability.



- Reuse
- Upcycle
- Repurpose
- Discard
- Settings
- Personalize



STRIKING A BALANCE

***Looking out for each other,
Is the crux of welfare.
What are systems and organisations
Without the responsibilities we share?***

Wellness at ABFRL is perceived as the physical, emotional, social, and financial health of an individual. We extend comprehensive support to our employees for their wellbeing and offer annual checkups, health camps, and workshops to promote awareness.

Recognising the need for flexible hours and a healthy work-life balance in today's day and age, ABFRL views 'health' through multiple lenses.

The end goal: to create a supportive, friendly, and enjoyable workplace through employee-friendly policies.

ReEARTH : GOAL

- Ensure the complete wellbeing of all ABFRL employees, encompassing their physical, mental, financial and social health.
- Conduct expert sessions and webinars, share informational communication and organise interactive activities on wellness to create awareness about fostering a healthy lifestyle.

FASHIONING CHANGE

Employee First	a three-pronged approach towards employee value proposition, covering physical, emotional and financial wellness.
Annual Checkups & Health Camps	A yearly comprehensive health checkup + camps for body composition, blood sugar testing, eye and bone density checks, obstetrics, gynaecology and paediatrics.
Anaemia Alleviation	1,350 women in ABFRL factories underwent detailed assessment.
Finspiration	Over 3,000 employees underwent this programme to understand the basics of savings, fixed deposits and SIPs, government schemes, tax planning and other financial jargon.
Mental Health	The group accepts mental wellness as a reason to take a day or two off + their Mpower advocacy group conducted four workshops.

BRANDS IN FOCUS **pantaloons**

Pantaloons: The retailer's wellness initiative for its workforce includes the following:

- Self-guided digital health assessment.
- Stratification of all employees in n high, medium and low-risk categories.
- Company-sponsored diagnostic tests for staff in high-risk categories.
- Graded support programmes and work stress reduction plan for high and medium-risk staff.

Madura Manufacturing: Of its 14,000 employees, 85% are women with an average age of 29. Their Womb-to-Cradle Programme helps the women on their payroll transition to motherhood, including both pre-natal and post-natal care. music and more. Plus, there's a four-month-long Madura Championship that brings together all units under Madura Fashion & Lifestyle. It aims to promote healthy competition, a fun work atmosphere and physical and mental wellbeing. More than 800 employees participate in over 20 activities, including sports, music and more.



THE CSR CRUX

***Let's build communities of care,
Free of greed, envy and malice.
The world is a big, old pie,
Here, everyone deserves a piece.***

ABFRL believes that development must trickle down right to the most underserved regions and communities. To realise this vision, our team has volunteered and ventured into the fields of education, healthcare, sanitation, livelihood, and digitalisation, clocking 29,439 hours in the last year towards community service.

The group designs and implements effective CSR strategies with ambitious but attainable targets for the socio-economic advancement of the communities in which it operates.

The end goal: to actively contribute to the upliftment of communities and be in sync with the UN's Sustainable Development Goals.

ReEARTH : GOAL

- **Education:** Establish academic support centres at the grassroots level, train teachers, provide financial aid, set up coaching classes for rural girls and programmes for dropouts.
- **Water, Healthcare & Sanitation:** Set up health camps around yoga, eyecare, dental care and cancer; undertake rainwater harvesting; recharge borewells; install water-purifying plants.
- **Livelihood:** Establish skill training centres, train youth in career readiness, support self-help groups and persons with disability through income-generation activities.
- **Rural Digitalisation:** Set up village information centres and smart classrooms that provide access to e-health, e-education, e-banking and e-employment, among other digital services.

IMPACT STORIES

- **In-house Volunteers:** In 2022-23, the new employee volunteering policy encouraged 4,464 ABFRL employees to devote 29,439 hours towards community good.

THE PROJECT	THE GOAL	THE IMPACT
A library and smart classroom programme at schools in Odisha.	To cultivate a passion for learning through reading and improve linguistic intelligence.	Improve kids' reading speed and comprehension skills by two to three times.

THE PROJECT	THE GOAL	THE IMPACT
The Solar Powered School Project at a government school in Rayasandra, Karnataka.	To address the energy needs of the school, educate students about clean energy sources and promote sustainable living practices in the community.	301 children benefited from the project, and 241 kilowatt/hour of energy produced.

THE PROJECT	HOW IT WORKS	WHERE IT WORKS
Built around the guidelines of the Sansad Adarsh Gram Yojana, this innovative initiative aims to transform villages through personal, social, economic and environmental development.	Using the 'hub and spoke' system, the project makes its perks reach maximal beneficiaries; helps mitigate challenges in education, health and sanitation, sustainable livelihood, water and watershed and digitalisation; and puts in place a system of 'model villages' that serve as examples to be replicated in 'spoke' villages.	Currently implemented in Karnataka and Tamil Nadu (Sollepura, Basavanapura and Madiwala are their three model villages) and Odisha (initiated in three villages).



ACKNOWLEDGEMENTS

We'd sincerely like to thank ABFRL's Brands, Corporate Sustainability & Corporate Communications teams & The HAT Media Content & Design team

Without whom “**Fashionabling Earth**” – 3D Coffee Table Book, a product of concerted efforts, would not have been possible.

Through mutual support, scores of discussions and dedicated collaboration, this book came to fruition in its refined form.