



ADITYA BIRLA GROUP



SUSTAINABILITY,
A WAY OF LIFE.



Birla Cellulose
Fibres from nature



The Aditya Birla Group is in the League of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities.

A multinational group, amongst many businesses, has a global leadership in textile and clothing sector with business ranging from forestry, pulp, viscose and acrylic fibre, viscose filament yarn, spun yarn, fabric, garments and fashion retail stores.

The textile and clothing operations span seven countries including India, China, Sweden, Canada, Thailand, Indonesia and Philippines.

www.adityabirla.com



Birla Cellulose, the Pulp and Fibre business of the Aditya Birla Group, is a world leader in Viscose Staple Fibre (VSF), Modal, Dope Dyed Viscose and Lyocell fibres.

The fibres are of natural origin, moisture absorbent, have soft feel, and are completely biodegradable.

As an extremely versatile fibre, viscose fibre finds its usage in sustainable apparels, home textiles, and nonwoven applications.

www.birlacellulose.com

Redefining the Paradigm in Sustainability

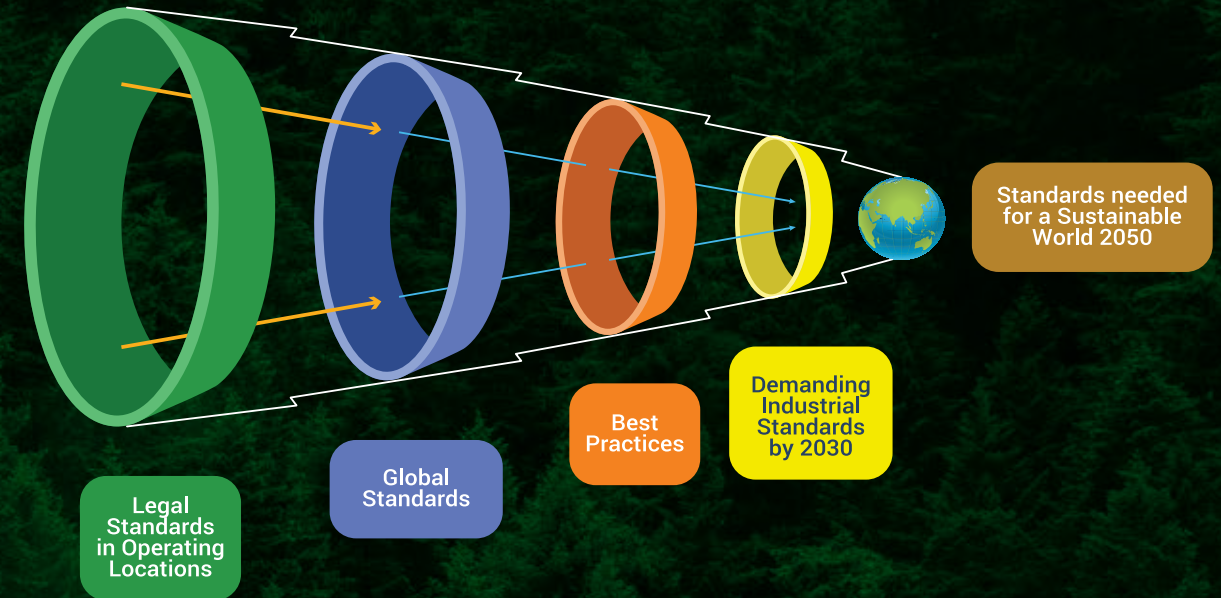
The Aditya Birla Group endeavours to become the leading Indian conglomerate for sustainable business practices across its global operations.

THINK ABOUT TOMORROW, TODAY!

Responsible Stewardship

Stakeholder Engagement

Future-Proofing Including Our Supply Chain



The future will either be green, or not at all.



Our Sustainability Model

Sustainability is at the heart of every action that Birla Cellulose undertakes. Birla Cellulose fibres come from nature and go back to nature, leaving a positive footprint on the environment.





Mega Trends Shaping Our Strategy

- Climate Change
- Air and Water Quality
- Resource Conservation
- Circular Economy
- Transparency
- Biodiversity
- Community Awareness
- Human Rights
- Digitization
- Globalization

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.



For every tree,
we give back
two trees to the planet.



Responsible Wood Sourcing

- Birla Cellulose has an intense forestry management system and robust wood sourcing policy.
- The policies are compliant to global standards and partake in conservation of ancient and endangered forests, High Conservation Value (HCV) forests, boreal forest and biodiversity.

Global Certification



20 – 24
buttons

- Birla Cellulose is a signatory member of the Canopy Style Initiative, an environmental NGO dedicated to the protection of forests and biodiversity for a systematic process.
- The brand is ranked 1st with a “light green shirt” signifying low risk in Hot Button report 2017.
- In India, a social forestry model is institutionalized for cultivating trees in a 5 – 7 year cycle, as cash crop in marginal and semi-arid land.
- Around 10 million plantlets are provided every year, covering an area of more than 46,000 Ha, thus empowering more than 20,000 farmers.
- The average yield of viscose fibre, from the land cultivating eucalyptus trees in India, is an impressive 3.4 tons/hectare/year

Manufacturing Excellence

- Birla Cellulose has 5 pulp sites in Canada (3), India (1) and Sweden (1). The pulp plants ensure sustainable manufacturing with lower energy and oil consumption.
- Pulp plants in Canada and Sweden produce energy in a closed loop system from spent liquor.
- Birla Cellulose follows the principles of Sustainable Forestry Management and accordingly most of the Pulp & Fibre plants have Chain of Custody certifications according to FSC/SFI/PEFC standards.
- For fibre process, as a Contributing Member of Zero Discharge of Hazardous Chemicals (ZDHC), the business has partnered with industry bodies, brands, technology experts and certification bodies to formulate Standards based on scientific inputs.
- The initiative is to have a unique closed loop system for Viscose process.
- Birla Cellulose is a member of Sustainable Apparel Coalition (SAC) and is amongst the first fibre brands to adopt Higg Index FEM 3.0
- All Birla Cellulose, Pulp & Fibre manufacturing plants focus on self-improvement through Life Cycle Assessment, confirming to ISO 14040/44, and global benchmarking.
- Pulp & Fibre production facilities are certified with ISO 14001 (EMS).

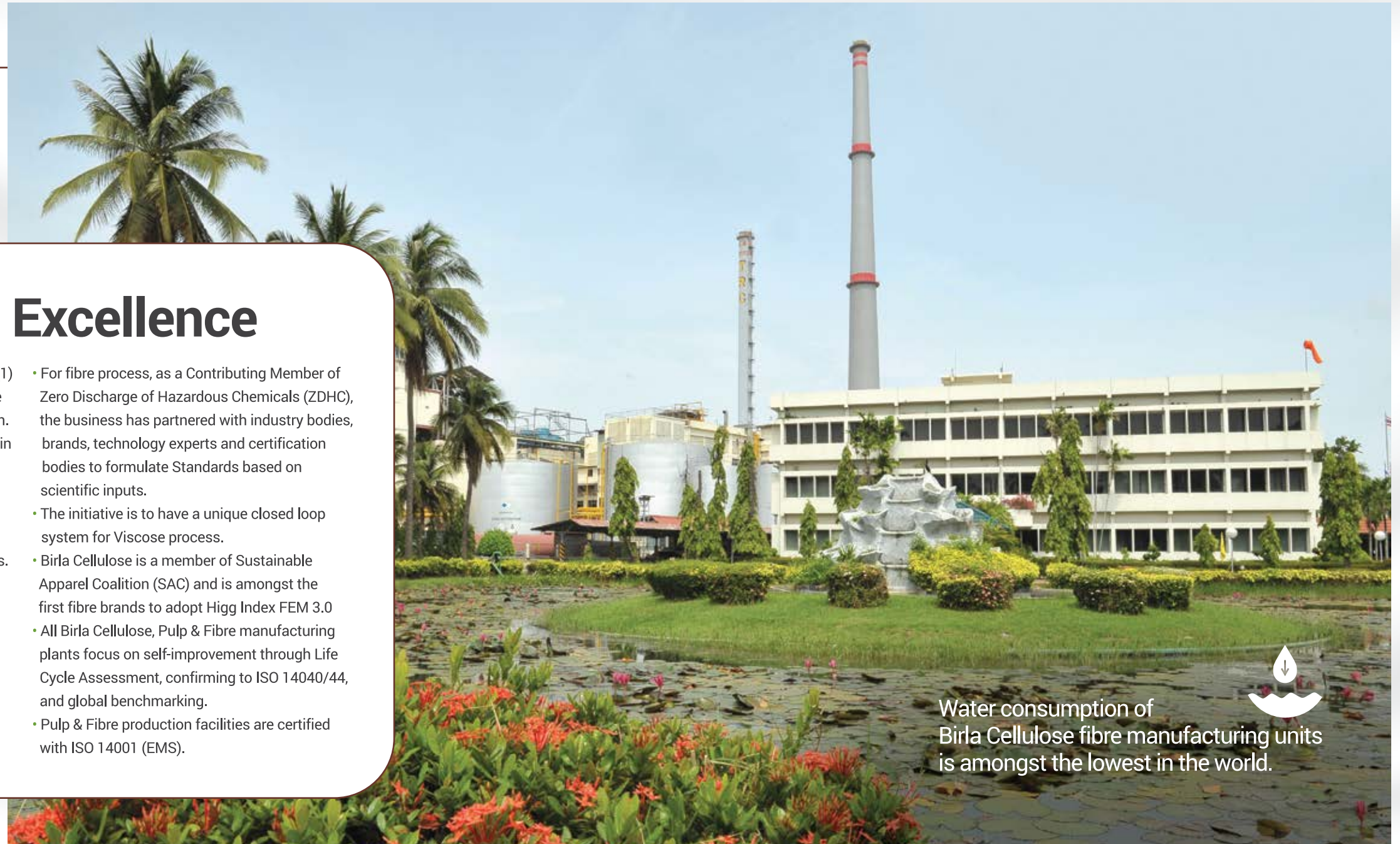
Global Certification

 **ZDHC**
CONTRIBUTOR

 Sustainable
Apparel Coalition

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Index

Water consumption of Birla Cellulose fibre manufacturing units is amongst the lowest in the world.



Apparel



Vibrant Partywear



High Fashion Womenswear



Stylish Suiting



Legging



Elegant Formal Workwear



Versatile Knitted Leisurewear



Comfortable Intimatewear



Active Sportswear

Home Textile



Bed Linen



Carpets



Bath Linen



Furnishing

Sustainable Products

- Birla Cellulose fibres have certifications like OekoTex Standard 100, USDA Biobased Certification
- Spundyed Viscose is certified with Gold Level in Material Health from Cradle2Cradle
- Spundyed Viscose has excellent advantages in downstream. It reduces greenhouse gas emission by 20% effluent discharge and water consumption by 40%
- Birla Excel fibres are manufactured through a solvent spun process which is soft on the environment

Global Certification



United States
Department of
Agriculture



Fashion conscious, Planet conscious.

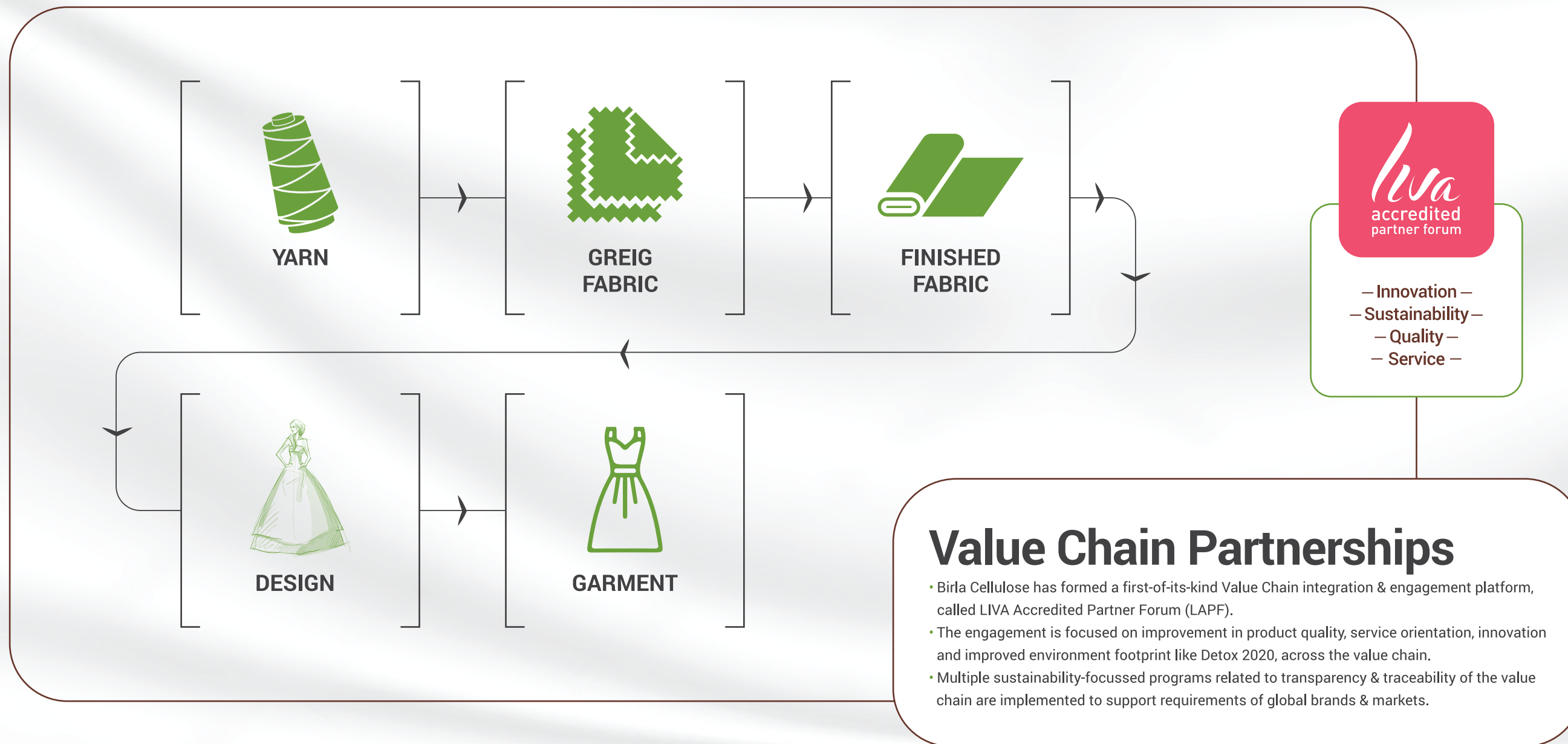


Community Initiatives

- Birla Cellulose proactively engages with communities in vicinity of its manufacturing units by understanding their needs in a systematic manner.
- Welfare initiatives like, Women Empowerment, Health Care, Education, Infrastructure Development and Clean Water & Sanitation are implemented to benefit the community.
- This is actively managed across the group as a stakeholder management program for sustainable business.

Reaching Out
3,000 Women | 49,000 Students
1,329,000 Patients | 1,00,000 Villagers







Brand Partnerships

- Birla Cellulose engages with leading global Brands and Retailers to co-create sustainable collections which are friendly to the earth's resources.
- Global brands have increasingly led sustainability programs with Birla Cellulose fiber as an ingredient and also actively support the value chain for sustainable operations.
- In India, ingredient brand Liva is available in tagging program for numerous brands to attain right quality fabrics, traceability and service through LAPF

End Consumer

- Consumer insights has always been as focus area for Birla Cellulose to offer solutions and enhance consumer experience.
- Consumer campaigns to create awareness and differentiate sustainable collection is facilitated through brand Liva across various consumer touch points.



End of Cycle

- Birla Cellulose fibres are friendly during end of cycle as they biodegrade and decompose within eight weeks, thus avoiding problems of landfills.
- The fibers come from nature and go back to nature, creating a positive footprint on environment.



Bangladesh | China | India | Indonesia | Thailand | Turkey | U.S.A

Disclaimer: Despite careful research and studies conducted with utmost care, Birla Cellulose – the Pulp and Fibre business of Aditya Birla Group (hereinafter referred to as Birla Cellulose) assumes no liability whatsoever for the actuality, completeness, preciseness and correctness of the information made available in this brochure. Birla Cellulose reserves right to change and/ or modify individual pieces of information, parts of individual pages and/ or the entire brochure from time to time.

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