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.

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.
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**
  - Legal Standards in Operating Locations
  - Global Standards
- **Stakeholder Engagement**
  - Best Practices
- **Future-Proofing Including Our Supply Chain**
  - Standards needed for a Sustainable World 2050
  - Demanding Industrial Standards by 2030

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.
- 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.

Global Certification
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.

Global Certification

- 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).
Sustainable Products

- Birla Cellulose fibres have certifications like OekoTex Standard 100, USDA Biobased Certification
- Spunpreg Viscose is certified with Gold Level in Material Health from Cradle2Cradle
- Spunpreg 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

Fashion conscious, Planet conscious.
Community Initiatives

- Birla Cellulose proactively engages with communities in the 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.
Value Chain Partnerships

- Birla Cellulose has formed a first-of-its-kind Value Chain integration & engagement platform, called LVA Accredited Partner Forum (LAPF).
- The engagement is focused on improvement in product quality, service orientation, innovation and improved environment footprint like Detox 2020, across the value chain.
- Multiple sustainability-focused programs related to transparency & traceability of the value chain are implemented to support requirements of global brands & markets.
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 a 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.
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