GreenTrack™

An end-to-end fashion traceability solution powered by
Blockchain Technology By

Birla Cellulose
Fibres from nature

ADITYA BIRLA GROUP
Brands Requirement – Need for Traceability

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**Consumer** is increasingly environment conscious & sustainability credentials becoming a key ask

**Brands** shifting their portfolio to fibres with established sustainability credentials

**Value chain** needs to source as per brand’s garment tagging requirement

**BC leadership** provides solution for Brands to verify the ‘chain of custody’ of sustainable fibre across value chain

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The expectations are –

1. **End Consumers**: Demonstrable sustainability credentials of garments they buy, preferably on their fingertips.
2. **Brands**: Verification of sustainability credentials across the chain for all their products

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GreenTrack™ – pioneering blockchain based traceability

- 1st of its kind blockchain based traceability solution in the textile industry
- More than 1500 global supply chain partners onboarded, tracking millions of ‘live’ transactions on the platform per year
- Mapping the journey of cellulosic content from forest all the way to brand stores
- Major global brands/retailers on the platform – Marks and Spencer, H&M, Tesco, Walmart, ABFRL, Varner, Bestseller, Benetton, etc.
- 1st global viscose producer to receive “Dark Green Shirt” Ranking in Canopy Hot Button report and ranked #1 in the world – major contribution of Traceability with full marks in that pillar.
1. NASSCOM CoE Excellence Award – Dec 2021
2. IMC Digital Technology Award for Excellence in Digital Implementation – June 2021: Green Track (Blockchain based Forest to Fashion Traceability)
3. SKOCH Order of Merit – Feb 2021
4. Forbes Top 50 Blockchain based solutions in the world – Feb 2021
5. ABG Bizlabs Award - 2020
**Eco-enhanced spunshades**

GreenTrack™ ADVANTAGE

- Raw-Material traceability from Forest to Fashion
- Transparency across the supply chain
- Strengthen sustainability credentials
- Strengthen brand and consumer connect
- Supports sustainable sourcing

OUR TRACEABLE FIBERS

- Livexco
- Reviva
- Livexcomodal
- Birla Excel
- Spunshades by Birla Cellulose**

** Eco-enhanced spunshades
Value Chain Traceability **GreenTrack**
Live mapping of the material journey from forest to fashion through every supply chain node

**Source Verification through Molecular Tracer**
Unique molecular additive inside the fibre for source verification at any stage – fibre, yarn, fabric & garment removes any possibility of counterfeit or dilution.

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GreenTrack™: Value Chain Traceability

Hey, what’s your story?

GreenTrack™
BLOCKCHAIN-POWERED TRACEABILITY PLATFORM
Provide MAXIMUM TRANSPARENCY into ENTIRE MANUFACTURING PROCESS

Blockchain based technology  Track the material flow upto its origin  Two-fold provenance tracking  Live linking
GreenTrack™: Forest to Fashion Traceability

Solution offers 2-fold provenance tracking based on ‘live’ linking

1. PO tracking up the value chain: unique QR code created
   Brand to intermediaries to Birla Cellulose

2. Material delivery and invoice tracking down the value chain – BC to intermediaries to Brand

Chain-of-custody of FSC certified material flow from Wood to Fibre is internally maintained and certified

Order Initiation from Brand/Buying-House – Block requirements start building during this track, basis data on quantity requirements, delivery dates and partner selections

Shipment Initiation from Birla Cellulose – Block fulfilment and blockchain formation, basis mass balancing at each node of the material flow across transparent value chain

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How To get started on GreenTrack™ C-o-C Solution.....

Steps to start Traceability on this Solution...

- **Brand** to agree to work on BC platform. Then register and initiate order on a garment supplier on the platform.
- **Garment supplier** to register on the platform and receive the requirement from brand and then place the requirement with the finished fabric supplier.
- **Finished Fabric supplier** to register on platform, receive order from Garmenter and place order of grey fabric.
- **Grey fabric manufacturer** to register on platform, receive requirement from processor and place order for yarn.
- **Spinner** to register on platform, receive the requirement of yarn from grey fabricator and place order for Fibre with Birla Cellulose.
- **Birla Cellulose** to receive the order for Liva Eco & other tracer enabled fibres, supply, while linking the invoice with the order.
- Supply trail continues till the garments are dispatched to the Brand’s warehouse.
- A Unique QR Code is generated, visible real time once brand places the order on garmenter.

BC Team would support on-boarding each value chain partner in this journey
How GreenTrack™ Traceability tool works.

Brand gets COMPLETE traceability of entire Value Chain from Forest to Fashion on GreenTrack™

Transaction certificate generated at each Buyer & Seller level for every shipment
1. **PO tracking up the value chain: a unique QR code created:**

   Brand to intermediaries to Birla Cellulose to Forest

2. **Material delivery and invoice tracking down the value chain:**

   Forest to Birla Cellulose to intermediaries to Brand

3. **Mass balancing at each node of the material flow across transparent value chain.**
Unique QR code scan:
Instant visibility to End Consumers of material journey
2-fold provenance tracking

Transaction mapping via Block chain

Fabric certification via Physical tracer test

Eligibility:
>30% Birla Livaeco fibre in sample
Advantages to Brands:

- **Complete traceability** of their orders in the value chain on real time basis.
- Visibility on the complete value chain from forest to fashion to ensure right partner selection.
- Enables to take corrective actions, in case of delays etc in the process.
- Complete information on the journey from forest to fashion is available through a unique QR Code which can be made available to the consumer conveniently.

Advantages to the Value Chain Partners:

- Visibility on orders from the buyer and shipments from the supplier on real time basis.
- Visibility to the Brand ensures preference resulting in business growth.
- Preference by brands entering the eco-system for value chain partners who are already on the platform.
SUSTAINABILITY, A WAY OF LIFE.

Let us collaborate & win...

CoC Core Team: Shyamlal Patnaik | Vaishali Kamble | Tiana Quinny
Biz IT Team: Jaiprakash Rao
Brand & Retail: Sucharu Uppal

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