



CII-ITC Centre of Excellence
for Sustainable Development



Confederation of Indian Industry



Annual report 2023-24

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Table of contents

| | | | |
|---------------------|----|-------------------------------------------------|----|
| Foreword | 1 | CII Sustainable Plastic Packaging Awards | 32 |
| Introduction | 2 | Way forward | 33 |
| Overview | 6 | Supporting the India Plastics Pact | 34 |
| Target 1 | 12 | About | 35 |
| Target 2 | 18 | | |
| Target 3 | 23 | | |
| Target 4 | 30 | | |

Foreword

An exponential growth in the use of plastics, especially single-use plastics, and the mismanagement of plastic waste has led to an increase in plastic pollution. Policymakers, businesses, and NGOs from over 190 countries are on the last leg of finalizing a legally binding instrument on plastic pollution; while such measures are important at an international level, voluntary business action can create meaningful impact at a national level. Voluntary business initiatives such as the India Plastics Pact have brought together stakeholders from across the plastics value chain by creating a space for dialogue, knowledge-sharing, and collective action, based on scientific evidence and data.

Now in its third year, since the launch in September 2021, the India Plastics Pact is viewed as an advisor and key opinion-former by industry on the topic of sustainable plastic packaging. In the past three years, the India Plastics Pact has actively helped brand owners in their journey towards placing more sustainable packaging on the Indian market.

Summarizing the impact made in the past year, the India Plastics Pact is now releasing its third annual report, which takes a closer look at the packaging data from the Pact's membership and assesses progress to the 2030 targets. It also presents actions taken by member companies in reducing packaging, making packaging recyclable, and using recycled material in their packaging. Some high-level insights from the report show that the Pact's signatories have made major strides towards increasing the proportion of recyclable packaging in their packaging portfolio, but greater ambition is needed to increase the adoption of reuse delivery models and incorporation of recycled content.

During the first three years of the India Plastics Pact's working, we have learnt that signatories are committed, open to collaboration and keen to make an impact. Support from United Kingdom Research and Innovation (UKRI), Stewart Investors and signatory businesses has made it possible to complete a large body of work, which is placed in the public domain and available for any stakeholder to benefit from.

The targets are clear and ambitious, and much work lies ahead – the data presented in this report indicates so; however, momentum is gradually building and moving towards the realisation of a world where plastic is valued and doesn't pollute the environment.



Seema Arora

Deputy Director General
Confederation of Indian Industry

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

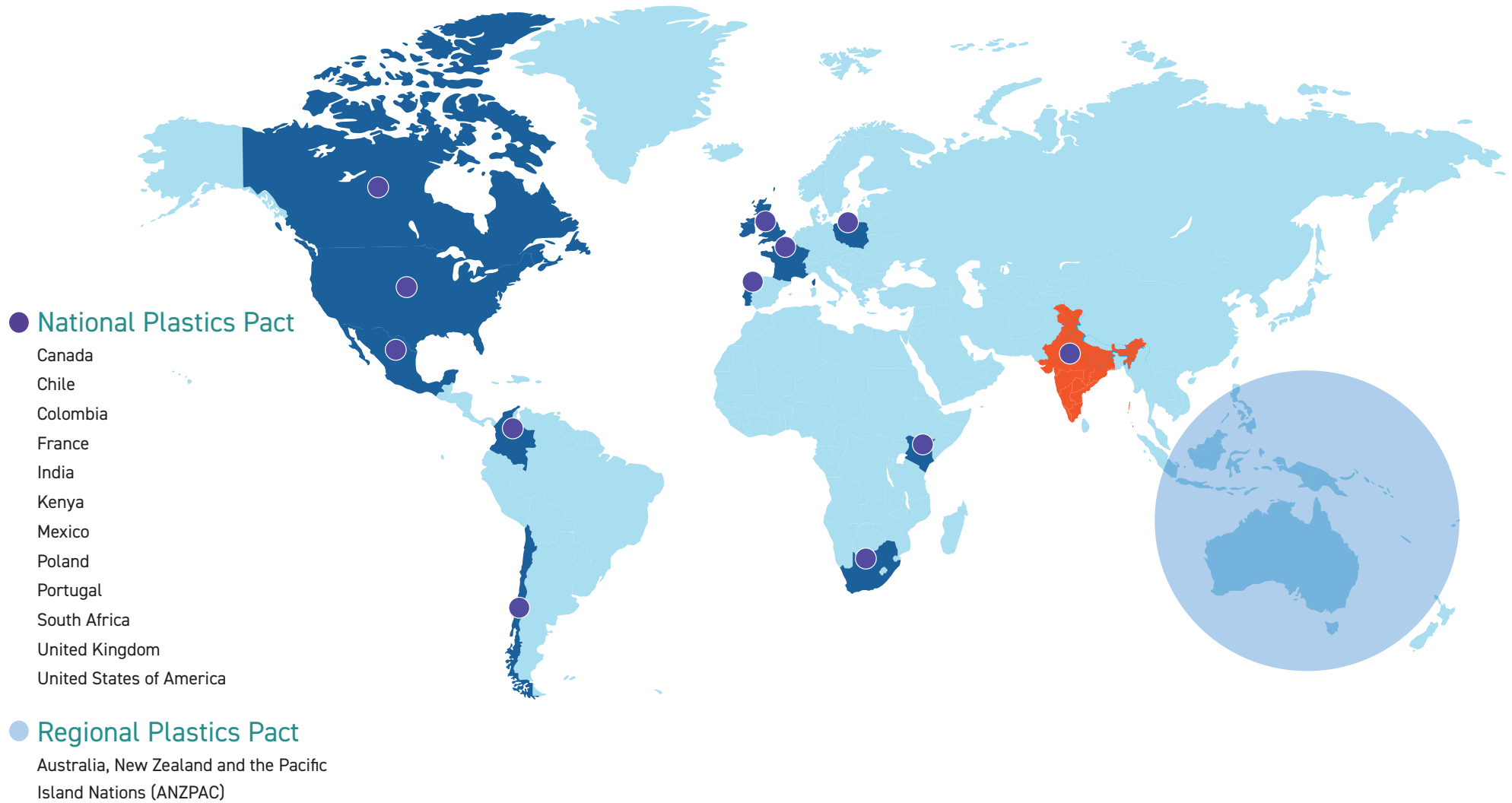
Introduction



Source: India Plastics Pact archives

The India Plastics Pact, a Confederation of Indian Industry initiative launched in September 2021, is working to create a circular economy for plastic packaging in India. The first Plastics Pact in Asia, the India Plastics Pact (IPP) is part of a global community of 13 Plastics Pacts. It unites businesses, governments, non-governmental organizations (NGOs) and citizens behind four ambitious targets. The vision, targets and ambition of the India Plastics Pact are aligned with the Ellen MacArthur Foundation's Plastics Pact Network towards a circular economy.

Vision: A world where plastic is valued and doesn't pollute the environment.



The India Plastics Pact is part of the Global Plastics Pact Network convened by the Ellen MacArthur Foundation and WRAP.

- Foreword
- Introduction**
- Overview
- Target 1
- Target 2
- Target 3
- Target 4
- Packaging Awards
- Way forward
- Supporting IPP
- About

Targets of all national and regional Plastics Pacts, including those of the India Plastics Pact, are based on three principles

ELIMINATE



Eliminate all unnecessary or problematic plastic items

INNOVATE



Innovate to ensure that the plastics we do need are reusable, recyclable, or compostable

CIRCULATE



Circulate all the plastic items we use to keep them in the economy and out of the environment

India Plastics Pact's targets to 2030

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Target 1</p>  <p>Define a list of unnecessary or problematic plastic packaging and items and take measures to address them through redesign and innovation</p> | <p>Target 2</p>  <p>100% of plastic packaging to be reusable, recyclable, or compostable*</p> |
| <p>Target 4</p>  <p>25% average recycled content across all plastic packaging</p> | <p>Target 3</p>  <p>50% of plastic packaging to be effectively recycled</p> |

The achievement of these targets is ensured using year-on-year data reporting by IPP Members. Data reporting is central to all Plastics Pacts: it helps to measure progress against the targets, shows stakeholders that the Pact is about action, helps to prioritise Member actions and enables interventions to be evaluated.

This report presents data on plastic packaging (tonnes) placed on market by all Member brands and retailers who submitted data in the 2023-24 data reporting cycle. This report does not include data pertaining to plastic packaging processed by recyclers and converters.

* for compostable packaging to be included it must:
 a) not leave any microplastic residue,
 b) be used in a closed loop and in controlled systems with sufficient infrastructure available or fit-for-purpose applications, and
 c) be properly labelled as 'home' or 'industrial' compostable.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Our signatories

Members and Supporters (as of December 2024)

The India Plastics Pact has 55 Member and Supporter organisations

**10 Converters/
packaging
producers**

**14 Brand
owners/
manufacturers**

**3 Retailers (including
e-commerce)**

13 Recyclers

15 Supporters



Overview

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Target 1



3,039 tonnes

of problematic or unnecessary plastic packaging was sold by all IPP brands in India in 2023-24

Target 2



71%

of all IPP brands' plastic packaging was recyclable in 2023-24

Target 4



1%

of all IPP brands' plastic packaging by weight was recycled content in 2023-24

Target 3



25%

was the estimated recycling rate of plastics in India in 2020-21



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

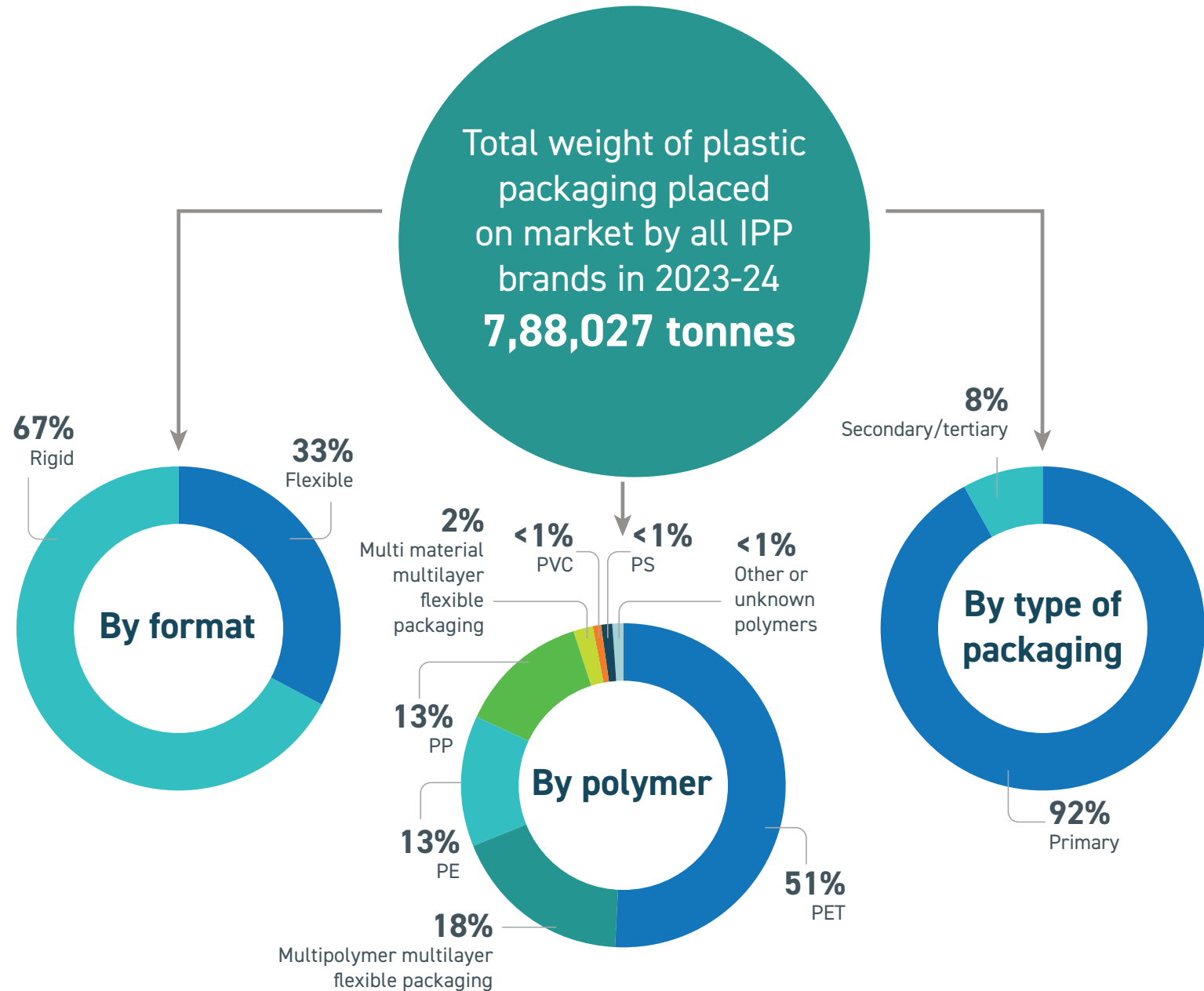
Target 4

Packaging Awards

Way forward

Supporting IPP

About



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

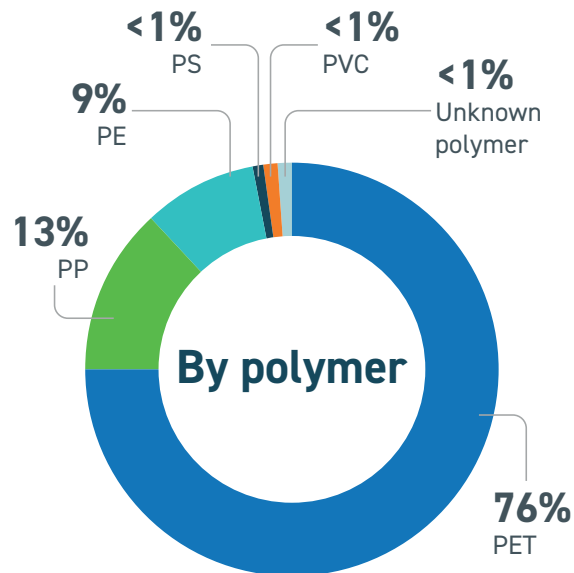
Supporting IPP

About

Rigid packaging
5,25,220 tonnes

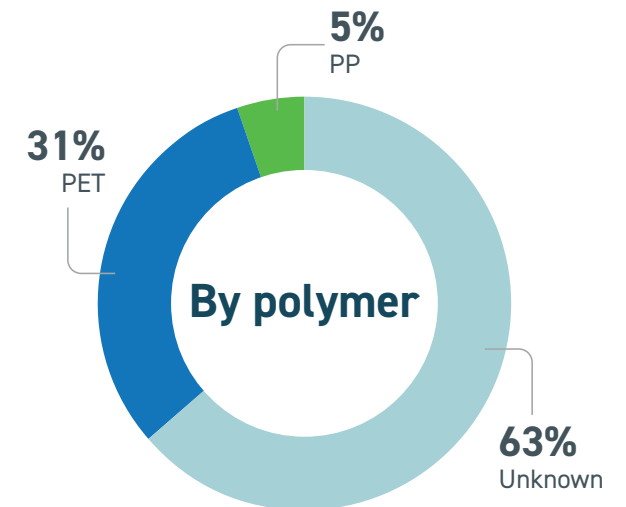
99%

Primary packaging



<1%

Secondary and tertiary packaging



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

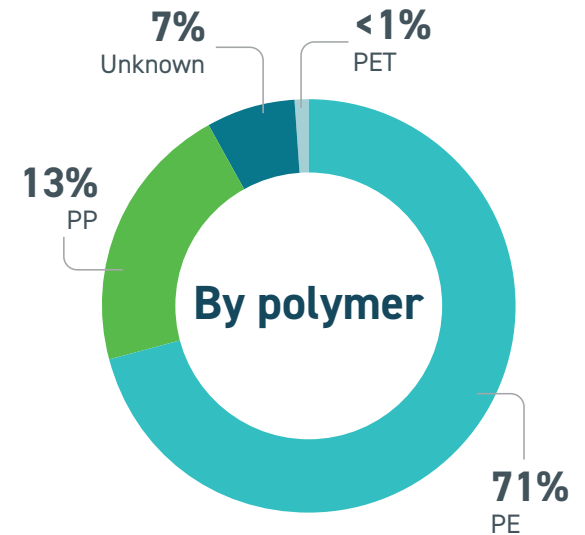
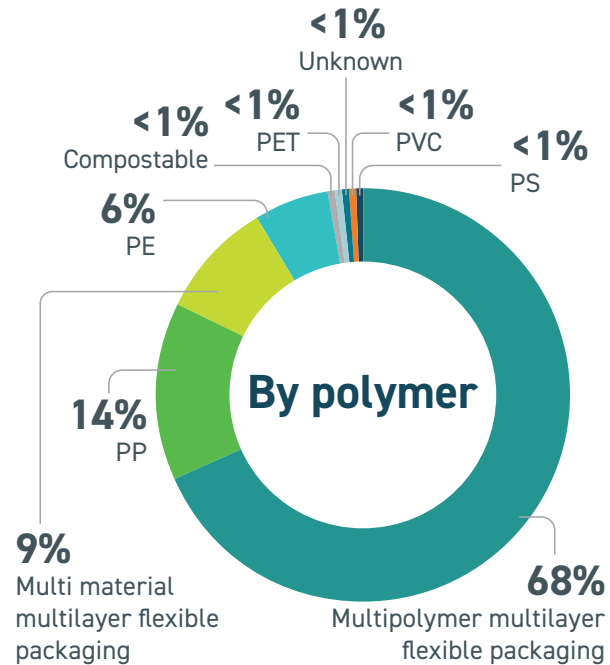
Flexible packaging
2,62,767 tonnes

76%

Primary packaging

24%

Secondary and tertiary packaging



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

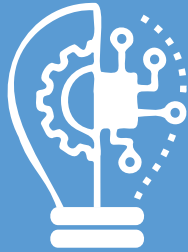
Target 4

Packaging Awards

Way forward

Supporting IPP

About



Target 1

Number of unnecessary or problematic plastic packaging items to be addressed

1.5 billion

India Plastics Pact Members have agreed to eliminate the following item categories that have been identified collaboratively by signatories as unnecessary or problematic ([IPP Ambition List](#)):

PVC bottles, PVC pallet wraps, PVC shrink sleeves and labels

All polystyrene (PS) packaging (including EPS)

Oxo-degradable plastic packaging

PET-G labels/sleeves on PET bottles

Biodegradable polymer packaging not compliant with Indian standard (IS 17899 T: 2022)

Non-detectable plastic packaging in automated sorting systems (such as non-near infrared detectable colours and materials)



Out of the six categories in the IPP Ambition List, the following have not been placed on market by IPP brands: Oxo-degradable plastic packaging, Biodegradable polymer packaging not compliant with Indian standard (IS 17899 T: 2022), non-detectable plastic packaging in automated sorting systems.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About



Figure 1 shows the tonnage of the [IPP Ambition List](#) items placed on market by the founding brands of IPP,¹ between 2021-22 and 2023-24.

PVC labels/sleeves pose significant health hazards for workers at recycling plants and pose a contamination risk during recycling, thus they are higher on the priority of elimination (see [IPP Ambition List](#)) than PET-G labels/sleeves on PET bottles. Cognizant of these risks, some founding brands have switched from PVC labels/sleeves to PET-G labels/sleeves on PET bottles till a more suitable alternative is identified (which does not belong to the IPP Ambition List). While quantities of PVC labels/sleeves put on market by founding brands increased from 411 tonnes in 2022-23, to 437 tonnes, in 2023-24 (see Figure 1), PVC labels/

sleeves put on market by all IPP brands² reduced from 580 tonnes in 2022-23, to 439 tonnes, in 2023-24. This reduction can be explained by the switch from PVC labels/sleeves to BoPP labels/sleeves by some brands.

Despite wanting to move away from PET-G labels/sleeves on PET bottles, IPP brands were not able to do so because suitable alternatives were not available. The Secretariat facilitated a discussion on this topic, by bringing two industry experts in a webinar, to speak about their approach to alternatives to PET-G labels/sleeves on PET bottles (PE labels/sleeves available in the global market).



¹ Refers to the brands who joined IPP in its inaugural year and have reported data each year.

² Refers to the brands who were a part of the data reporting cycle for a particular year

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Target 1: initiatives by Members

Examples of elimination of unnecessary or problematic plastic packaging items (IPP Ambition List items)

Bisleri International Private Limited

Bisleri has moved from full body PVC shrink sleeve labels to fully recyclable BoPP wrap around labels on all their carbonated soft drinks.



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

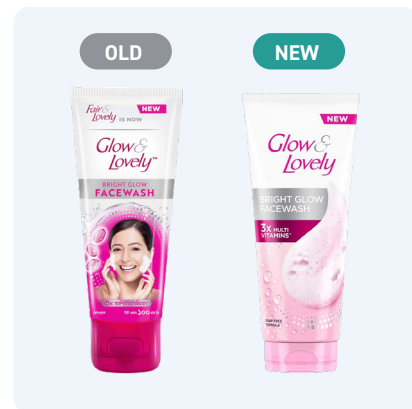
About

Initiatives beyond Target 1: reduction in the plastic packaging put on market by the IPP signatories

The scope of Target 1 is to remove unnecessary or problematic plastic packaging items (listed in the [IPP Ambition List](#)) from the plastic packaging portfolio. Apart from this, many signatories have also made efforts to reduce the quantity of plastic packaging put on market.

Hindustan Unilever Limited

The new caps of Glow & Lovely Tubes use at least 25% less plastic compared to the old design.



ITC Limited

ITC Limited leveraging its Packaging & Printing Business has replaced the PET film with metallic ink (using advanced sheet-fed gravure printing technology) on the outer cartons of Sunfeast Dark Fantasy Choco Fills (50 g, 100 g, and 150 g) and Dark Fantasy Vanilla Fills (20 g and 60 g).



ITC Limited has replaced the material of the outer packaging of its Sunfeast farmlite Digestive (800 g pack) biscuits from plastic to paper.



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About



Target 2

Recyclable or reusable plastic packaging placed on the market by all IPP brands in 2023-24

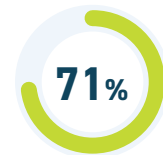
73%

Summary of progress on Target 2³

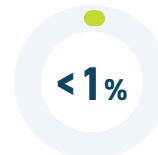
73%
Recyclable, compostable, or reusable plastic packaging



27%
Non-reusable, non-recyclable, or non-compostable plastic packaging



71%
Recyclable packaging
(5,68,829 tonnes)

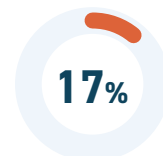


<1%
Compostable packaging

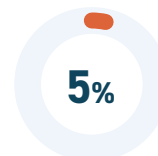


<2%
Reusable packaging

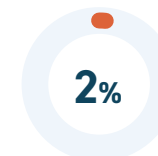
Share of non-recyclable packaging, non-recyclable, non-compostable, and non-reusable packaging



17%
Multipolymer multilayer flexible packaging



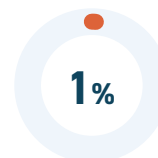
5%
PP flexible packaging



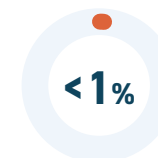
2%
Multimaterial multilayer flexible packaging



<1%
PET flexible packaging



1%
PE/HDPE/LDPE films used in primary packaging



<1%
PS packaging



<1%
PVC packaging



<1%
Other or unknown polymer

³ The numbers displayed on this page have been calculated using data provided by brands who were part of the 2023-24 data reporting cycle.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

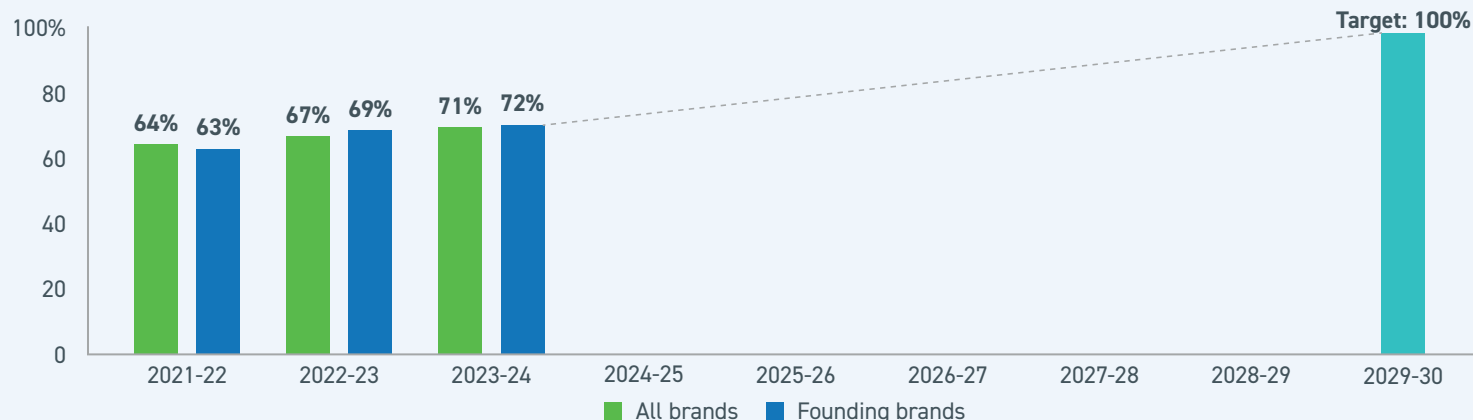


Figure 2 Recyclable plastic packaging placed on market

The amount of reusable packaging placed on the market by all IPP brands increased by over 300%, from 3,203 tonnes in 2022-23, to 13,678 tonnes in 2023-24. This increase can be attributed to the growth in sales of 20 litre water jars, refillable hand wash bottles, and HDPE crates. This increase might suggest that brands have begun preparations to meet EPR obligations for reuse, applicable from 2025-26.

In 2023-24, the share of recyclable⁴ plastic packaging placed on market by all IPP brands was 71%, up from 67% in 2022-23. This increase in recyclable packaging can be attributed to the increase in rigid packaging

from 61% (in 2022-23) to 67% (in 2023-24) as a share of total plastic packaging placed on market by all IPP brands. However, in terms of achieving the target of 100% recyclable, reusable, and compostable plastic packaging, greater focus has to be placed on improving recyclability of flexible packaging.

It is worth noting that nearly 77% of rigid packaging placed on the market by all IPP brands in 2023-24 consisted of highly recyclable PET bottles.

The quantity of compostable packaging placed on the market by all IPP brands increased from 71 tonnes in 2022-23, to 122 tonnes in 2023-24.

⁴ The following formats are considered recyclable: Primary rigid packaging (such as bottles, cups, caps and closures) made of PET and polyolefins (PP and PE); secondary and tertiary rigid packaging made of PET and polyolefins (PP and PE); and PE films used for secondary and tertiary packaging. To be classed as recyclable, a material must be recycled in practice and at scale. The Ellen MacArthur Foundation defines "at scale" as a situation when at least 30% of material placed on the market is recycled.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Support to Industry: recyclability

Design guides focusing on food contact grade PET bottles, rigid packaging, non-food contact grade HDPE bottles, films and flexible packaging, and e-commerce packaging, have been developed collaboratively by stakeholders across the value chain to provide technical and design-related recommendations which, if adopted aim to:

- improve recycler's yield and quality of the final product
- reduce packaging footprint of e-commerce and delivery platforms



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

The lack of recyclability of multi layered plastics (MLP) poses a significant environmental challenge for India and leads to a loss of valuable resources for the Indian plastics economy. To address this issue, the India Plastics Pact, with support from WRAP and Stewart Investors, has launched a funded project for businesses to demonstrate scalable solutions for recyclable flexible packaging.

The project involves collaboration among brands, converters, and recyclers to

- **introduce** new flexible packaging structures into the Indian market that are recyclable at scale by Indian recyclers
- **test** the above structures for parameters such as product compatibility and functionality.

Support to Industry: reuse

A report, [Landscape assessment: reuse models in India](#), reviewing instances of reuse trials and refill delivery models in India and abroad was published in April 2024. The report focused on challenges and opportunities in the adoption and scale-up of these models, and identified suitable product categories for distribution by reuse and refill.



To address a sometimes unclear understanding of how to define reuse and refill delivery models, the Pact has worked on a briefing document which offers a definition of reuse and reusable packaging and explains the four types of reuse and refill delivery models while highlighting the benefits and practical challenges of implementing these models.

The Pact signatories are working collaboratively to develop and test a template for measuring reuse. This will help businesses track their progress towards EPR obligations on reuse, which come into force in April 2025.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Target 2: initiatives by Members

ITC Limited

ITC has transitioned the packaging of Bingo Large Packs from BOPP/Metallised PET/PE laminates to BOPP/Metallised BOPP/PE laminates (same polymer family).



ITC has transitioned its Fiama Handwash Pouch (350 mL and 750 mL) from a PET/BoN⁵/PE stand-up pouch to a PE/PE stand-up pouch.



ITC has transitioned its Mangaldeep 3-in-1 Scent portfolio from a BoPP/PE laminate to a BoPP/CPP laminate



5 Biaxially oriented nylon

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

ITC Limited

ITC Limited has transitioned its Mangaldeep Ziplock Packs from a PET/Metallised PET/PE structure to a BOPP/Metallised BOPP/PE structure



Tata Consumer Products Limited

Tata Consumer Products Limited has moved from a PET/PE structure to a PE/PE structure for its 1 kg Tata Salt pack. The same transition is underway for other SKUs.



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About



Target 3

Estimated recycling rate of plastics in India in 2020-21

25%

Target 3 of the Pact aims to achieve a recycling rate of 50% for plastic packaging in India. Based on the data from the latest available government reports,⁶ the recycling rate of plastics (used as a proxy for recycling rate of plastic packaging) is estimated to be 25% for the year 2020-21. This estimation is based on data for 11 states available in the *Annual Report 2020-21 on Implementation of Plastic Waste Management Rules, 2016* released by the Central Pollution Control Board (if Maharashtra and Tamil Nadu, which recycle the most plastic waste in India are removed from the dataset, the estimated plastic packaging recycling rate falls to 16%). It must be noted that the above-mentioned data has been carried forward from the Pact's previous annual report ([Annual Report 2022-23](#)),

as the Government of India's data source⁷ used to ascertain the latest plastics recycling rate of India has not been updated since June 2023.



Source: India Plastics Pact archives

⁶ Central Pollution Control Board. (n.d). *Annual Report 2020-21 on Implementation of Plastic Waste Management Rules, 2016*. Available at: https://cpcb.nic.in/uploads/plasticwaste/Annual_Report_2020-21_PWM.pdf. Accessed on 25 November 2024..

⁷ Central Pollution Control Board. *Plastics Waste Annual Report*. Available at <https://cpcb.nic.in/status-of-implementation-of-plastic-waste/> . Accessed on 25 November 2024.

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

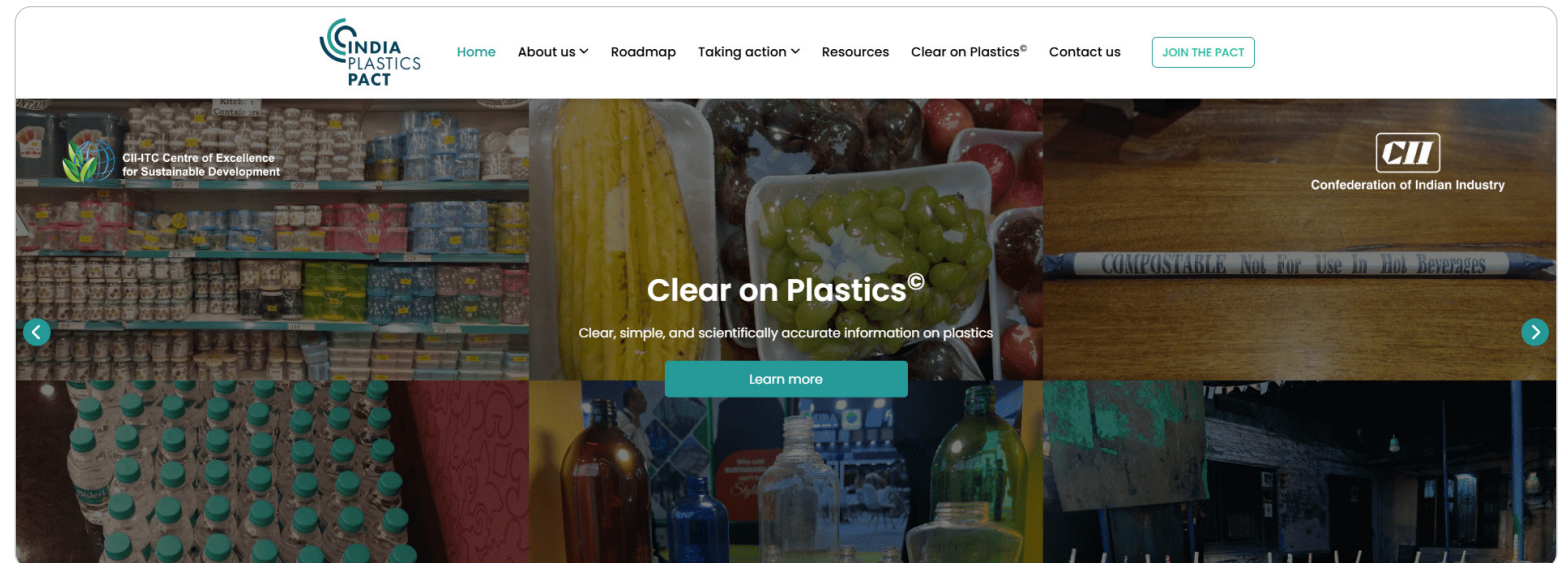
Packaging Awards

Way forward

Supporting IPP

About

Clear on Plastics[®]



The Secretariat launched the [Clear on Plastics[®]](#) webpage to provide simple, clear, and scientifically accurate information on plastics to consumers, businesses, and policymakers in the Indian context. The information has been presented as FAQs, divided into four themes.

Theme 1

Getting the basics right

Theme 2

Answers to common questions

Theme 3

Good to know

Theme 4

What can I do to reduce plastic pollution?

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

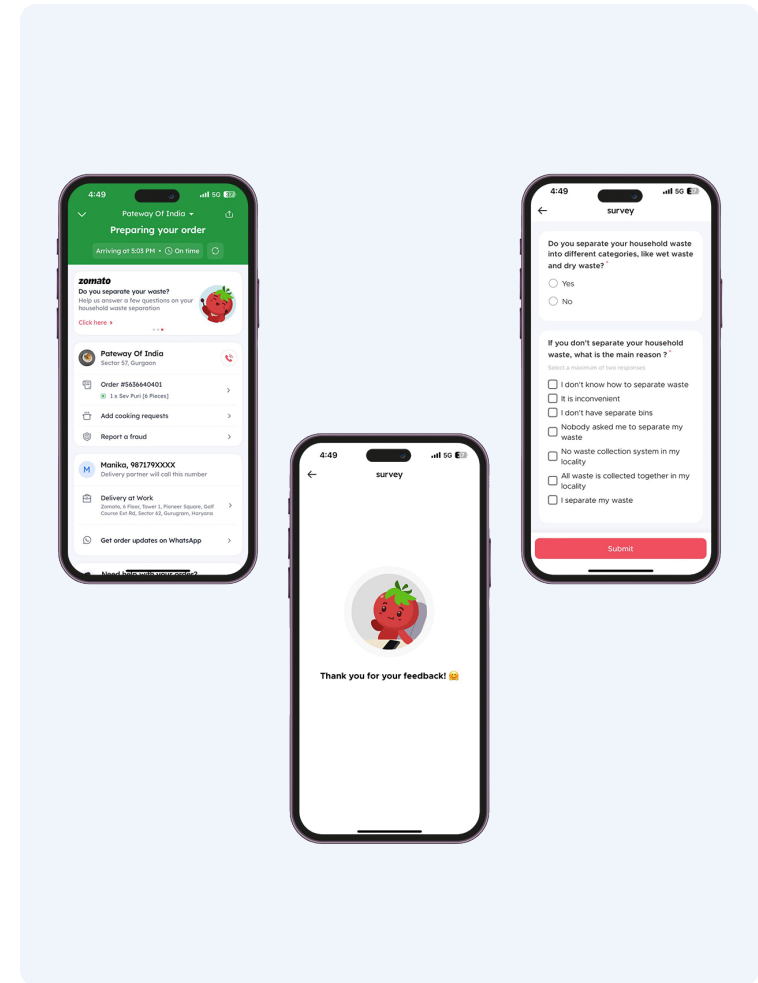
About

Survey on waste segregation

Citizens' ability to segregate waste at source plays a crucial role in determining the quality of feedstock which is sent to plastic recovery facilities (PRFs) and recycling plants. Feedstock which is segregated at source maximises the quantity of packaging waste reaching recyclers and results in high quality recyclate suitable for closed-loop applications. It is thus important to understand citizens' behaviour in the context of waste segregation at source.

A survey on waste segregation was launched on the Zomato mobile application from 11 March 2024 to 13 March 2024. Over 9,000 users from across the country responded and results showed that the majority of surveyed users segregate waste at home. Among those who said they do not segregate waste at home, the majority chose, "all waste is collected together in their locality" as the reason for not segregating.

The survey has set the foundation for further work on consumer behaviour in the context of plastic packaging and waste management in India.



Source: Zomato

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Target 3: initiatives by Members

PepsiCo India

PepsiCo India, in partnership with Mathura Vrindavan Nagar Nigam (MVNN), Participatory Learning & Action Network (PLAN), and Recity Network Private Limited, launched “Purna – Unnati ki Sajhedaari” in Mathura and Vrindavan, Uttar Pradesh. This initiative establishes a holistic model for inclusive, circular, and sustainable solid waste management. The initiative is focused on improving source segregation, capacity building of waste workers, societal upliftment of waste workers, and ensuring waste workers have all requisite documents to be acknowledged by the government and community.



Source: PepsiCo India



Source: PepsiCo India

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Saahas Zero Waste

Saahas Zero Waste (SZW) and V. V. V. and Sons Edible Oils Ltd. (VVVS) started a project to build capacity of informal waste workers, improve recycling, and divert plastic waste away from landfills in Virudhunagar, Tamil Nadu. The first year of the project focused on setting up a reverse supply chain to divert low-value plastics away from landfills. In the second year, new machinery was introduced to enhance operational efficiency at the partner's facility to improve the quality of plastic waste in the supply chain. Over the last two years, the project partnered with seven aggregators in the supply chain, providing capacity-building training on topics such as environment, health, and safety (EHS), financial literacy, compliance, and regulations. VVVS and SZW implemented rigorous data monitoring systems to trace plastic waste and ensure social compliance throughout the value chain. By the close of FY 2023-24, 918 tonnes of plastic waste was diverted from landfills – 64% was recycled, while 36% was co-processed.



Source: Saahas Zero Waste



Source: Saahas Zero Waste

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

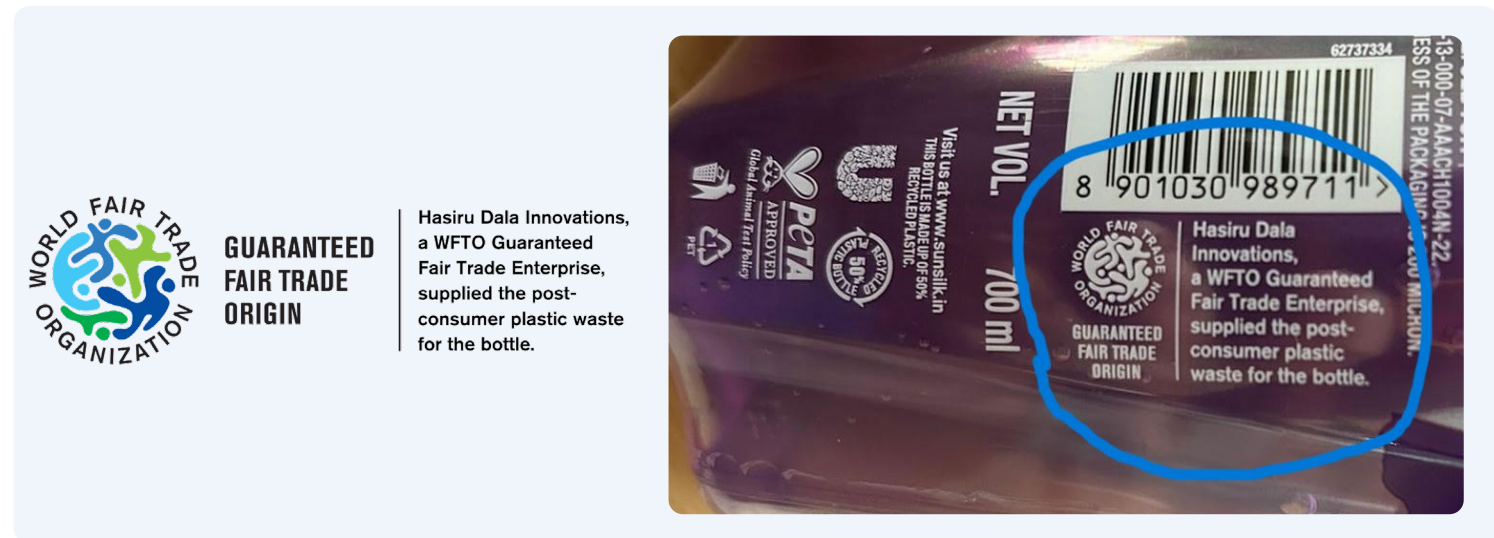
Way forward

Supporting IPP

About

Hasiru Dala Innovations

Hasiru Dala Innovations (HDI) has partnered with Hindustan Unilever Limited (HUL) to use a Guaranteed Fair Trade Origin label on a new range of Sunsilk shampoo bottles made of PET. These bottles contain 50% rPET sourced from post-consumer waste supplied by HDI. As the only multi-stream waste management company in the world, certified as a Fair Trade Enterprise by the World Fair Trade Organization (WFTO), HDI worked with WFTO for this new fair trade label where a fair trade component could be highlighted with the supplier and what was supplied clearly spelt out.



Source: Hasiru Dala Innovations

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Green Worms Waste Management Private Limited

Green Worms has set up a new material recovery facility near Wayanad, Kerala to ensure continuous plastic waste management systems in the Western Ghats. This facility has a new automatic baler and three conveyor lines to segregate waste into 15 streams. The facility has a capacity of 40 tonnes per day.



Source: Green Worms Eco Solution LLP



Source: Green Worms Eco Solution LLP

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About



Target 4

Recycled content in plastic packaging placed on the market by all IPP brands in 2023-24

25%

Using recycled content in packaging is critical to reducing the use of virgin resources, reducing carbon emissions from material processing, and developing new end markets for recycled plastic. The achievement

of this target is largely dependent on the outcomes of the other Targets: including more collection and recycling of high-quality plastic.

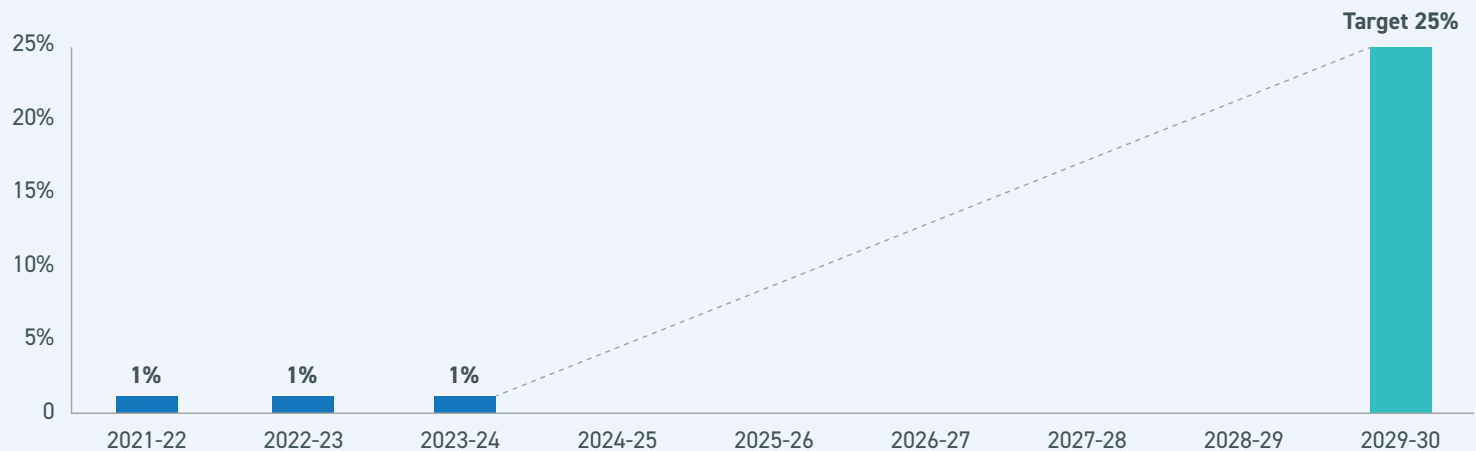
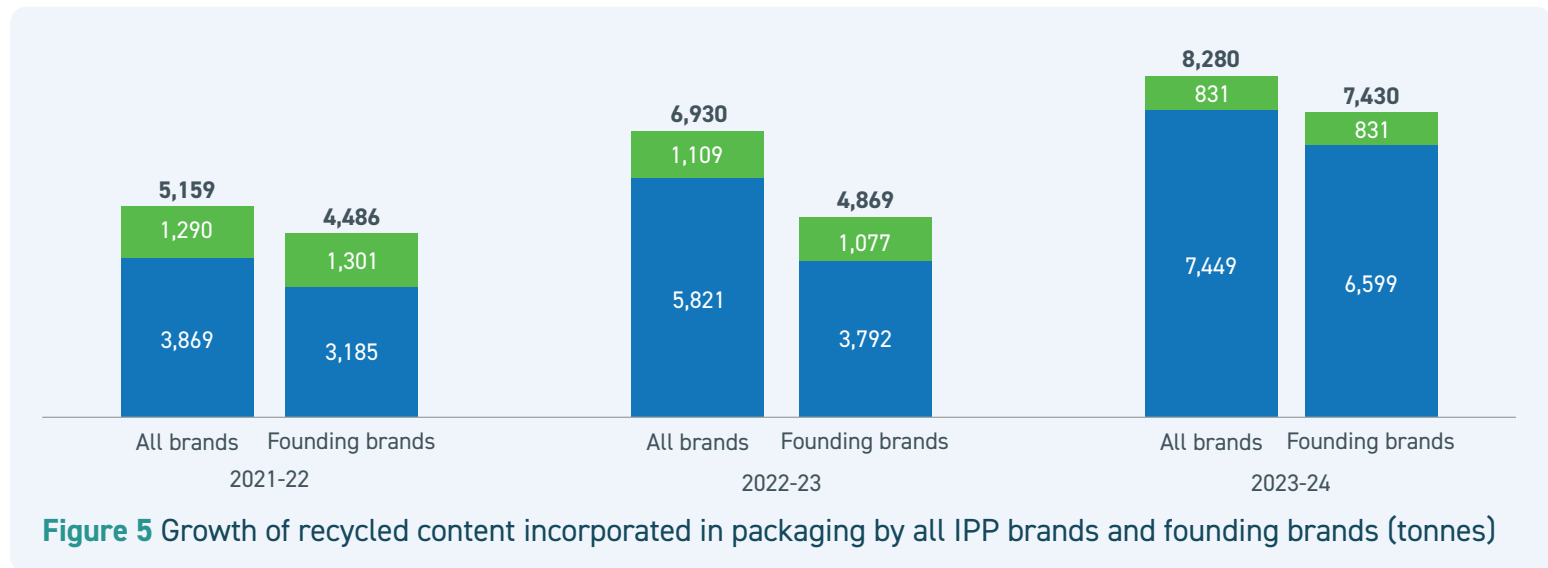


Figure 4 Recycled content incorporated into packaging by all IPP brands

Figure 4 shows that the percentage of recycled content as a share of total packaging placed on market by IPP members has remained constant at 1%. The addition of recycled content is highly dependent on upstream stages of the value chain such as segregation, waste collection, design of packaging, and recycling infrastructure. A positive change in the upstream stages would take time, thus delaying the increase in the percentage of recycled content incorporated in packaging.

In absolute terms, there has been a steady increase in the amount of recycled content incorporated in packaging by all IPP brands over the last three years

(34% increase from 2021-22 to 2022-23, 19% increase from 2022-23 to 2023-24). A similar increasing trend is noted in the tonnages of founding brands as well. It is also interesting to note that the amount of recycled content incorporated in rigid packaging by all IPP brands increased by 92%, from 3,869 tonnes (in 2021-22) to 7,449 tonnes (in 2023-24). However, in the case of flexible packaging, the amount of recycled content incorporated back into flexible packaging decreased by 56%, from 1,301 tonnes (in 2021-22) to 831 tonnes (in 2023-24); this decrease in incorporation of recycled content in flexible packaging can be attributed to a switch from plastic packaging to paper packaging by some IPP retailers.



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

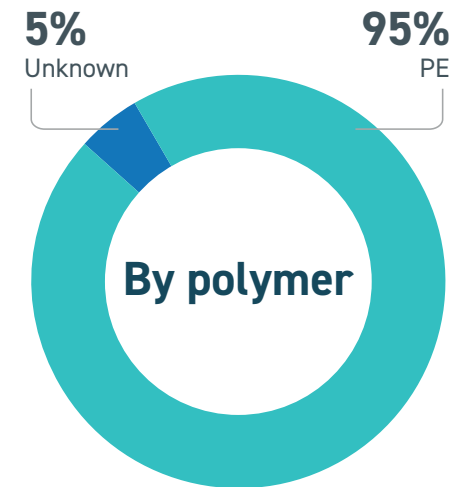
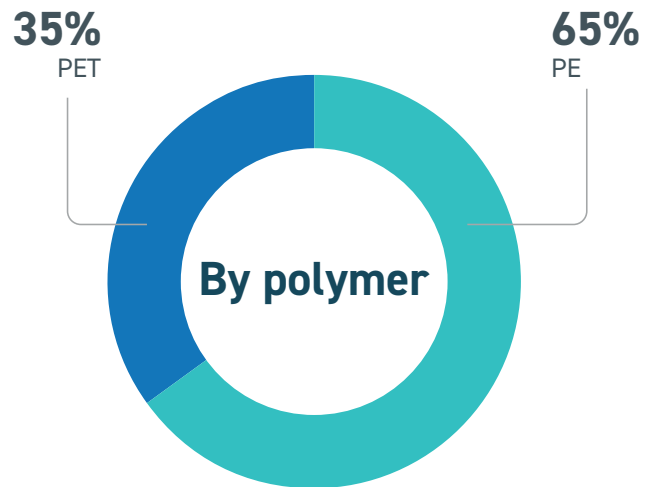
Supporting IPP

About

1% (8,280 tonnes)
Recycled content in
plastic packaging
placed on the market
by all IPP Members
in 2023-24

76%
Rigid packaging

24%
Flexible packaging



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Target 4: initiatives by Members

Increased use of recycled content in rigid packaging by Pact Members

ITC Limited

Engage Perfume Spray (120 ml) PET bottles contain 50% recycled content.



Increased use of recycled content in flexible packaging by Pact Members

Marico Limited

LDPE bundling wrap of Marico's hair oil range contains 50% recycled LDPE.



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Tata Consumer Products Limited

PE bundling wraps of Agni tea contain 50% recycled content.



CavinKare Private Limited

LDPE bundling wraps of Cavin's Badam flavoured milk contain 50% recycled content.



ITC Limited

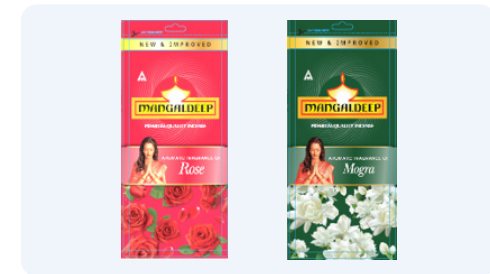
Savlon Wet Wipes are composed of a PET/Aluminium foil/PE laminate. The PET layer consists of 70% recycled content.



The recycled content in the LDPE bundling film for Fiamo Shower Gel bottles has increased from 50% to 70%.



20% recycled content is added in the PE layer of the outer packaging of Mangaldeep Ziplock Packs (composed of BOPP/Metallised BOPP/PE).



Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About



CII SUSTAINABLE PLASTIC PACKAGING AWARDS

To acknowledge, reward, and recognise innovations and solutions in the Indian plastic packaging sector that are driving India towards a circular plastics economy, the Confederation of Indian Industry is launching the CII Sustainable Plastic Packaging Awards.

The award aim to recognise upstream changes in plastic packaging by brand owners, retailers and converters in India, and by recognising such innovations, seeks to inspire further innovation and research in the Indian plastic packaging sector.

Who can apply?



Brands



Retailers



Importers



Converters/
packaging manufacturers

Two categories, Innovate and Circulate, are proposed in the first cycle of the award, along with sub-categories. Applicants may submit their entries under one or more of the four sub-categories.

A. Innovate

- A1. Innovation in design of rigid plastic packaging to make it more recyclable
- A2. Innovation in design of flexible plastic packaging to make it more recyclable

B. Circulate

- B1. Incorporation of recycled content back into rigid plastic packaging
- B2. Incorporation of recycled content back into flexible plastic packaging.

For more information, please visit www.sustainabledevelopment.in/cii-sustainable-plastic-packaging-awards

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

Way forward

To meet the ambitious targets of the India Plastics Pact, collaborative action will be required by stakeholders across the value chain. As brands prepare themselves for the upcoming extended producer responsibility (EPR) obligations on reuse and incorporation of recycled content, the Pact would increase its focus on these two workstreams in the next the 12 to 24 months. India being a market dominated by flexible packaging, the Pact would attempt to find solutions for recyclable flexible packaging through a trial (funded by Stewart Investors) and initiate work on a design guide for flexible packaging. The CII Sustainable Plastic Packaging Awards will be launched in the coming months to

reward innovations in the Indian plastic packaging sector that are driving India towards a circular plastics economy. The Pact will also begin to address aspects such as capacity-building within the micro, small and medium enterprises (MSMEs) which characterize India's plastics value chain. The Intergovernmental Negotiating Committee on Plastic Pollution is in its last phase and its impact on industry is expected to unfold in the coming months. Voluntary business action by signatories can create meaningful impact at the national level. On certain aspects, such as films and flexible packaging, there is great potential for Indian businesses to lead the way.



Source: India Plastics Pact archives

Supporting the India Plastics Pact

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

The India Plastics Pact is open to businesses, recyclers, plastic producers, investors, non-governmental organizations, business associations, and other relevant organizations in the plastics value chain.

Joining the Pact means signing the Pact in its entirety and committing to its goals.



Source: India Plastics Pact archives

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 indiaplasticspact.org

 [@India Plastics Pact](https://www.linkedin.com/company/India-Plastics-Pact)

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

About



The India Plastics Pact (IPP), a CII initiative, was launched in 2021, and unites businesses, governments, NGOs and citizens to create a circular economy for plastic packaging in India. The CII-ITC Centre of Excellence for Sustainable Development (CESD) anchors the India Plastics Pact, within CII. The work of the Pact covers all plastic resins at all stages of the plastics packaging value chain. The India Plastics Pact is the first Plastics Pact in Asia and part of a global network of 13 Plastics Pacts. As of December 2024, 55 organisations were signatories to the India Plastics Pact.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. With its extensive network across the country and the world, CII serves as a reference point for Indian industry and the international business community.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25, prioritizing 5 key pillars. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

Confederation of Indian Industry

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CII-ITC Centre of Excellence
for Sustainable Development

Foreword

Introduction

Overview

Target 1

Target 2

Target 3

Target 4

Packaging Awards

Way forward

Supporting IPP

About

The CII-ITC Centre of Excellence for Sustainable Development (CESD) is the ecosystem creator for sustainable development in India. As a 19-year-old industry-led institution within CII, the Centre drives sustainable, environmental, inclusive and climate-friendly transformation among stakeholders through research, data-driven digital tools, frameworks, collaborative initiatives and capacity development.

CESD works towards bringing local and global macro challenges to the centre stage; building policy consensus on critical issues; strengthening stakeholders' awareness and representation on policy & regulatory reforms and enabling actions that positively impact the environment, nature and communities.

With a vision to drive transformation towards sustainable development, the Centre continues to play a focal role in Government-Industry dialogues on national regulations; articulating stakeholders' discourse on global policies; putting forth Indian Industry's stand on macro-economic issues and accentuating the need for sustainable and inclusive transformation.



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