

Godrej Consumer Products says that Disability Inclusion is a Necessity and not an Option with a new digital film

Mumbai, December 02, 2025: To commemorate the International Day of Persons with Disabilities (December 3), Godrej Consumer Products Ltd (GCPL), India's leading company committed to diversity, inclusion, and equality has released a powerful digital film spotlighting the stories, contribution, and everyday strength of employees with disabilities across its operations. Featuring real voices and real workplaces from GCPL's accessible greenfield manufacturing facility in Tamil Nadu — it underscores the company's belief that inclusion is not a checkbox, but a way of working and a core expression of its values.

The film captures how GCPL prioritises disability inclusion, showing that behind every product lies a deeper story of people, purpose, and possibility. It offers a glimpse into moments on the shop floor—hands working with precision, teams collaborating with trust, and employees confidently applying their skills. Indian Sign Language (ISL) communication, accessible workstations and mixed-ability teamwork further show how GCPL's culture of equity enables every individual to bring their whole self to work.

Sudhir Sitapati, MD & CEO, Godrej Consumer Products Ltd (GCPL) said, “We've made a lot of strides over the last few years in increasing PwD employment within GCPL. We now need to take our initiatives outside our gates, and we are taking small steps there—for example, the consumer sensory panel with PwD and collaborations with organisations that work with PwDs. People with disabilities and other sections make up a large part of India, and they are important consumer cohorts. And, consumer goods companies need to design products for people with disabilities and other sections of society.”

Vaibhav Ram, Global Head - HR, Godrej Consumer Products (GCPL), said, “At a time when disability employment in India remains far below its potential, GCPL is working to drive meaningful systemic change. GCPL has approximately 1% representation of PwD in our permanent workforce today and continues to actively expand inclusion across roles and locations. Disability inclusion is not a choice but a necessity for any organisation. Our new digital film reinforces this commitment by spotlighting our initiatives and conveying the larger message of what true on-ground inclusion looks like.”

Vaibhav further added, *“Aligned with this commitment, we recently partnered with Atypical Advantage and Integrative Solutions to launch the ‘Work That Includes’ Toolkit — an industry-first milestone that helps other organisations with a strong, practical starting point for their disability inclusion journey. Rooted in learnings from companies like ours, it is designed to accelerate a broader, industry-wide change.”*

The film follows GCPL's broader inclusion journey of expanding representation across, PwDs along with women, LGBTQIA+ communities and other underrepresented groups; designing factories that welcome diverse talent; and building support systems ranging from

on-site daycare to domestic violence response frameworks in international markets like Indonesia.

GCPL's manufacturing units like Malanpur, Madhya Pradesh, and Chengalpattu, Tamil Nadu setting a national benchmark for accessible, inclusive and high-performing factory environments. Through a structured approach that includes job mapping, infrastructure upgrades, Indian Sign Language (ISL) resources, and technical training, GCPL has demonstrated how disability inclusion can strengthen workplace culture while enhancing operational excellence.

With this film, GCPL reiterates its long-term commitment to strengthening disability inclusion across hiring, workplace design, skilling, product development, and community impact. The film closes with a powerful reminder that inclusion is not a destination but an ongoing journey — one accessible factory, one empowered employee, and one open door at a time.

Link to the digital film: https://www.youtube.com/watch?v=IQ-vlkml_c

ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products is a leading emerging markets company, driven by the purpose of bringing the goodness of health and beauty to consumers in emerging markets. As part of the Godrej Industries Group, we are fortunate to have a proud legacy of over 125 years, built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, we enjoy the patronage of 1.4 billion consumers globally. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

We believe that we are only as good as what we do next. So, we strive to continuously improve how we do business, and how we live in the world, shaping a more sustainable and responsible future by placing our planet and people alongside profit. Through Godrej Good & Green, we are helping create a more inclusive and greener planet, in line with the United Nation's Sustainable Development Goals, and the needs of local communities. At the Godrej DEI (Diversity, Equity, Inclusion) Lab, we work on empowering inclusion, help build DEI ecosystems across corporate India and aim to bring ideas and innovation related to DEI to the mainstream.

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