

Product Stewardship

June, 2023

Product Stewardship

At Godrej Consumer Products (GCPL), we value our consumers, and ensure our products are safe for people and the planet.

Our promise of safety extends to how and what we source, manufacture, package, and transport along with what happens when our consumers dispose products after use.

Quality and safety is vital to the legacy of the Godrej brand.

Adopting safe chemicals and green chemistry

We innovate to develop products with green chemistry and use safe chemicals. Green chemistry and safe chemicals means using chemicals and materials that are less harmful for people and the environment.

They use less energy and thus have lower emissions and have a low impact on natural resources like water bodies. They also create less waste across the product's lifecycle. We ensure that all ingredients used in

our hair and personal care products are formulated in accordance with BIS regulations, namely IS 4707 Part 1 & 2.

We test them in accordance to requirements as laid out in IS 4011 for product safety. We commercialise only after we receive a regulatory approval. Our Household Insecticide range of products are thoroughly tested for toxicity and safety using International guidelines and approved by the Central Insecticide Board, Government of India.



Our products go through rigorous safety and quality checks right from sourcing, to design, to manufacturing. This ensures all our products meet our and regulatory safety and quality standards.

We manufacture over hundred products, from mosquito repellents and air fresheners to hair colours and fabric softeners. Every product comes with its own challenges that we need to take care and enable product quality consistency and safety for our consumers.

Mapping the complete environment impact of our products

A big area of sustainability focus is making our products greener by using the life cycle assessment (LCA) approach. We use LCAs to understand the environmental impact of our products across their entire lifecycle from sourcing of raw materials right to end-of-life or disposal.

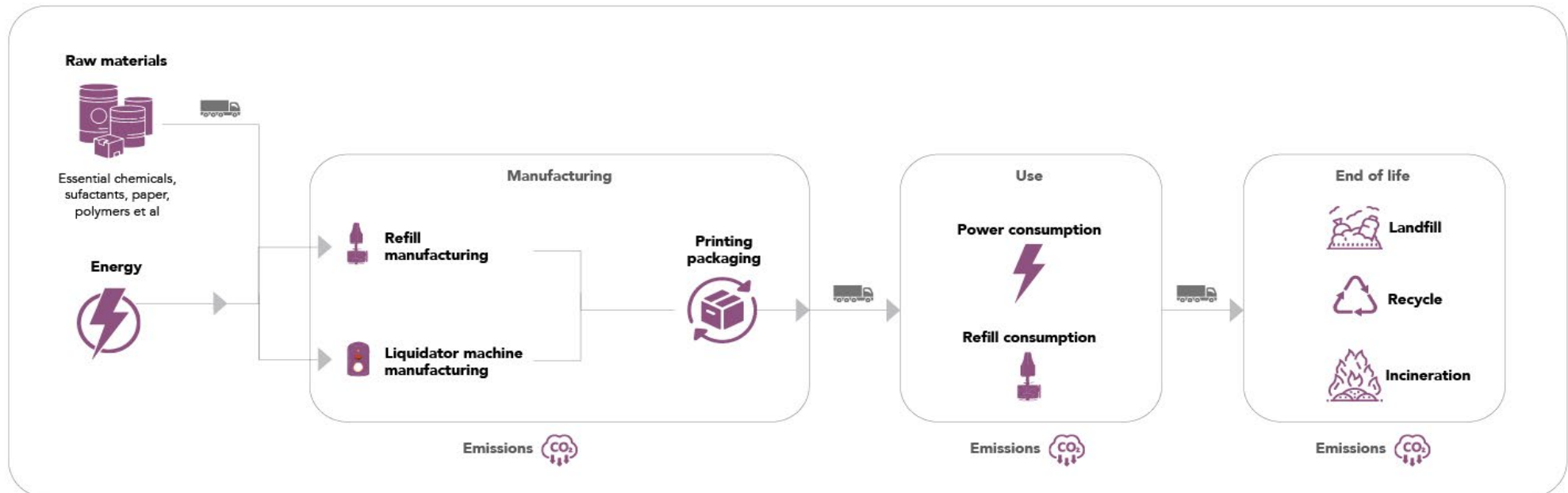
As of 2023, we have completed LCAs for more than 50% of our products by revenue.

The findings help us determine the environmental hotspots or areas of concern. These serve as the starting point for our greener product initiatives.

We aim to complete assessments for 80% of our products by revenue by 2025.

Our LCA coverage

Cradle to Grave assessment - Example of Good Knight Liquid Vapouriser



Making products with natural ingredients

In India, we continue to upscale our portfolio with products that are crafted with naturally derived ingredients.

Household Insecticides belong to a highly regulated product category that need adequate regulatory approvals before launch. Toxicity data, including monitoring of human health, are submitted and securitised by regulators before these products get approvals. At GCPL, there were no regulatory compliance issues as far as product safety is concerned.

However, there are many spurious mosquito repellent incense sticks (agarbattis) present in the market today. They don't declare all ingredients and contain chemicals not permitted to be use by the government of India.

They are not approved by Government's safety norms. When inhaled regularly they can cause respiratory problems, especially in children and elders. Our Goodnight Naturals Neem Agarbatti is made up of 100% natural neem & turmeric. It repels mosquitoes effectively and is safe for use as it's approved by safety norms. Our other examples include:

- We're one of the first in the world to manufacture soaps without animal fat. Godrej No.1 and Cinthol, our leading soap brands in India are made with vegetable oils. The Godrej No. 1 germ protection soap is enriched with powerful natural ingredients such as neem.

- Our natural household insecticides products, Goodnight mosquito spray, fly spray, liquid vapouriser, and personal mosquito repellents.
- Our hair colour brand, Godrej Nupur, is a 100% natural henna-based hair colour.
- Our brands in Africa (TCB, MegaGrowth, and African Pride) and Indonesia (Stella and Mitu) have variants that include natural ingredients such as aloe vera and almond.



Using milder chemicals in our products

Ammonia in hair colour, bleaches the hair and causes the strands to swell to offer better colour. That's why most hair colours contain ammonia.

However, Ammonia is harsh on hair, can damage hair, and it smells unpleasant. The harsh chemical effect of ammonia reaches as deep as the proteins in the cortex of your hair. We have a range of no ammonia shades in our Godrej Expert Rich Crème, Godrej Professional in India and Illicit brand

of hair colour range in Latin America.

Our no ammonia hair colours use milder base ingredients to lighten hair and activate the colouring action, thus resulting in coloured hair gently.

Another example is Ezee – our liquid detergent. It is free of all formulations of nitrogen and phosphorous. It does not cause any adverse reaction in the ecosystem.

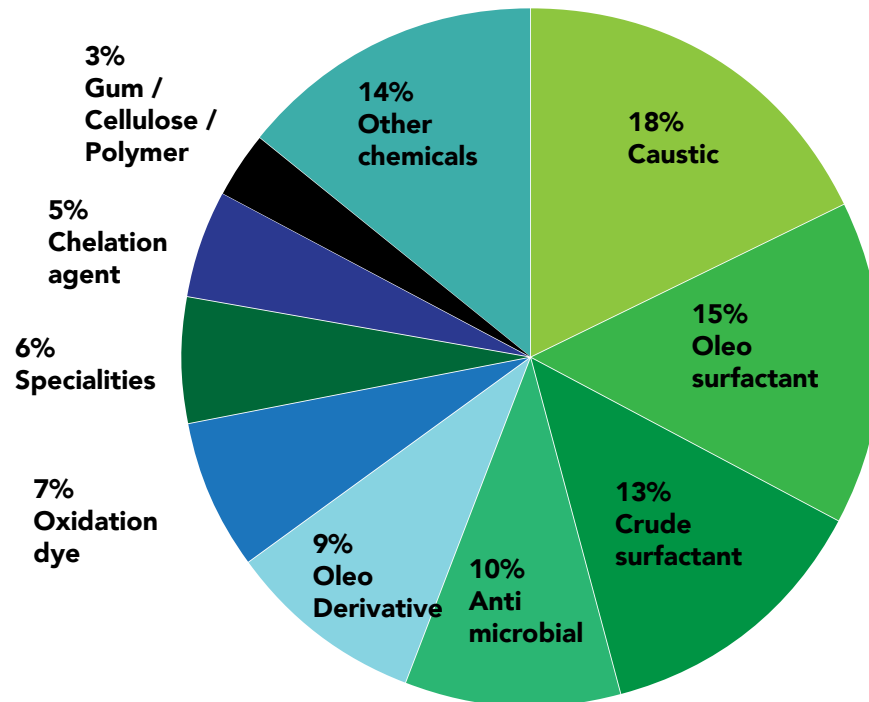
Hazardous substance management

We strive to minimize harmful chemicals in our products and wherever possible remove them completely. In Ezee Liquid Detergent, we phased our Sodium Hexameta Phosphate (SHMP) in 2022 since this chemical could be harmful to flora and fauna. In Godrej No 1 Soap, colour CI 12150 has been phased out in 2014 since it was banned by BIS.

Our Household Insecticide range of products is based on synthetic pyrethroid family of active ingredients like transfluthrin and prallethrin. These actives are approved by WHO and used globally and approved by CIB, Government of India post exhaustive toxicity studies. We do not use actives, solvents or other ingredients that are restricted anywhere in the world due to suspected safety concerns.

As fragrances are core to the air care category, we formulate them with utmost care for safety. We follow IFRA guidelines for all our fragrances globally and have developed stringent internal guidelines for fragrance used in our portfolio. We ensure that we do not use any ingredient that is suspected to be CMR like phthalates and PDCB in our air care range of products.

Top chemicals we use



CASE STUDY

Good Knight Gold Flash Biodegradable Wick Innovation

Good Knight Gold Flash is the latest liquid vapouriser from Good Knight. The technology used that was used in our wicks was imported at a high cost from a monopoly vendor. In addition, the wicks were made from non-biodegradable and non-reusable material.

Seeing this as an opportunity, the team started to explore and develop an indigenous wick that could deliver the need at better cost and lower environmental impact. After evaluating materials such as glass wool, carbon fibers, plant fibers and low density materials like wood dust, and silicone dust, the team narrowed on a specific grade of plant fibers that have better thickness and tensile strength than others.

The new 100% biodegradable wick is a GCPL owned patented indigenous formulation. It's not dependent on a single vendor and is feasible to manufacture inhouse in our regular clay wick vendor sites. It's at par with Good Knight Gold Flash's efficacy and longevity. It's 70% cheaper than the imported wick, and reduces our plastic usage by more than 300 tonnes a year.

Incorporating sustainable packaging

As an FMCG business, packaging plays a very important role in maintaining product integrity. We use delightful design and packaging as a way to differentiate our products, and we aim to do this in an eco-friendly manner. A number of our products are known for their unique packaging that balances utility and uses optimum packaging material. Our Good Knight brand is a

market leader in home insecticides. In a decade long journey, we have optimised the Good Knight liquid vaporiser bottle. In 2007, we switched from PVC to PET plastic and in 2010, we further optimised the bottle cap. We've reduced the weight of the Good Knight liquid vaporiser bottle by more than half in 5 years. We're now experimenting with replacing virgin plastic used in the bottle cap with post-consumer recycled plastic (PCR).

We've also set ambitious sustainable packaging goals we want to achieve by FY 2024-25 and beyond:

Goal 1: Reduce packaging consumption per unit of production by 20% from the base year of FY18

Reduced our packaging intensity by 17%

Goal 2: Ensure 80% of the plastic used to be recyclable

34% of our plastic is recyclable

Goal 3: Rigid plastics to be replaced by 30% recycled plastic by FY26. Flexible plastics to be replaced by 10% recycled plastic by FY27, and multi-layer plastics to be replaced by 5% recycled plastic by FY27.

We have started exploring suppliers and grades of PCR and started studies to ensure functional performance

Making greener products

We aim to make amazing quality products at accessible price points, and we strive to make them at a green discount and not a green premium. All the products we manufacture in India are already plastic and water neutral.

We also send no waste to landfill from our manufacturing. By 2025, we want to have a third of products greener than they were in 2020.

We define green products that consume lower energy and water to manufacture; they have lower emissions; they are built using greener raw materials; they use lesser plastic or have more efficient overall packaging.

It's important to weigh the complete lifecycle assessment (LCA) of a product to determine its true sustainability. For example, we develop our process to reduce energy and emission during manufacturing of

our product but while using the product it ends up using more electricity than it used to. LCAs avoid the environmental burden shifting and helps us focus on areas that will have the lowest overall impact.

Our Godrej magic range of products – magic handwash and magic bodywash – are great examples of how we're reduced plastic, water usage, and transportation costs.

Due to high water content of personal care products, tonnes of water is shipped before production and makes the finished product heavier while it is transported.

magic handwash is powder to liquid handwash that uses half the plastic to package than regular handwash refill, and we use only 1/4th the fuel to transport the refills.

magic bodywash is a liquid concentrate formula that requires just 16% of the plastic in packaging and

CASE STUDY

Good Knight Mini Spray

Traditional aerosols burden the planet with metallic cans and petroleum-based solvents, but our solution breaks the mold. Good Knight Mini Spray, is a revolutionary insecticide aerosol priced at just Rs. 50, designed to be highly effective while reducing its impact on the environment.

By utilizing lightweight PET bottles instead of the conventional 60g cans, we have significantly reduced plastic consumption, making a positive difference for the environment. By embracing meter dose pump spray technology instead of LPG-based aerosols, we've eliminated the need for non-renewable fossil fuels, further enhancing the product's sustainability.

Good Knight Mini Spray is eco-friendly, and helps lower our carbon footprint. The smaller, lighter packaging reduces fuel consumption during transportation, thus lowering emissions.

We believe that sustainability should be accessible to all. With this pocket-friendly product, we offer effective pest control without compromising the health of our planet.

CASE STUDY

Reconstitution Product - "Mr. Magic"

To preserve water and raise awareness on sustainability, we have innovated reconstitution technologies for maintaining personal hygiene and conserving water simultaneously. We are transforming home and personal care through a new product line that uses 80% less water, reduces carbon emissions by 70%, and less plastic packaging.

The product is softer on people as a result of less fillers and other additives. Concentrate version of products are innovative, sustainable, effective, affordable and first in India.

L2L Magic Floor Cleaner is the latest from our reconstitution range. It is innovative, sustainable, effective, and affordable. Some sustainable features of the product are:

- 5X More transport of refills, lowering emissions
- Energy savings by 81%
- Plastic consumption savings by 94%
- Paper consumption savings by 72%

only 19% of the energy to manufacture as compared to a regular bodywash, and just 10% of the total energy required to make a soap bar. Since the gel-based sachets are small and light, more sachets can be transported in every truck, leading to 44% lesser diesel consumption resulting in 44% lower carbon emissions as compared to transporting a regular bodywash.

Staying transparent and making continuous progress

We have a [sustainable procurement policy](#) that we use to regularly audit critical suppliers. One of the aspects we look for is greener alternatives to our raw materials. We have covered 71% of our suppliers by procurement spends under our policy and aim to cover 75% by 2025.

We're also in tune with concerns of our consumers and regulators and provide clear labelling on packs and also include information about how to dispose

products like our liquid vapourisers.

Our sustainability team and champions in our manufacturing, R&D and supply chain, work together to make sure sustainability is a part of new product development. We are working towards tracking our revenue from green products to establish the business case for sustainability and track our progress against targets.

Write to us

For us at Godrej, it has always been most important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Together with your partnership and support, we will continue to further this commitment to sustainability. Tell us with how we can do better? We'd love to hear your feedback.

Write to us at
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Godrej | CONSUMER PRODUCTS

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