



Aditya Birla Fashion and Retail Ltd and GIZ India launches “Stitching the Circle: A Roadmap for Circular Textiles in India” - Circularity Guidelines for Indian Textile & Apparel Industry at Sankalp Bharat Summit 2024, Varanasi

Varanasi – Nov 29, 2024: Aditya Birla Fashion and Retail Limited (ABFRL), in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), is proud to announce launch of the first of its kind - circularity guidelines for Indian textile and apparel industry at the Sankalp Bharat Summit 2024, Varanasi. The event was attended by several dignitaries, including industry leaders, government officials, and sustainability experts, highlighting the significance of this milestone for the Indian textile apparel sector. This project marks the culmination of a transformative three-year partnership aimed at reshaping the Indian textile sector through circular economy principles, innovation, and a focus on sustainable development.

The guidelines, titled “Stitching the Circle: A Roadmap for Circular Textiles & Apparel in India”, is a comprehensive guide designed to assist textile businesses in transitioning from a linear to a circular economy model. It encapsulates several initiatives undertaken during ABFRL and GIZ’s collaborative journey, with the shared goal of advancing sustainability, reducing waste, and fostering resource efficiency in the textile value chain.

The partnership between ABFRL and GIZ began with a vision to address the pressing environmental challenges posed by the textile industry. Over the past three years, the collaboration has spearheaded a series of impactful initiatives aimed at transforming India’s textile sector. These initiatives included a comprehensive baseline survey to

assess the current state of circularity, the Circularity Innovation Challenge 2023 to foster sustainable solutions, and the nationwide training program, "Decoding Circularity Together" to empower stakeholders across the textile value chain. ABFRL and GIZ also conducted pilot projects to integrate circular solutions into textile supply chain, documented through a compelling narrative to raise awareness and inspire action.

Mr. Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Ltd., stated, *"Our three-year partnership with GIZ has been a transformative journey that showcases the true power of industry collaboration in achieving a meaningful change. The launch of these circularity guidelines marks a defining moment for us, reflecting our unyielding commitment to collaborate with the fashion industry towards sustainability and to champion the development of a circular textile ecosystem."*

Building on this, Dr. Naresh Tyagi, Chief Sustainability Officer, Aditya Birla Fashion and Retail Ltd., commented, *"ABFRL and GIZ have worked together to create circular guidelines and other initiatives that industry players can leverage to work in a holistic manner, benefiting both the environment and society."*

Highlighting GIZ's perspective, Ms. Meghana Kshirsagar, Senior Advisor, Climate Change and Circular Economy at GIZ India, added, *"As a partner for international cooperation for sustainable development, we are committed to building a future worth living. The cooperation with ABFRL has great potential to initiate and scale circular economy and resource efficiency approaches in the Indian textile industry. In our opinion, combining the strengths of public and private sector partners creates a win-win scenario, delivering both development benefits for local populations and business advantages for private companies."*

The newly launched guidelines present actionable strategies for transitioning from a linear to a circular economy model. It includes the 6R Approach (Redesign, Reduce, Reuse, Remanufacture, Recycle, Regenerate), providing a framework for the textile industry to reduce waste and enhance resource efficiency, **circularity**. The manifesto also sets Key Performance Indicators (KPIs) **to measure circularity in organisation and encouraging alignment with global sustainability certifications.**

Through case studies and best practices, the guidelines serve as a practical guide for Indian businesses aiming to integrate circularity into every stage of production—from sourcing sustainable materials to engaging consumers in circular practices. The document aims to inspire the entire value chain, from manufacturers to policymakers, to collectively build a sustainable textile ecosystem in India.

The release of the guidelines at the Sankalp Bharat Summit 2024 marks a pivotal milestone in ABFRL and GIZ's shared journey towards sustainability. The partnership has set a benchmark for the Indian textile sector, showcasing the potential of circular business models to reduce environmental impact while driving innovation and growth. Moving forward, ABFRL and GIZ are committed to continuing their work in empowering stakeholders, expanding pilot projects, and promoting the widespread adoption of circular practices throughout the industry.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats. The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in Louis Philippe, Van Heusen, Allen Solly and Peter England, established over 25 years. Pantaloons is one of India's leading fashion retailers.

Company's international Brands portfolio includes - The Collective, Amongst India's largest multi-brand retailers of

international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette.

The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva C Marigold Lane. The company has strategic partnerships with Designers 'Shantanu C Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven C Folksong.

For further information, please contact: Janet Arole | AVP C Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfml.adityabirla.com

About GIZ

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations. It supports the German Government in the field of international cooperation for sustainable development and international education. GIZ assists people and societies in shaping their own future and improving their living conditions. For over 60 years, GIZ has been working jointly with Government and private sector partners in India for sustainable economic, ecological, and social development.

This partnership with ABFRL is funded by the DeveloPPP programme, of the German Federal Ministry for Economic Cooperation and Development (BMZ), which promotes private-sector activities where entrepreneurial opportunities and development policy potential meet.

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