

The India Plastics Pact

Annual Report 2022-23

Managed by



Confederation of Indian Industry



CII-ITC Centre of Excellence
for Sustainable Development

Supported by



Disclaimer

Copyright © 2024 Confederation of Indian Industry (CII). Published by CII. All rights reserved.

No part of this publication may be reproduced, stored in, or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), in part or full in any manner whatsoever, or translated into any language, without the prior written permission of the copyright owner. CII has made every effort to ensure the accuracy of the information and material presented in this document. Nonetheless, all information, estimates and opinions contained in this publication are subject to change without notice, and do not constitute professional advice in any manner. Neither CII nor any of its office bearers or analysts or employees accept or assume any responsibility or liability in respect of the information provided herein. However, any discrepancy or error found in this publication may please be brought to the notice of CII for appropriate correction.

Contents

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact

Introduction 5

Overview 8

Target 1 12

Target 2 15



Target 3 19

Target 4 24

What's next 28

Join the
India
Plastics Pact 29



Foreword

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact

This report takes a closer look at data from the Pact's Membership and assesses progress to the 2030 Targets. It also presents cases of action taken by member companies in reducing packaging, making packaging recyclable, and using recycled material in their packaging.



The growth of plastic consumption and therefore disposal poses a challenge which is attracting attention world over. Policymakers, businesses, and NGOs from over 175 countries are working on an international legally binding instrument on plastic pollution to tackle this issue. While such measures are important at an international level, voluntary business action can create meaningful impact at a national level.

The Government of India has chosen an ambitious path for policies on plastic waste management via the Extended Producer Responsibility (EPR) Guidelines and these are ably supported by the targets of voluntary business agreements such as the India Plastics Pact. Managed by the Confederation of Indian Industry with technical support from WRAP, the India Plastics Pact (Pact) has 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.

Having completed over two years since its launch in September 2021, the Pact now releases its second annual report. This report takes a closer look at data from the Pact's Membership and assesses progress to the 2030 Targets. It also presents cases of action taken by member companies in reducing packaging, making packaging recyclable, and using recycled

material in their packaging. Based on consultations with members and reflecting the needs at different points in the Indian plastics packaging value chain, focus areas for the next year have been identified: films and flexibles packaging, the reuse and refill business model, citizen behaviour, and Micro, Small and Medium Enterprises (MSMEs) will form workstreams for Pact signatories.

During the first two years of the Pact's working, we have learnt that signatories are committed, open to collaboration and are keen to make an impact. Funding from UKRI, Stewart Investors, and signatory businesses have 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.

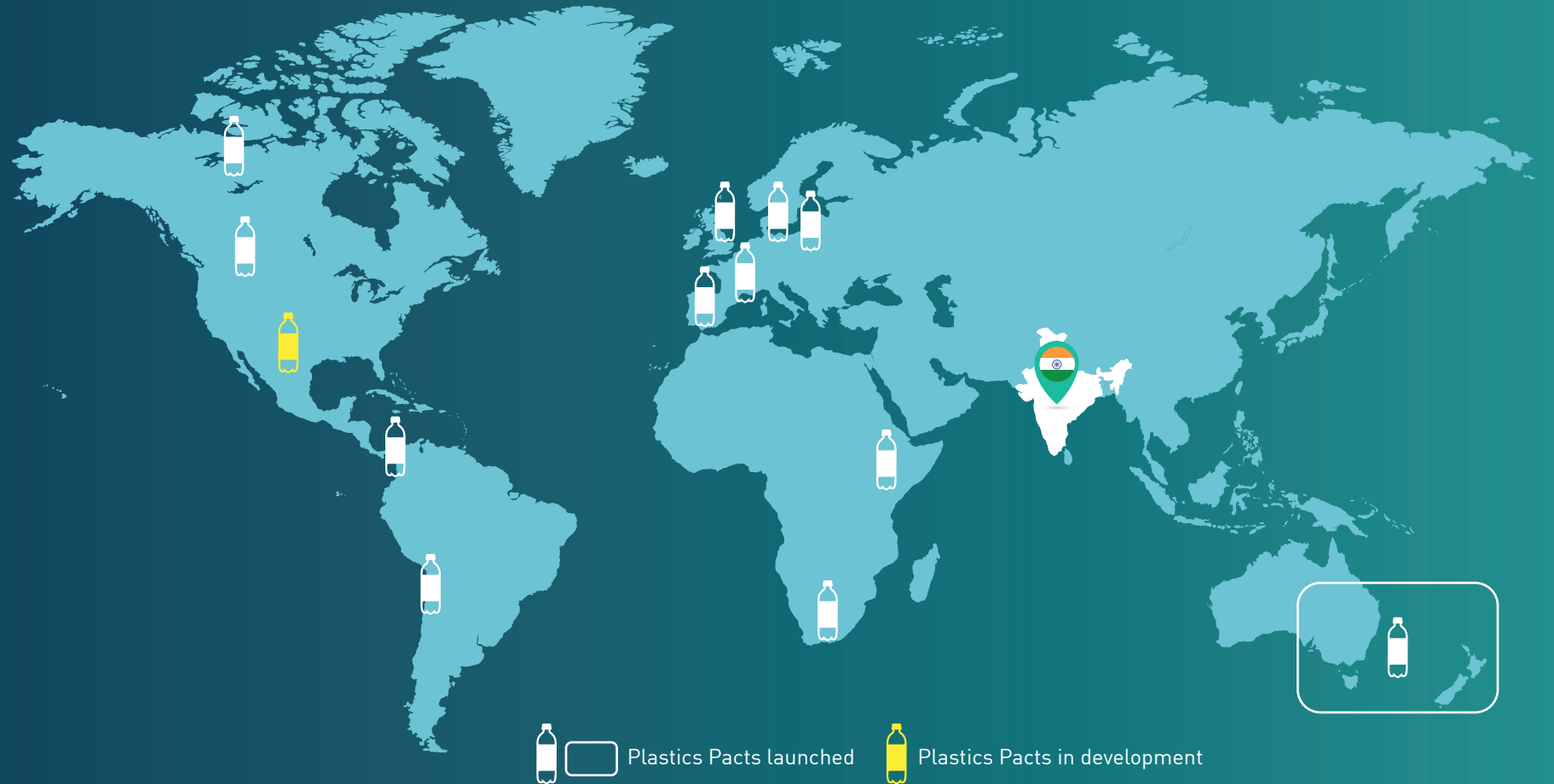
The targets are clear and ambitious, and much work lies ahead as indicated by the data presented in this report. The India Plastics Pact seeks to create impact by working with businesses which place plastic packaging on market shelves: the larger the footprint covered by the Pact's activities, the closer it will be to realising a world where plastic is valued and doesn't pollute the environment.

Ms Seema Arora
Deputy Director General
Confederation of Indian Industry

Introduction

The India Plastics Pact, launched in September 2021, is working to create a circular economy for plastic packaging in India. As 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 Global Plastics Pact network convened by WRAP and the Ellen MacArthur Foundation.

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



Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the India Plastics Pact

India Plastics Pact's Targets for 2030

Target 1



Define a list of unnecessary or problematic plastic packaging items and take measures to address them through redesign and innovation

Target 2



100%
of plastic packaging to be reusable, recyclable or compostable*

Target 4



25%
average recycled content across all plastic packaging

Target 3



50%
of plastic packaging to be effectively recycled

* 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.

Similar to all other global Plastics Pacts, the India Plastics Pact's Targets are based on the following three principles:



Eliminate

all unnecessary or problematic plastic items



Innovate

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



Circulate

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

Progress towards these targets is tracked by annual reporting required of 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.

As in the Year One report, the Year Two report presents aggregated data for the current consumption of plastic packaging by IPP Members for the year 2022, that is, plastic packaging (tonnes) placed on

market by 14 Member brands and retailers in the year 2022 is reported. This report does not include data pertaining to plastic packaging recycled by recyclers and manufactured by convertors. Compilation of data from recyclers and convertors is part of the Pact's activities and was initiated in 2023. However, computations in this report do not include data from recyclers and convertors to prevent double counting. As new signatories join the Pact, future reports will cover a larger share of packaging placed on the Indian market.

Our signatories

Members and Supporters (as of December 2023)

Foreword

Introduction

Our signatories

Overview

Target 1

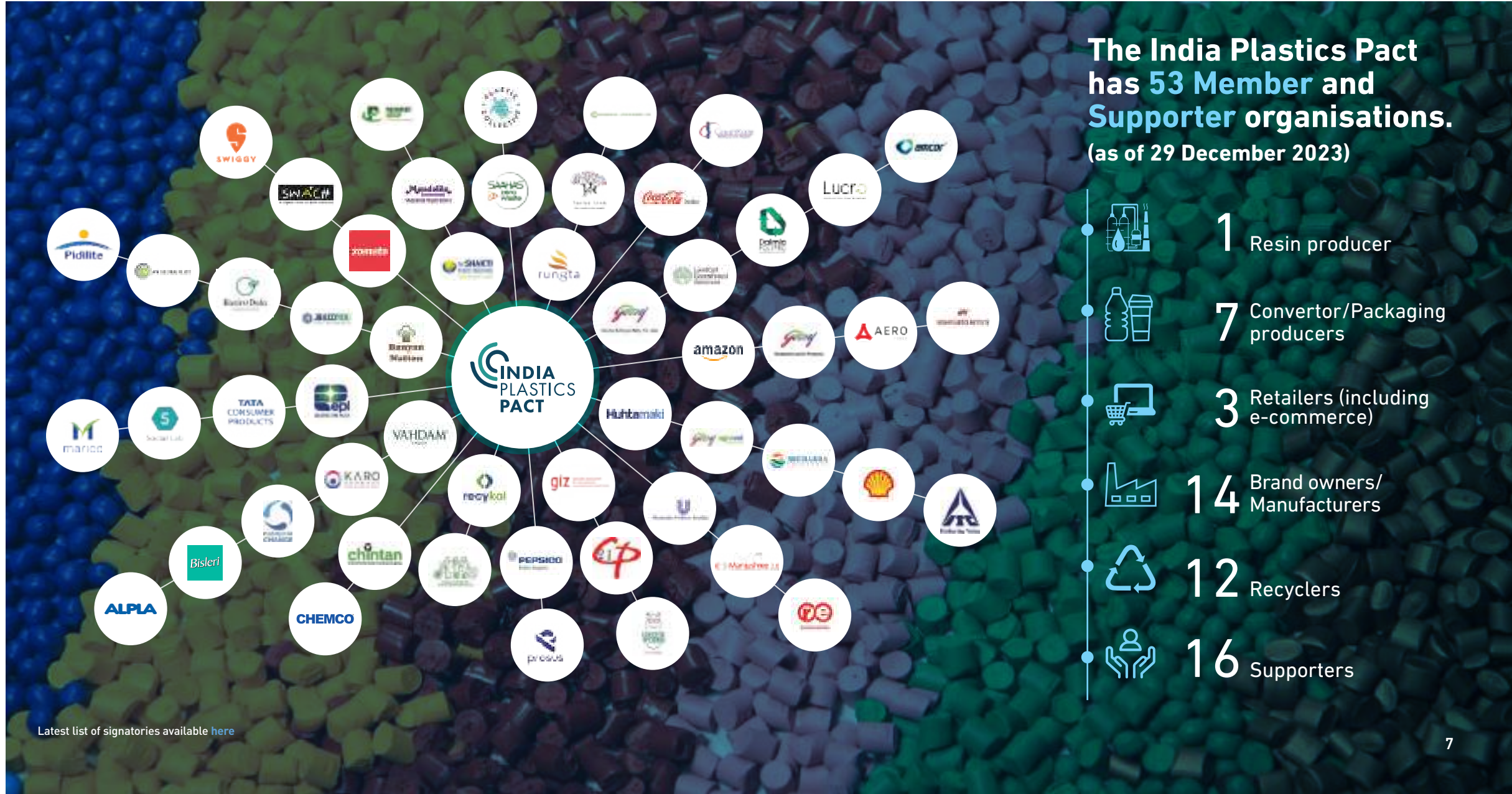
Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact



Overview

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact

Target 1



1.2 billion

unnecessary or problematic plastic packaging items to be addressed

Target 2



67%

of Pact Members' plastic packaging was recyclable

Target 4



1%

of Pact Members' plastic packaging by weight was recycled content

Target 3



25%

is the estimated recycling rate of plastics in India (government data*)

*The estimation of national recycling rate 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 (CPCB). If Maharashtra and Tamil Nadu are removed from the dataset, the estimated recycling rate is 16%.

Overview

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact

**6,51,121
tonnes**

is the total weight of plastic
packaging placed on market
by IPP Members

**Primary vs
secondary
packaging**

91%

Primary

9%

Secondary

**Rigid vs flexible
packaging**

61%

Rigid

38%

Flexible

1%

Unknown

**Plastic
consumption,
by polymer**

49% Rigid

11% PP

15% PE

1% PS

19% Multipolymer multilayer flexible packaging

4% Multimaterial multilayer flexible packaging

1% Other or unknown polymers

Overview rigid packaging

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

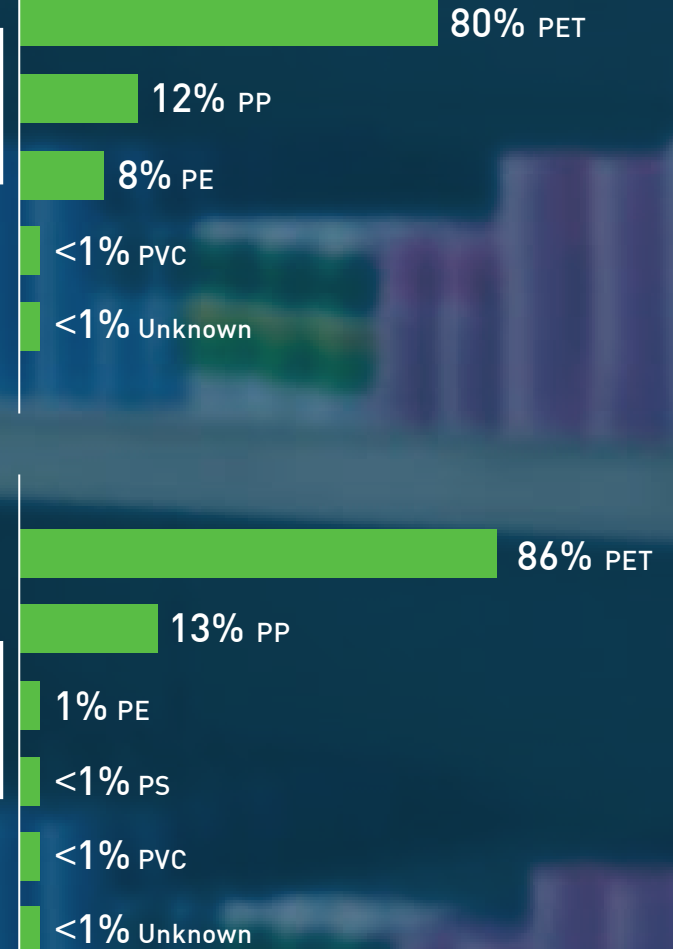
What's next

Join the
India Plastics Pact

**3,97,183
tonnes**
of rigid packaging

99%
Primary packaging

<1%
Secondary and
tertiary packaging



Overview flexible packaging

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

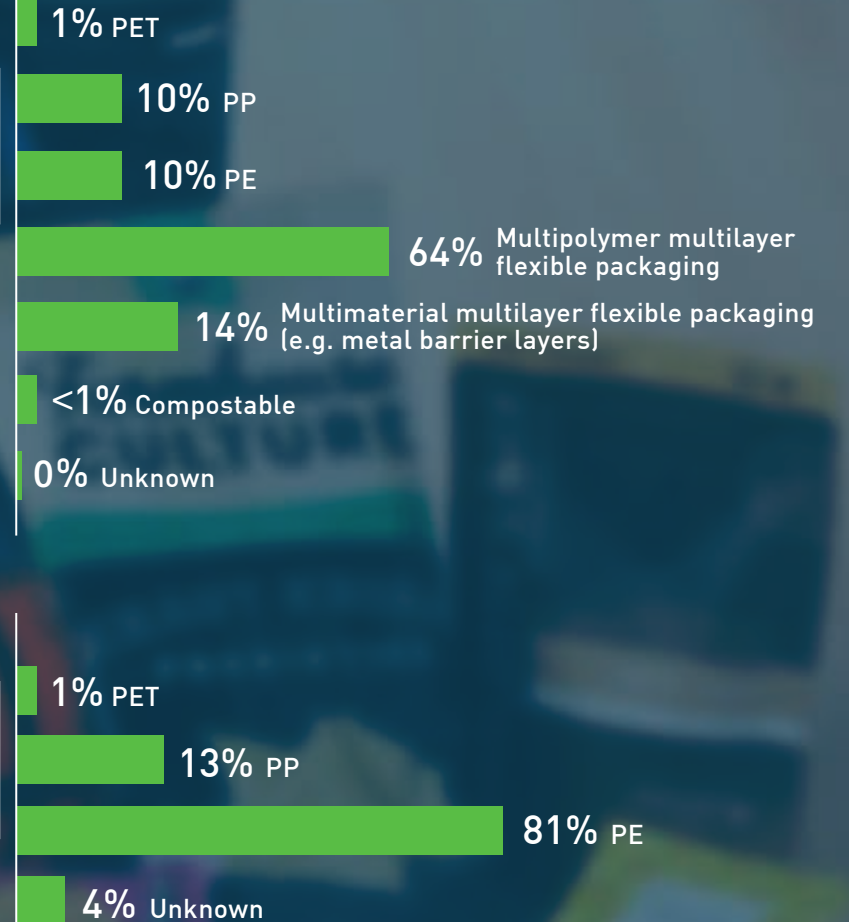
What's next

Join the
India Plastics Pact

**2,47,425
tonnes**
of flexible packaging

79%
Primary packaging

21%
Secondary and
tertiary packaging





Target 1

Number of unnecessary or problematic plastic packaging items to be addressed

1.2 billion

India Plastics Pact Members have agreed to eliminate the following items that have been identified as unnecessary or problematic as per the [IPP Ambition List](#) (published in 2022):

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)



Unnecessary or problematic plastic packaging items (IPP Ambition List items) placed on the market by Pact Members in 2022



The above results are based on data submitted by 14 signatories during the 2022 reporting cycle.



Target 1



Number (in millions) of unnecessary or problematic plastic packaging items to be addressed

391

2021

1,274

2022

The total number of [Ambition List](#) items placed on the market increased from 391 million in 2021 (12 Members), to 1.2 billion in 2022 (14 Members). When data from Members who were part of *both* reporting cycles (2021 and 2022) were computed, a similar increase was noted: part of this increase can be explained by year-on-year sales growth (and, therefore, packaging placed on market). Having identified the scale of the challenge and the specific items which need attention, the India Plastics Pact is actively working to identify solutions and suitable alternatives.

Plastic packaging in which PVC is used such as labels/sleeves, are a priority for elimination owing to the toxic nature of emissions during recycling. Several IPP Members have switched from PVC labels/sleeves to PET-G labels/sleeves on PET bottles, pending identification of a more suitable alternative. PET-G labels and sleeves are not toxic during recycling but interfere with PET bottle-to-bottle recycling and are therefore on the Ambition List. An 'Under-review List' at present has only one entry (PET-G labels on non-PET packaging), but others may be added after discussions with members and upon availability of scientific evidence.



Target 1

Initiatives by Members

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

Marico Limited



Marico has switched the sleeves for its 40 ml and 90 ml polypropylene (PP) bottles of Nihar Naturals hair oil from PVC to PET-G.

Bisleri International Private Limited



Bisleri has replaced the full body PVC shrink sleeve labels on Carbonated Soft Drinks bottles with BOPP centre panel labels.



HDPE caps of Bisleri water bottles now weight 1.35 grams instead of 1.50 grams, resulting in 489 metric tonnes of plastic reduction for FY 22-23.



Target 2

Recyclable¹ plastic
packaging placed on
the market by IPP
Members

67%

Summary of progress on Target 2 (share of recyclable¹, compostable, and reusable packaging)

67%
(4,38,694 tonnes)
Recyclable¹ packaging

Less than
1%
Compostable packaging

Less than
1%
Reusable packaging

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

19%
Multipolymer multilayer
flexible packaging

4%
PP flexible packaging

4%
Multimaterial multilayer
flexible packaging

3%
PE/HDPE/LDPE films used
in primary packaging

Less than
1%
PET flexible packaging

Less than
1%
PS packaging

Less than
1%
PVC packaging

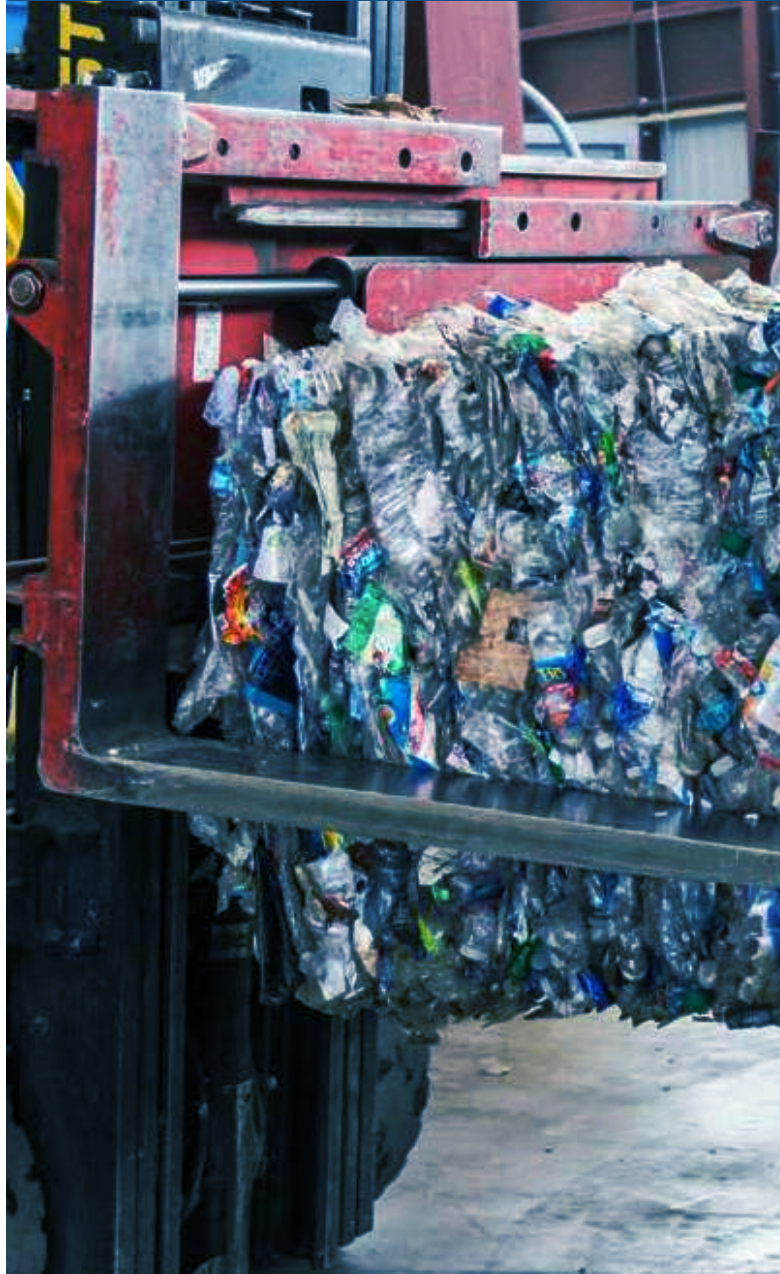
Less than
1%
PP packaging reported
as unknown format

Less than
1%
other or unknown polymer

¹ 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.



Target 2



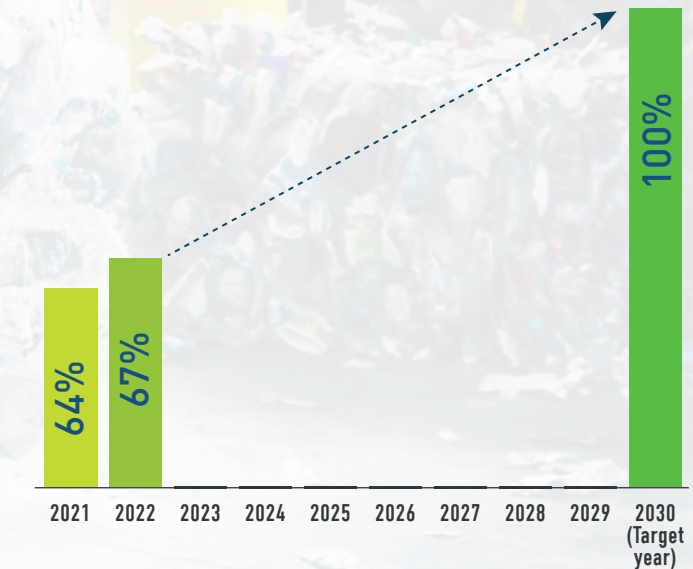
To allow a meaningful comparison, the following analysis is based on data reported by Members who were Pact signatories in both 2021 and 2022. Data of Members who joined after the 2021 reporting cycle are not part of this analysis. In 2022, the share of recyclable¹ plastic packaging placed on market by Pact signatories was 67%, up from 64% in 2021. This marginal increase in the share of recyclable packaging can be attributed to a year-on-year growth in sales and a relatively higher growth in consumption of rigid packaging compared to flexible packaging.

It is worth noting that nearly 80% of rigid packaging placed on the market by IPP Members in 2022 was made of PET, which is highly recyclable in the Indian context.

However, these data clearly indicate that urgent action is needed by signatories to make flexible packaging recyclable, especially multilayer, multimaterial, and multipolymer flexible packaging.

The amount of compostable packaging placed on the market by IPP Members decreased from 90 tonnes (in 2021) to 71 tonnes (in 2022). The amount of reusable packaging placed on the market by IPP Members increased by 115% from 1,487 tonnes (in 2021) to 3,203 tonnes (in 2022).

Target 2: Percentage of recyclable plastic packaging placed on the market by IPP members



Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next






Join the
India Plastics Pact



Target 2

Initiatives by Members

Transition to recyclable structures

	ITC Limited				Vahdam Teas Private Limited
					
	ITC's Vivel VedVidya soap wrappers are now packaged in monolayer BOPP packaging instead of paper-polyethylene (PE) packaging.	ITC has transitioned to 100% Mono material PE Laminate from Multi Layered PET/PE Laminate in select variants of Aashirvaad's iodised salt.	Select variants and SKUs of ITC's Master Chef frozen snacks are now packaged in 100% monolayer PE laminate instead of multilayered PET-PE laminate.	ITC has transitioned to 100% Mono Material PP Laminate (Outer Pack and Inner Sachet) from Multi Layered PET/PE Laminate Outer Pack and PET/Met PET/PE Inner Sachet in Sunfeast Yippee! Power Up Noodles.	Zipper pouch of Vahdam's Handpick tea is now available in LDPE-EVOH flexible packaging instead of BOPP/MET-PET/LDPE packaging.



Target 2

Initiatives by Members

Refillable packaging

Godrej Consumer Products Limited



Godrej Consumer Products has launched a 'refill at home' packaging model with its ready-to-mix refillable packs of magic Body Wash which contain 50% less plastic as compared to a 200 ml liquid bodywash refill pack. These refillable packs contain body wash concentrates.

Bisleri International Private Limited



Bisleri has been operating a return from home "packaging model" for its 20 litre water bottles. In FY 22-23 it led to a reduction of 41,900 metric tonnes of plastics.

Hindustan Unilever Limited



Refillable packaging Hindustan Unilever has introduced a 'refill at home' model for its Lakmé Perfect Radiance Skin Brightening Day Crème. The cream is packed in a replaceable jar placed inside an outer container. This 50 gram replaceable jar is designed to fit into the existing outer container and can be replaced by a new jar containing the cream, thus reducing plastic usage by 85%.



Target 3

Estimated recycling rate of plastics in India (government data²)

25%

Target 3 of the Pact aims to achieve a recycling rate of 50% for plastic packaging in India. Based on data from the latest available government reports,² the recycling rate of plastics (used as a proxy for recycling rate of plastic packaging) is estimated to be 25%. 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 Board² (if Maharashtra and Tamil Nadu, which recycle the most plastic waste in India are removed from the dataset, the estimated plastics recycling rate falls to 16%).

A survey³ of 600 plastic recycling units was carried out between August 2022 and February 2023 to draw up a recycling landscape for the country ([Landscape assessment of plastic recycling in India](#)). An estimated 2,300 recycling units with an installed capacity of about five million tonnes per annum (tpa) operated in India. Recycling units processing polyolefins (PP, PE, HDPE and LDPE) made up the largest proportion in terms of installed capacity at about 2.2 million tpa. This was followed by units recycling PET, at about 1.8 million tpa. recycling units, 527 out of 2,300, processing resins such as PVC, PS, ABS, polycarbonate and nylon.



- Provides an understanding of resin-wise mechanical recycling capacity.
- Identifies gaps in the current recycling infrastructure.

² 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 29 January 2024.

³ India Plastics Pact (2023). Insights report: Landscape assessment of plastic recycling in India. Available at <https://www.indiaplasticspact.org/2023/10/04/landscape-assessment-of-plastic-recycling-in-india/>. Accessed on 20 November 2023.



Target 3

Plastics recycling is expected to grow in India on the back of an ambitious EPR regulation with targets for collection, recycling and incorporation of recycled content back into packaging. However, meeting the EPR targets for incorporation of recycled content will mean that by 2025-26, more than one-third (34%) of recycling, up from 5% at present, will need to be of a high quality (closed-loop).

The Pact published five reports in this annual year, on aspects supporting the achievement of Target 3. Together, these provide a snapshot of the recycling industry, informal waste sector, and small packaging formats (such as sachets). A three-report series on the informal waste sector was brought out documenting waste flows, different models for businesses to engage with the informal sector, challenges faced by informal waste workers, and recommendations to address these challenges.



Identifies gaps in the informal waste sector and recommends ways to address them.



Provides a framework for integrating the informal waste sector into the formal plastics value chain.

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact



Target 3



Explores different models being used by waste management agencies across the country to engage with the informal waste sector.



Explores sectors where small formats and sachets are used and provides a framework for better management.

Small packaging formats such as sachets have a poor collection and recycling rate in India. An analysis of these formats using market data was carried out to throw light on the distribution between rural and urban consumption and application across food/non-food product categories. Ways to improve management of small format packaging waste are also recommended.

Advanced recycling

While several solutions are available to help address unmanaged plastic waste, there is no silver bullet. Advanced chemical recycling is an umbrella term for a set of technologies that uses heat or chemical processes, or both, to break apart polymer chains.⁴ In India, chemical recycling is relatively new, but expected to grow.

In May 2023, Innovate UK KTN brought together a Global Expert Mission (GEM) visit to India; to review key enabling technologies for advanced recycling, understand the plastics supply and innovation landscape in India, and explore potential for collaboration in this sector.



⁴ Royal Society of Chemistry (n.d.). Chemical recycling. Available at: <https://www.rsc.org/globalassets/22-new-perspectives/sustainability/progressive-plastics/explainers/rsc-explainer-6---chemical-recycling.pdf>. Accessed on 13 October 2023.



Target 3

Initiatives by Members and Supporters

In partnership with The Social Lab (TSL), **PepsiCo India** launched Tidy Trails in Agra, a special initiative to sustainably manage post-consumer plastic waste. In this intervention, a special mobile van visited local shops to collect plastic waste which was then segregated, and later recycled and converted into items such as benches and chairs. This programme in Mathura and Vrindavan in 2021-22 reached 6.2 lakh people through mass awareness campaigns and more than 25,000 kgs of plastic waste was collected from 800 shops/establishments. In 2023, the Tidy Trails programme in Agra covered 500 shopkeepers creating awareness and collecting 18,426 kg of plastic waste.



Introduced in March 2022 with the aim of diverting low-value plastics (LVP) away from landfill, the two-phased 'Let's Transform' initiative by **Saahas Zero Waste India** in partnership with Alliance to End Plastic Waste (AEPW) has helped four informal waste workers to create formal waste management enterprises.

The first phase focused on professionalization of informal waste workers and prevention of open dumping/burning of low-value plastics. The second phase focused on enhancing the recovery of low-value plastics using machinery, thereby increasing revenues of the entrepreneurs. By the end of the phases, the facilities in the four locations had successfully diverted 7,377 metric tonnes of low-value plastics from reaching the landfill.





Target 3

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

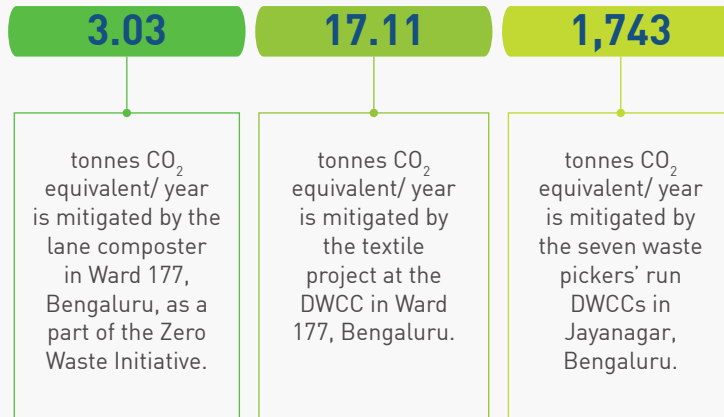
What's next

Join the
India Plastics Pact

Green Worm Eco Solution LLP has setup a post-consumer rigid plastic waste recovery facility to sort material on the basis of colour, usage (food-grade/non-food grade), and potential end-market application. The rigid plastic waste is being sourced from 120 villages, three towns and two cities of India with the help of 2,600 female waste collectors.



Hasiru Dala has published a report⁵ on the greenhouse gas (GHG) abatement through waste worker interventions in Bangalore in 2022. In this report, Hasiru Dala has applied the GHG Calculator 2.0 tool developed by WIEGO in partnership with Green partners and RWA (Resources & Waste Advisory Group) to calculate the contribution of seven waste Dry Waste Collection Centres (DWCC) towards GHG abatement. The overall GHG savings were found to be 1763 metric tonnes of CO₂ equivalent for the year 2022. This study has taken forward the discussion on recognising the contribution of decentralised waste management systems towards climate change mitigation.



Hasiru Dala Innovations (HDI) has partnered with Hindustan Unilever Limited (HUL) to supply guaranteed fair-trade PET waste, which can be used as recycled content in HUL's Sunsilk Naturals shampoo bottles. The 'Guaranteed Fair Trade Organisation' status was granted to Hasiru Dala Innovations by the World Fair Trade Organization (WFTO) for its adherence to principles such as fair pay, good working conditions, transparency, accountability, and no child labour.



⁵Anto R, Nair S, Daga S, Hasiru Dala (2023). Decentralised waste management: A mitigation strategy for climate change. Available at: <https://hasirudala.in/wp-content/uploads/2023/11/GHG-V9-Pages.pdf>. Accessed on 11 December 2023.



Target 4

Recycled content in plastic packaging placed on the market by IPP Members

1%

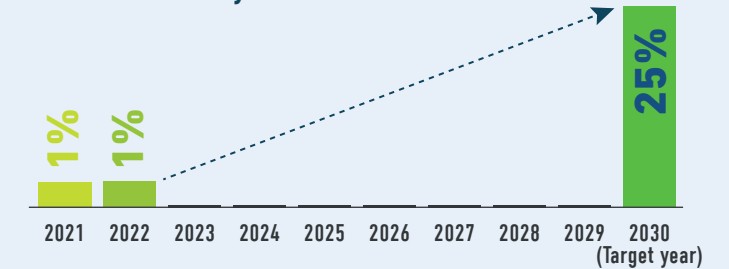
Using recycled content in packaging is critical to reducing the use of virgin resources, reducing carbon emissions from material processing, and developing new end markets for recycled plastic. The achievement of Target 4 is largely dependent on the outcomes from the other Targets: including more collection and recycling of high-quality plastic.

To allow a meaningful comparison between the two datasets (2021 and 2022), year-on-year progress towards Target 4 is reported using data from Members who were Pact signatories in both, 2021 and 2022, data of Members who joined after the 2021 reporting cycle are not part of this analysis.

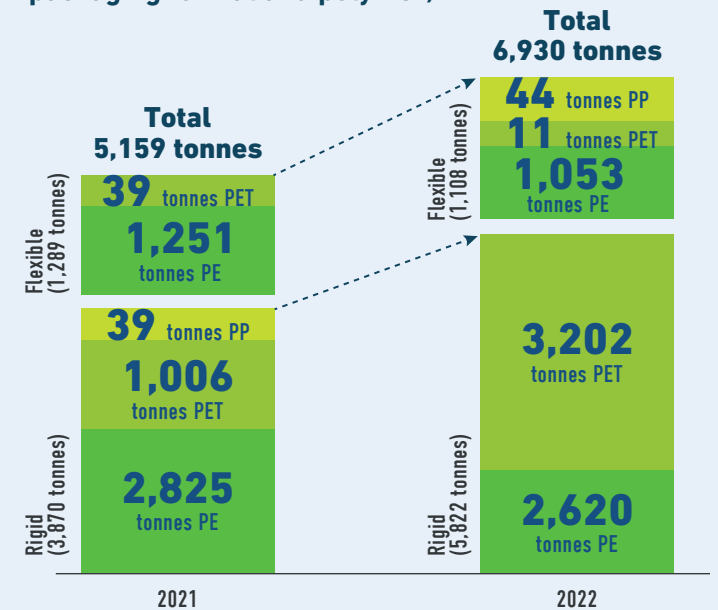
The total quantity of recycled content used by IPP Members increased from 5,159 tonnes (in 2021) to 6,930 tonnes (in 2022). Use of recycled content in rigid PET increased by 2,195 tonnes, while recycled content used in rigid PE decreased by 205 tonnes.

This increase in rigid PET can be attributed to the permission granted by FSSAI for using recycled PET in packaging for food contact applications⁶. The permission lifted a long-standing regulatory barrier for the fast-moving consumer goods (FMCG) industry, enabling addition of recycled PET in packaging for food contact applications.

Target 4: Percentage of recycled content placed on the market by IPP members



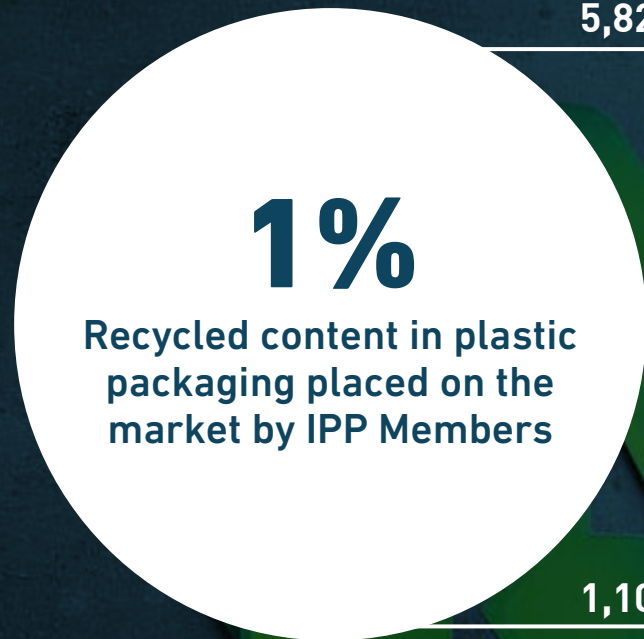
Use of recycled content in 2021 and 2022 (by packaging format and polymer)



⁶ FSSAI (2022). Guidelines for recycling of post-consumer PET for food contact applications. Available at: https://www.fssai.gov.in/upload/uploadfiles/files/Annexure1_Draft_Guidelines_PET_15_06_2022.pdf. Accessed on 24 October 2023.



Target 4



5,821 tonnes

PE 45%

84% Rigid packaging

55% PET

1,109 tonnes

PE 95%

16% Flexible packaging

4% PP
1% PET



Challenges encountered by recyclers, brands, and converters in adding recycled content to films and flexible packaging are identified and discussed in a report, *Films and flexible packaging: challenges of adding recycled content*, released⁶ on August 2023.

To support the delivery of Target 4, the Pact's Secretariat is developing a strategy to achieve high levels of recycled content across all plastic packaging.






⁶ India Plastics Pact (2023). *Films and flexible packaging: challenges of adding recycled adding recycled*. Available at: <https://www.indiaplasticspact.org/2023/08/21/films-and-flexible-packaging-challenges-of-adding-recycled-adding-recycled/>



Target 4

Initiatives by Members

Increased use of recycled content in **rigid packaging** by Pact Members

PepsiCo India	Coca Cola India Private Limited	Marico Limited	ITC Limited	
				
PepsiCo India launched 100% rPET bottles with Pepsi® Black excluding the label and cap.	Select batches of 250 ml and 750 ml bottles of Coca Cola India are now made of 100% rPET.	30 ml and 70 ml PET bottles of Marico's Nihar Shanti Amla hair oil contain 20% recycled content, an increase from 10% in 2021.	ITC has successfully enhanced the PCR (post-consumer recycled plastic) content in Fama Shower Gel bottles from 30% to 50% rPET, thereby resulting in reducing virgin plastic use without affecting product integrity and consumer experience.	ITC's Fama handwash PET bottles contain 50% recycled content.



Target 4

Initiatives by Members

Increased use of recycled content in **rigid packaging** by Pact Members

Hindustan Unilever Limited



Since 2019, Hindustan Unilever (HUL) has been incorporating post-consumer recycled (PCR) content into rigid bottles (PET and HDPE) of brands such as Vim, Surf Excel, Vaseline, Love Beauty and Planet, Lifebuoy, Pears and Sunsilk. The PCR content levels are being gradually increased across all brands.

Increased use of recycled content in **flexible packaging** by Pact Members

ITC Limited



LDPE Bundling shrink wraps of ITC's B Natural Juices contain 25% recycled content.

Hindustan Unilever Limited



Post-consumer recycled (PCR) LDPE content across all shrink wraps and overwraps is at least 70% and 50% respectively.

What's next...

[Foreword](#)[Introduction](#)[Our signatories](#)[Overview](#)[Target 1](#)[Target 2](#)[Target 3](#)[Target 4](#)[What's next](#)[Join the
India Plastics Pact](#)

To meet the ambitious targets of the India Plastics Pact, collaborative action will be required by stakeholders across the value chain. IPP brings stakeholders from different parts of the plastics value chain to work together to create a circular economy for plastics in India. The Secretariat will continue to improve members' knowledge and understanding on issues that impact the progress towards the Pact's Targets.

Over the next 12 to 18 months, in addition to continued focus on technical aspects of films, flexible packaging and reuse and refill business models, work on wider ecosystem challenges such as citizen behaviour change, segregation and collection, for example, will be taken up. 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.

Immediate action by signatories is needed in designing flexible packaging to be recyclable (Target 2) and to increase the incorporation of recycled content (Target 4) across all packaging. While EPR commitments will help drive the change to a large degree, a significant step up in ambition and action is called for: this is evident from the modest movements in Target 2 and Target 4 over two years.

Overall, changes in the plastics packaging industry are imminent, not least because of the Global Plastics Treaty. 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.

Join the India Plastics Pact

Foreword

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the
India Plastics Pact

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.



ippaction@cii.in



www.indiaplasticspact.org



www.linkedin.com/company/india-plastics-pact

Foreword

The India Plastics Pact, launched in 2021, unites businesses, governments, NGOs and citizens to create a circular plastics economy in India. It is currently managed by Confederation of Indian Industry (CII). The CII-ITC Centre of Excellence for Sustainable Development (CESD) anchors the India Plastics Pact, within CII. The initiative is supported by WRAP, a global NGO based in the UK. It is the first Plastics Pact in Asia. As of February 2024, there were 13 Plastics Pacts spread across the globe, and 54 organizations were part of the India Plastics Pact. The Pact works on all plastic resins at all stages of the plastics value chain.

Introduction

Our signatories

Overview

Target 1

Target 2

Target 3

Target 4

What's next

Join the India Plastics Pact

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. CII engages closely with Government on policy issues and interfaces with thought leaders to enhance efficiency, competitiveness and business opportunities for Industry through a wide portfolio of specialized services and strategic global linkages.

India's premier business association has around 9,000 Members, from the private as well as public sectors, and an indirect membership of over 300,000 enterprises from around 286 national and regional sectoral industry bodies. With 62 offices, including 10 Centres of Excellence in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian Industry and the international business community.

WRAP is a climate action NGO working around the globe to tackle the causes of the climate crisis and give the planet a sustainable future. Our vision is a thriving world in which climate change is no longer a problem. We believe that our natural resources should not be wasted and that everything we use should be re-used and recycled. We bring together and work with governments, businesses and individuals to ensure that the world's natural resources are used more sustainably. Our core purpose is to help tackle climate change and protect our planet by changing the way things are produced, consumed and disposed of. We support partner NGOs around the world to deliver real change through collaboration and progress from over 300 of the world's largest businesses. Initiatives we support include: Plastics Pacts in Chile, Kenya and India; food waste agreements in Mexico, South Africa and Indonesia; and food waste citizen campaigns through our Love Food Hate Waste brand in Canada, Australia and New Zealand.



Managed by



Supported by

