



CII-ITC Centre of Excellence
for Sustainable Development



Confederation of Indian Industry

A large, stylized 'C' logo composed of three concentric, curved lines in yellow, orange, and blue, positioned to the left of the title text.

CII
**SUSTAINABLE
PLASTIC PACKAGING
AWARDS 2026**



Winners booklet

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Published by Confederation of Indian Industry (CII), The Mantosh Sondhi Centre; 23, Institutional Area, Lodi Road, New Delhi 110003, India, Tel: +91-11-45771000 | Email: info@cii.in | Web: www.cii.in

About the Awards

Launched in 2025 by the Confederation of Indian Industry (CII) through the CII-ITC Centre of Excellence for Sustainable Development, the CII Sustainable Plastic Packaging Awards aim to acknowledge, reward and recognise upstream innovations and solutions in plastic packaging by business that are driving the transition towards a circular plastics economy in India.

Applications are awarded at three levels: *Excellence*, *Recognition*, and *Jury mention*. Each application is assessed against three parameters.

1. Innovation: Is it a breakaway from prevailing industry practice?
2. Impact: What is the scale of the innovation?
3. Circularity: Is there an increase in the likelihood of high-quality recycling?

In the second edition of the Awards, applications were invited under three categories.

Category A: Innovation in design

Category B: Incorporation of recycled content

Category C: Innovations in reuse and lightweighting

An independent jury completed a thorough review of all applications based on the information submitted at two stages: the Expression of Interest, and the full application form (questionnaire). The assessment was conducted in two stages: an individual review of each application, followed by a consolidated review during an in-person jury meeting.

Detailed feedback from the jury was provided to all participants.

Winners of Category A Innovation in design

**Recognising innovations in plastic packaging
that improve recyclability**

A1 Innovation in design of rigid plastic packaging

A2 Innovation in design of flexible plastic packaging

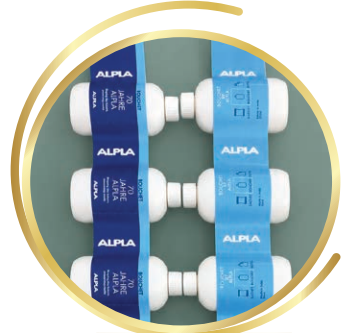
Category A1

Innovation in design of rigid plastic packaging

Excellence



ALPLA India Private Limited, a packaging manufacturer/converter



Bouchet, 25 mL

Problem addressed

Lack of incentive to collect lightweight, small format flexible packaging.

Innovation

Design of a rigid, HDPE bottle of small volume, amenable to ladi/chain display.

EPR linkage

Allows transition from challenging Category III multilayer packaging to Category I rigid plastic packaging; enhances probability of collection.

Challenges faced in making new format

Optimizing weight reduction and bottle strength.

Impact and scale

Potential to scale up to 50 million units annually, allowing for cost parity with sachets at scale.

Collaboration required?

No: in-house packaging design and development.

Category A1

Innovation in design of rigid plastic packaging

Jury mention



ALPLA

ITC Limited, brand

ALPLA India Private Limited, converter



Savlon Pichkiao
Handwash, 70 mL

Problem addressed

Low recyclability of multi-material and multi-polymer handwash caps.

Innovation

Use of capillary action to dispense liquid in place of metal-plastic pump.

EPR linkage

Improves the recyclability of Category I rigid plastic packaging.

Challenge faced

Developing a suitable dispensing mechanism that ensures controlled dispensing.

Scale and impact

Reduces plastic consumption by approximately 22% compared to pump packs of similar volume.

Collaboration required?

Yes: collaboration between brand and converter.

Category A2

Innovation in design of flexible plastic packaging

Excellence



ITC Limited, brand



Aashirvaad Chakki
Atta, 5 kg

Problems addressed

Widespread use of multi-polymer, non-recyclable formats. Limited availability of de-inking machinery among PE recyclers.

Innovation

Bag-in-bag packaging format with printed, outer paper bag and separate, surface-printed PE inner pouch.

EPR linkage

A widely used product now improves the recyclability of Category II flexible plastic packaging.

Challenges faced

- Maintaining pack strength for larger SKUs.
- Achieving visual appeal of printing on rough kraft paper.

Scale and impact

Implemented across the 5 kg SKU and extended to the 1 kg SKU, both sold widely across India.

Collaboration required?

No: in-house packaging design and development.

Category A2

Innovation in design of flexible plastic packaging

Recognition

Mom's Magic Cashew and Almond Family Pack, 544 g

Jupiter Laminators Private Limited, a converter
ITC Limited, brand

Problem addressed

Widespread use of unrecyclable PET/PE laminate structures.

Innovation

A BOPP/CPP laminate structure (EPR Category II) designed for recycling in the PP stream.

EPR linkage

Improves the recyclability of Category II flexible plastic packaging.

Challenges faced

Shrinkage in the sealing area of the pouch during manufacture.

Scale and impact

Potential for application to large sale-volume products (noodles, whole spices, cereals and other dry products).

Collaboration required?

Yes: collaboration between converter and brand.

Winners of Category B

Incorporation of recycled content

Recognising innovations that incorporate recycled content back into plastic packaging

B1 Incorporation of recycled content back into rigid plastic packaging

B1.1 Contact-sensitive applications¹

B1.2 Non-contact sensitive applications

B2 Incorporation of recycled content back into flexible plastic packaging

B2.1 Contact-sensitive applications

B2.2 Non-contact sensitive applications

¹ Contact-sensitive application refers to packaging that comes in direct contact with food and beverages, cosmetics, and pharmaceutical products.

Category B1.1

Incorporation of recycled content back into rigid plastic packaging for contact-sensitive applications*Excellence*

Marico Limited, brand
Srichakra Polyplast India Private Limited, a recycler



Nihar Naturals Shanti
Baam Amla Hair Oil, 62 mL

Problem addressed

Use of virgin fossil resources, and end-market for rPET.

Packaging application

PET bottle containing 100% food-grade post-consumer recycle (PCR) for hair oils.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenges faced

- Maintaining consistent bottle colour and odour.
- Limited supply of food-grade rPET.

Scale and impact

Applied across all SKUs of Nihar Naturals Shanti Badam Amla Hair Oil and multiple product lines.

Collaboration required?

Yes: collaboration between brand and recycler.

Category B1.1

Incorporation of recycled content back into rigid plastic packaging for contact-sensitive applications*Recognition***Beiersdorf**

Beiersdorf India Service Private Limited, brand



Nivea Female
Shower Gel, 250 mL

Problems addressed

Use of virgin fossil fuel; end-market for rPP and rPET.

Packaging application

PET bottle containing 100% food-grade PCR for shower gel; cap made of 100% rPP.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenges faced

- Contamination in feedstock.
- Processing difficulties with incorporating recycled content into a lightweight bottle.

Scale and impact

- Implemented across 100% of the submitted SKU.
- Reduction in total packaging weight by over 20% compared with the previous design.

Collaboration required?

No: packaging developed in-house.

Category B1.2

Incorporation of recycled content back into rigid plastic packaging for non-contact sensitive applications*Excellence*

Lucro
PLAST-E-CYCLE PRIVATE LIMITED



Lucro Plastecycle Private Limited, a converter and recycler
Castrol India, brand

Castrol, 1 L

Problems addressed

Use of virgin fossil fuel; end-market for rPE.

Packaging application

HDPE bottle containing 60% PCR for automotive and industrial lubricants.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenges faced

Maintaining consistency in quality and colour of the recycled feedstock.

Scale and impact

Implemented across multiple SKUs of Castrol.

Collaboration required?

Yes: collaboration between a converter and recycler and brand.

Category B1.2

Incorporation of recycled content back into rigid plastic packaging for non-contact sensitive applications*Recognition***GODREJ
CONSUMER PRODUCTS**

Godrej Consumer Products Limited, brand

**Godrej Eze Liquid
Detergent, 900 g****Problems addressed**

Use of virgin fossil fuel; end-market for rPE.

Packaging application

HDPE bottle containing 50% PCR for liquid detergents.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenge faced

Maintaining packaging aesthetics and visual appeal.

Scale and impact

Commercially implemented across multiple SKUs and implementable across additional product lines.

Collaboration required?

No: packaging developed in-house.

Category B2.1

Incorporation of recycled content back into flexible plastic packaging for contact-sensitive applications*Excellence*

Chemco Kandoi rPET Private Limited, a converter



rPET FIBC bags, 1000 kg

Problem addressed

Use of virgin fossil fuel; end-market for rPET.

Packaging application

Flexible intermediate bulk container (FIBC) bags made from 100% recycled PET, with an internal PE liner for industrial bulk packaging.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenges faced

- Consistent supply of quality input PET bottle bales
- Maintaining high tensile strength and durability required for industrial bulk packaging.

Scale and impact

Implemented across core FIBC product range.

Collaboration required?

No: packaging developed in-house.

Category B2.1

Incorporation of recycled content back into flexible plastic packaging for contact-sensitive applications*Recognition*

UFlex Limited, a converter



Recyclable monomaterial packaging for hygiene products

Problems addressed

Use of virgin fossil fuel; end-market for rPE.

Packaging application

Monomaterial PE packaging with 30% food-grade PCR for hygiene products.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenge faced

- Procurement of consistent feedstock quality.
- Maintaining appearance and printability while incorporating recycled content.

Scale and impact

Developed similar packaging with 20% and 25% PCR for other customers.

Collaboration required?

No: packaging developed in-house.

Category B2.2

Incorporation of recycled content back into flexible plastic packaging for non-contact sensitive applications*Excellence*

Surf Excel, 65 g

Lucro Plastecycle Private Limited, a converter and recycler
Hindustan Unilever Limited, brand

Problems addressed

Use of virgin fossil fuel; end-market for rPE.

Packaging application

Recyclable BOPP/PE laminate for Surf Excel detergent sachets, designed for non-contact-sensitive home care applications.

EPR linkage

Supports fulfillment of recycled plastic content targets under Schedule II, Clause 7.4 (e).

Challenge faced

- Procuring consistent feedstock quality.
- Ensuring barrier properties and print quality of packaging.

Scale and impact

Commercialised across all detergent and haircare sachet formats.

Collaboration required?

Yes: packaging developed via collaboration between converter and brand.

Winners of Category C

Innovations in reuse and lightweighting

Recognising innovations that enable reuse and refill and reduce overall plastic packaging consumption.

Category C

Innovations in reuse

Excellence



Pidilite Limited, brand
 Rapidue Technology Private Limited,
 a waste management organisation (WMO)
 R3RR Eco solutions Private Limited, a start-up



Fevicol, 50 kg

Problem addressed

Use of fossil fuel resources.

Innovation

Trials with return-refill business model using 50 kg plastic drums for Fevicol, supported by partner-led reverse logistics, involving collection, cleaning, and redistribution of drums for multiple reuse cycles.

EPR linkage

Supports fulfillment of reuse targets under Schedule II, Clause 7.4 (b).

Challenge faced

- Low return rates of drums.
- Limited storage space at distributor points.

Collaboration required?

Yes: collection-washing-reuse system developed collaboratively with brand, WMO, and startup.

Category C

Innovations in reuse

Recognition

CHEMCO®

Chemco Plastic Industries Private Limited, a converter



4R packaging

Problem addressed

Use of fossil fuel resources.

Innovation

Made from kraft paper and a high-strength HDPE/PP laminated scrim, the 4R packaging is a reusable packaging for B2B applications; designed for up to 20 reuse cycles.

EPR linkage

Supports fulfillment of reuse targets under Schedule II, Clause 7.4 (b).

Challenge faced

- High cost compared to that of conventional single-use corrugated boxes.
- Deep-seated customer preference for single-use boxes.

Collaboration required?

No: packaging developed in-house.

Category C

Innovations in reuse

Jury mention



Diversey – a Solenis Company
(Diversey India Hygiene Private Limited), brand



Taski SmartDose, 2.9 L

Problem addressed

Use of fossil fuel resources.

Innovation

Reusable container dispensing concentrated cleaning products in controlled dosing; one 2.9 L pack can replace 2–6 conventional 5 L containers.

EPR linkage

Supports fulfillment of reuse targets under Schedule II, Clause 7.4 (b).

Challenges faced

Significant R&D investment in design and development.

Collaboration required?

No: packaging developed in-house.

Category C

Innovations in lightweighting

Excellence



ITC Limited, brand

Vibgyor International Private Limited, a converter



Nimyle Floor Cleaner, 890 mL

Problem addressed

Use of virgin fossil fuel.

Innovation

Elimination of secondary bundling film through nitrogen dosing in Nimyle Floor Cleaner bottles.

Challenges faced

- Ensuring precise nitrogen dosing to achieve the required pressure and strength.
- Maintaining seal integrity to avoid nitrogen leakage.

Scale and impact

Implemented in the 890 mL and 500 mL SKUs.

Collaboration required?

Yes: packaging developed via collaboration between brand and converter.

Winners of CII Sustainable Plastic Packaging Awards 2026

Award level: Excellence

ALPLA



marico

SRICHAKRA
POLYPLAST

Lucr
PLASTE-CYCLE PRIVATE LIMITED

Castrol

CHEMCO
KANDOI

Hindustan Unilever Limited

VIBGYOR
INTERNATIONAL PVC LTD.

Pidilite

recykal
Sustainable Circularity

3R
SOLUTIONS

Award level: Recognition

J
JUPITER LAMINATORS
PASSION FOR PERFECTION



Beiersdorf

CHEMCO

Godrej **GODREJ**
CONSUMER PRODUCTS

UFLEX
"A part of your daily life"

Award level: Jury mention



ALPLA

Diversey
A SOLENS COMPANY



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 130 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 "Accelerating Competitiveness: Growth, Resilience, Inclusion, Sustainability, Trust" as its theme for 2026-27, prioritising five key pillars. During the year, CII will align its policy advocacy, institutional initiatives, partnerships, and outreach to support Indian industry in strengthening these five interconnected pillars of competitiveness.

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**CII-ITC Centre of Excellence
for Sustainable Development**

The CII-ITC Centre of Excellence for Sustainable Development (CESD) is the ecosystem creator for sustainable development in India. As a 20-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, CESD 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.

CESD focuses on six transformational pathways: Advancing Creation of a Circular Economy; Facilitating an Enabling Ecosystem for ESG Reporting; Accelerating Nature Positive Actions; Enhancing Solutions for Clean Air; Building Climate Resilience and Low-Carbon Economy and Fostering Dialogues, Engagements & Knowledge Exchange.

Confederation of Indian Industry

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