CII-ITC Centre of Excellence for Sustainable Development

20 YEARS OF CELEBRATING SUSTAINABILITY

Confederation of Indian Industry

CII INDIA PLASTICS PACT

Annual Report 2024-25

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INDIA PLASTICS PACT

Annual Report 2024-25

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Disclaimer

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Contents

Seema Arora
Deputy Director General
Confederation of Indian Industry

Foreword

An exponential growth in the use of plastic packaging, especially single-use plastic packaging, and the mismanagement of plastic waste has led to an increase in plastic pollution. Much work is being done by civil society, government and, indeed, the entire plastic packaging value chain, which needs to collaborate and innovate in the search for solutions. The India Plastics Pact, a voluntary business initiative led by the Confederation of Indian Industry, is a step in this direction. It has brought together the relevant stakeholders by creating a space for dialogue, knowledge-sharing, and collective action, based on scientific evidence and data.

Launched in September 2021, the India Plastics Pact is viewed as an advisor and key opinion-former by industry on the topic of sustainable plastic packaging. In the past four years, the Pact has actively helped brand owners focus on specific aspects such as packaging design and increasing citizen awareness, as they progress towards placing more sustainable packaging on the Indian market.

The fourth annual report of the India Plastics Pact documents the cumulative progress to the 2030 targets. It also presents actions taken by member companies in reducing use of plastic packaging, making it recyclable, and using recycled material in packaging. Some high-level insights from the report indicate that signatories have made important strides towards using recycled content across their packaging portfolio; however, greater ambition is needed to increase trials and adoption of reuse models, wherever possible, and improving the recyclability of flexible packaging.

In four years of running this Pact, we have learnt that signatories are open to collaboration and keen to create impact as a whole, at the national level. We know that funding support is a crucial element of doing any impactful work; over the past year, support from the Stewart Investors helped greatly in motivating trials of recyclable flexible packaging in real-world conditions.

The path forward requires strong ambition, and much work is to be done, as the data presented in this report indicates. It is encouraging to see momentum building and moving towards the realisation of a world where plastic is valued and doesn't pollute the environment.

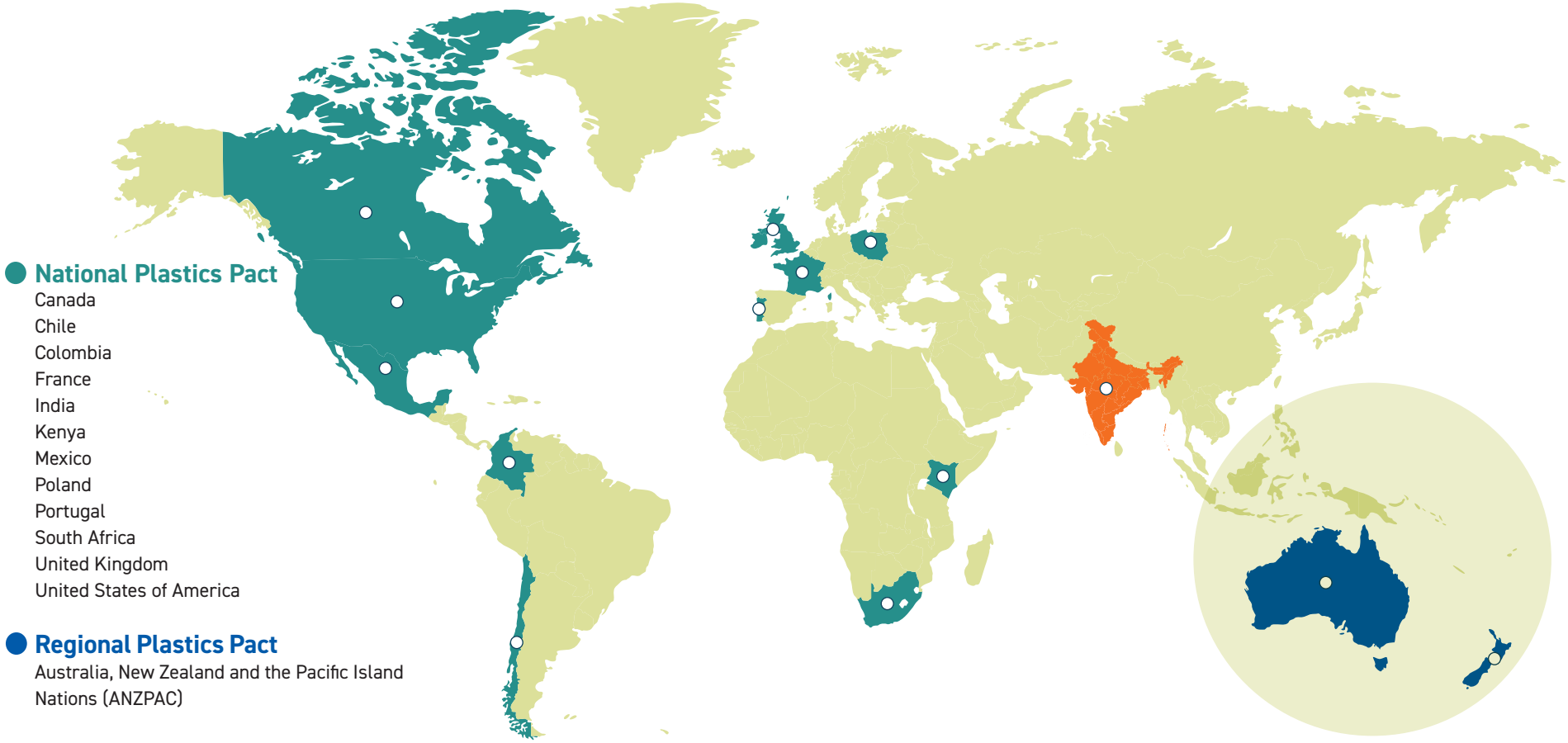
Introduction

The India Plastics Pact (IPP), an initiative managed by the Confederation of Indian Industry, was launched in September 2021 and is working to create a circular economy for plastic packaging in India. It unites businesses, governments, non-governmental organizations (NGOs) and citizens behind four ambitious targets.

IPP is the first Plastics Pact in Asia and is part of the Global Plastics Pact Network (convened by Ellen MacArthur Foundation and WRAP). The network has 13 Plastics Pacts.

Vision

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



National Plastics Pact

Canada
Chile
Colombia
France
India
Kenya
Mexico
Poland
Portugal
South Africa
United Kingdom
United States of America

Regional Plastics Pact

Australia, New Zealand and the Pacific Island Nations (ANZPAC)

Targets of all national and regional Plastics Pacts, including those of the India Plastics Pact, are based on three principles

ELIMINATE

Eliminate all unnecessary or problematic plastic items

INNOVATE

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

CIRCULATE

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

India Plastics Pact's 2030 targets

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 3

50%

of plastic packaging to be effectively recycled

Target 4

25%

average recycled content across all plastic packaging

*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

The achievement of the 2030 targets is tracked through an annual data reporting process, mandatory for all member businesses. This process is central to all Plastics Pacts: it helps to measure progress against the targets, shows stakeholders that the Pact is about action, and helps to prioritise Member actions.

This report presents data on plastic packaging (tonnes) placed on market by all Member brands and retailers in 2024-25 Data pertaining to plastic packaging processed by recyclers and convertors is used to corroborate the data provided by brands and retailers.

Members and Supporters (as of 29 December 2025)

The India Plastics Pact has 57 Member and Supporter organisations

13 Converters/packaging producers

ALPLA, amcor, Avery Dennison, CHEMCO, Chiripal, epl, ester, Huhtamaki, Jagpet, Manjushree 2.0, Paharpur, SB Packaging, Constantia Flexibles, UFLEX

14 Brand owners/ manufacturers

Bisleri, CavinKare, Coca-Cola India, Godrej agrovet, Godrej Consumer Products, Godrej & Boyce Mfg. Co. Ltd., ITC, L'Oréal India, maricc, pepsico, Pidilite, SIEGWERK, TATA Consumer Products, Hindustan Unilever Limited

2 Retailers (including e-commerce)

Swiggy, zomato

12 Recyclers

Banyan Nation, Dalmia Polypro, Ganesha Ecosphere Ltd., GEMCORP, JB Ecotex, Lucro, Pashupati Group, re Sustainability, RiBotl, rungta, Srichakra Polyplast, The Shakti Plastic Industries

16 Supporters

chintan, fireside ventures, giz, Green Worms, Hasiru Dala, KARO SAMBHAV, Landbell GreenForest Solutions, Indian Plastics Institute, Plastics for Change, prosus, recykal, Saahas Zero Waste, Social Lab, SWACH, The Alliance of Indian Waste-pickers, Toxics Link

Overview

Target 1

6,697 tonnes

of plastic packaging classified as problematic or unnecessary was sold by all IPP brands in India in 2024-25

Target 2

72%

of all IPP brands' plastic packaging was recyclable in 2024-25

Target 4

3%

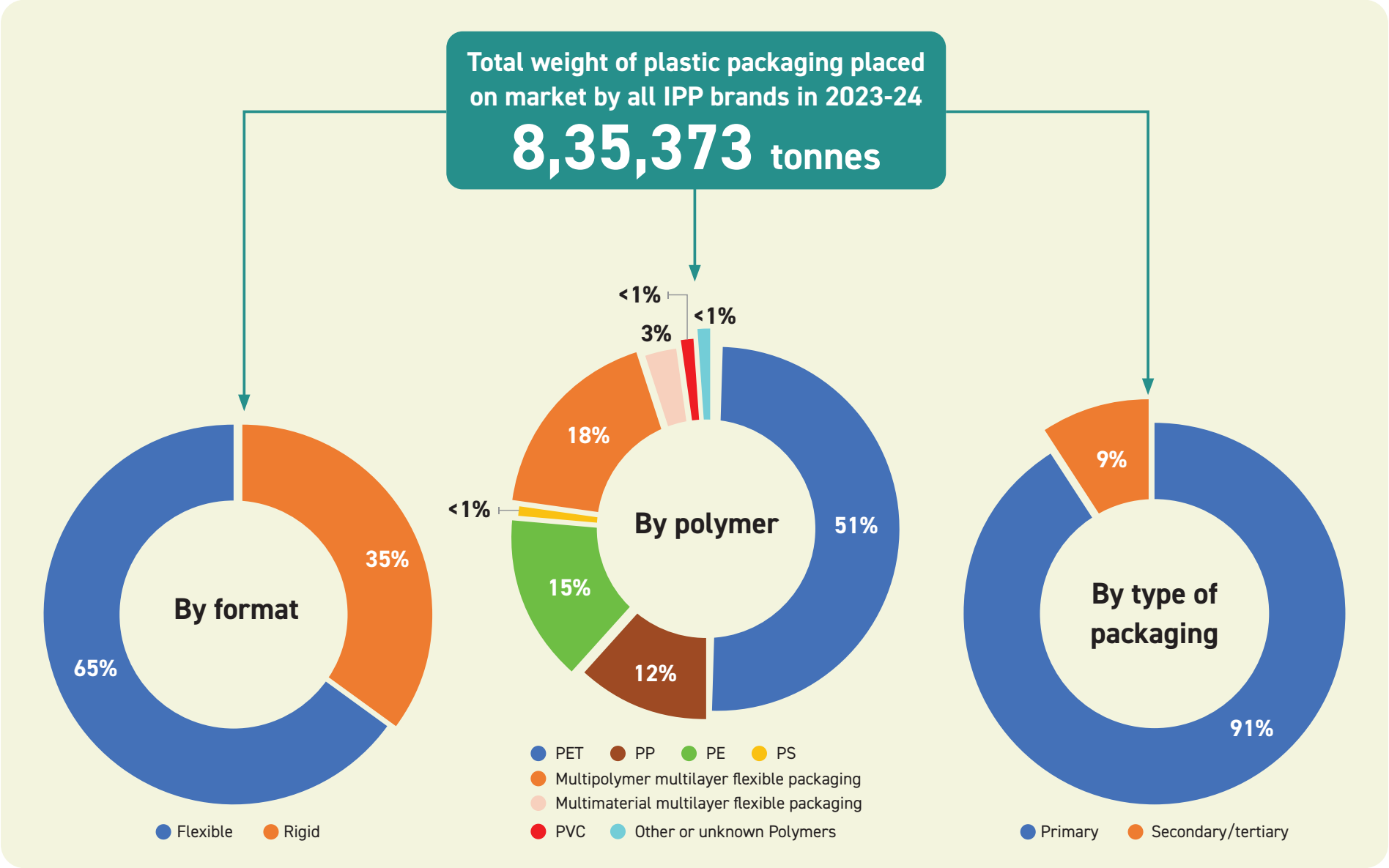
of all IPP brands' plastic packaging by weight was recycled content in 2024-25

Target 3

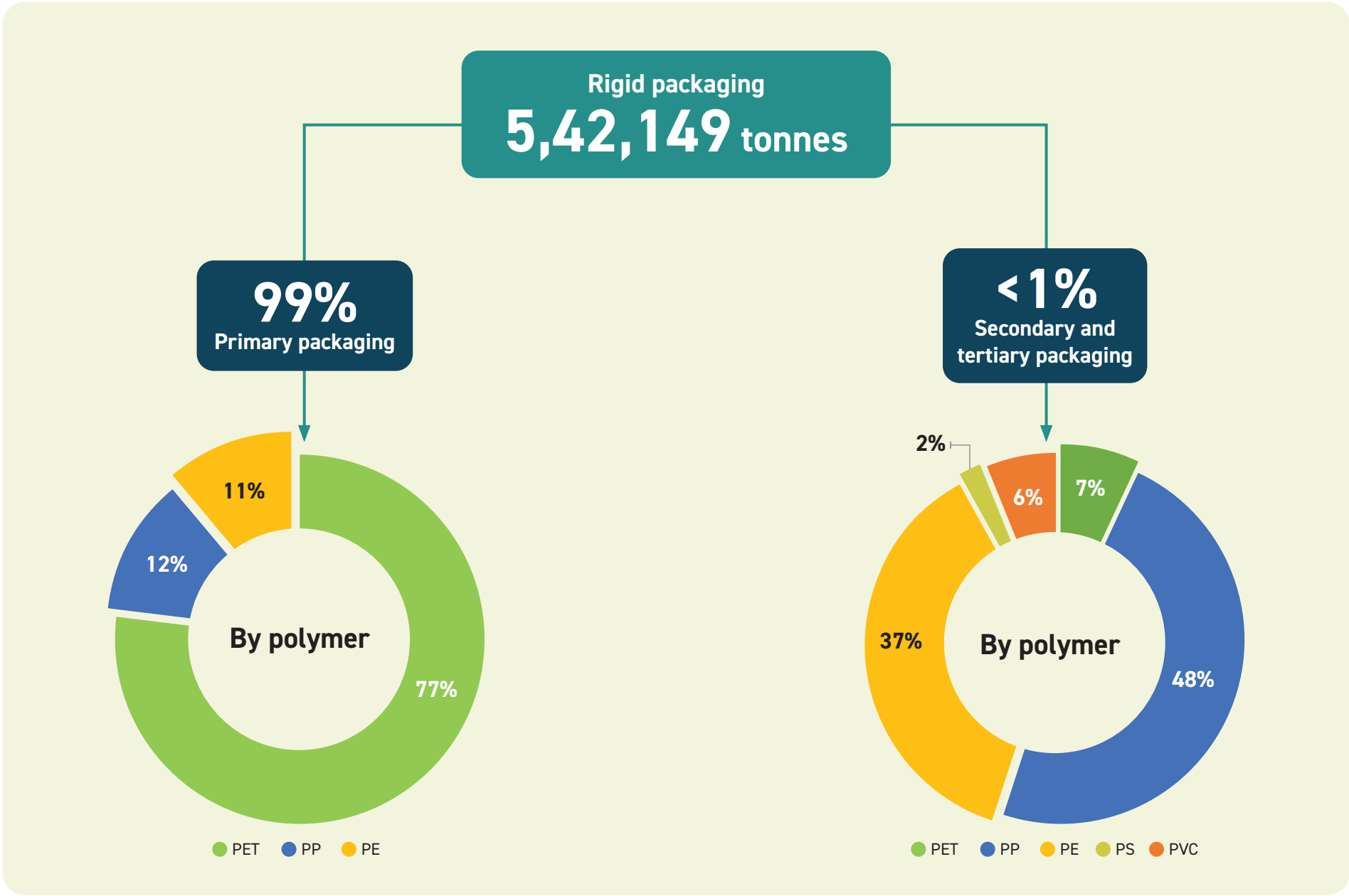
25%

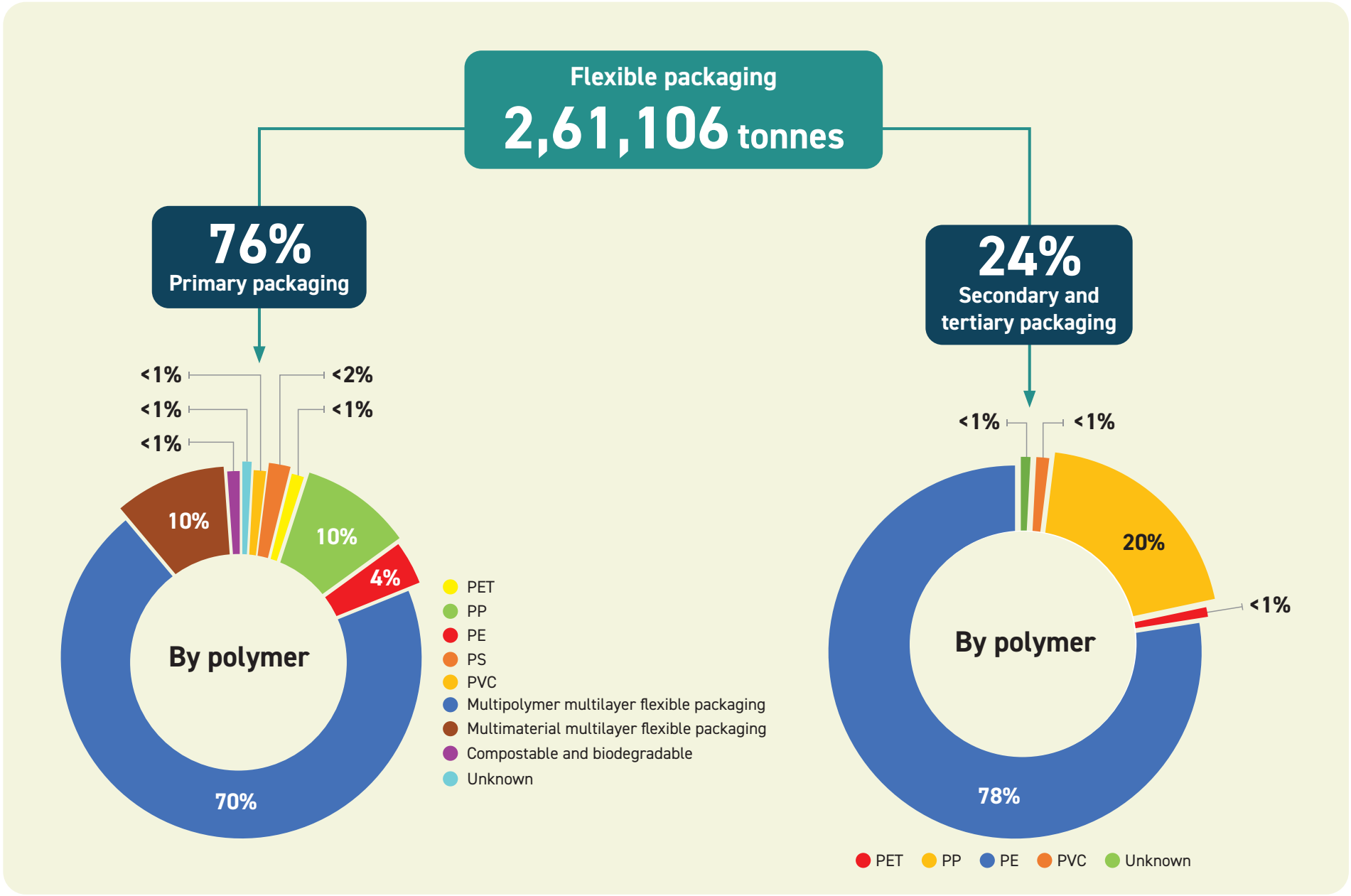
was the estimated recycling rate of plastics in India in 2024-25[1]

* Reported using publicly available data.



Plastic packaging under the control of Pact members has grown 83%, from 4,55,455 tonnes in 2021-22 to 8,35,373 tonnes in 2024-25.


Rigid packaging
5,42,149 tonnes
99%
Primary packaging
<1%
Secondary and tertiary packaging
By polymer
11%
12%
77%
PET
PP
PE
By polymer
2%
6%
7%
37%
48%
PET
PP
PE
PS
PVC


Flexible packaging
2,61,106 tonnes
76%
Primary packaging
24%
Secondary and tertiary packaging
<1%
<1%
<1%
<2%
<1%
10%
10%
4%
70%
By polymer
PET
PP
PE
PS
PVC
Multipolymer multilayer flexible packaging
Multimaterial multilayer flexible packaging
Compostable and biodegradable
Unknown
<1%
<1%
20%
<1%
78%
By polymer
PET
PP
PE
PVC
Unknown

Target 1

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

6,697 tonnes of unnecessary or problematic plastic packaging items to be addressed

India Plastics Pact Members collaboratively agreed to eliminate six items, deemed as unnecessary or problematic from their packaging portfolio: these are placed on the IPP Ambition List. Signatories are currently working on reviewing and updating the IPP Ambition List.

1. PVC bottles, PVC pallet wraps, PVC shrink sleeves and labels
2. All polystyrene (PS) packaging (including EPS)
3. Oxo-degradable plastic packaging
4. PET-G labels/sleeves on PET bottles
5. Biodegradable polymer packaging not compliant with Indian standard (IS 17899 T: 2022)
6. Non-detectable plastic packaging in automated sorting systems (such as non-near infrared detectable colours and materials)

INCREASING PRIORITY

2 of the 6 items on the IPP Ambition List, oxo-degradable plastic packaging (item 3) and biodegradable polymer packaging not compliant with Indian standard (IS 17899 T: 2022) (item 5), have never been used by IPP signatories.

36 tonnes of non-detectable plastic packaging in automated sorting systems, Item 6, were used by signatories for the first time in 2024-25.

Both items, 1 and 4 are detrimental to recycling, but the phase-out of PVC as a resin, is more important than phasing out PET-G labels on PET bottles, given that PVC recycling poses health hazards to workers and damages machinery. Many signatories report using PVC and PET-G labels/sleeves in their packaging but agree that phasing out PVC labels/sleeves should be prioritized. PET-G sleeves/labels are currently the most commercially suitable alternatives to PVC labels/sleeves, and hence a large shift to PET-G labels/sleeves is observed. This is borne out by the data which indicates that the growth in use of PET-G labels/sleeves on PET bottles is four times that of PVC sleeves/labels.

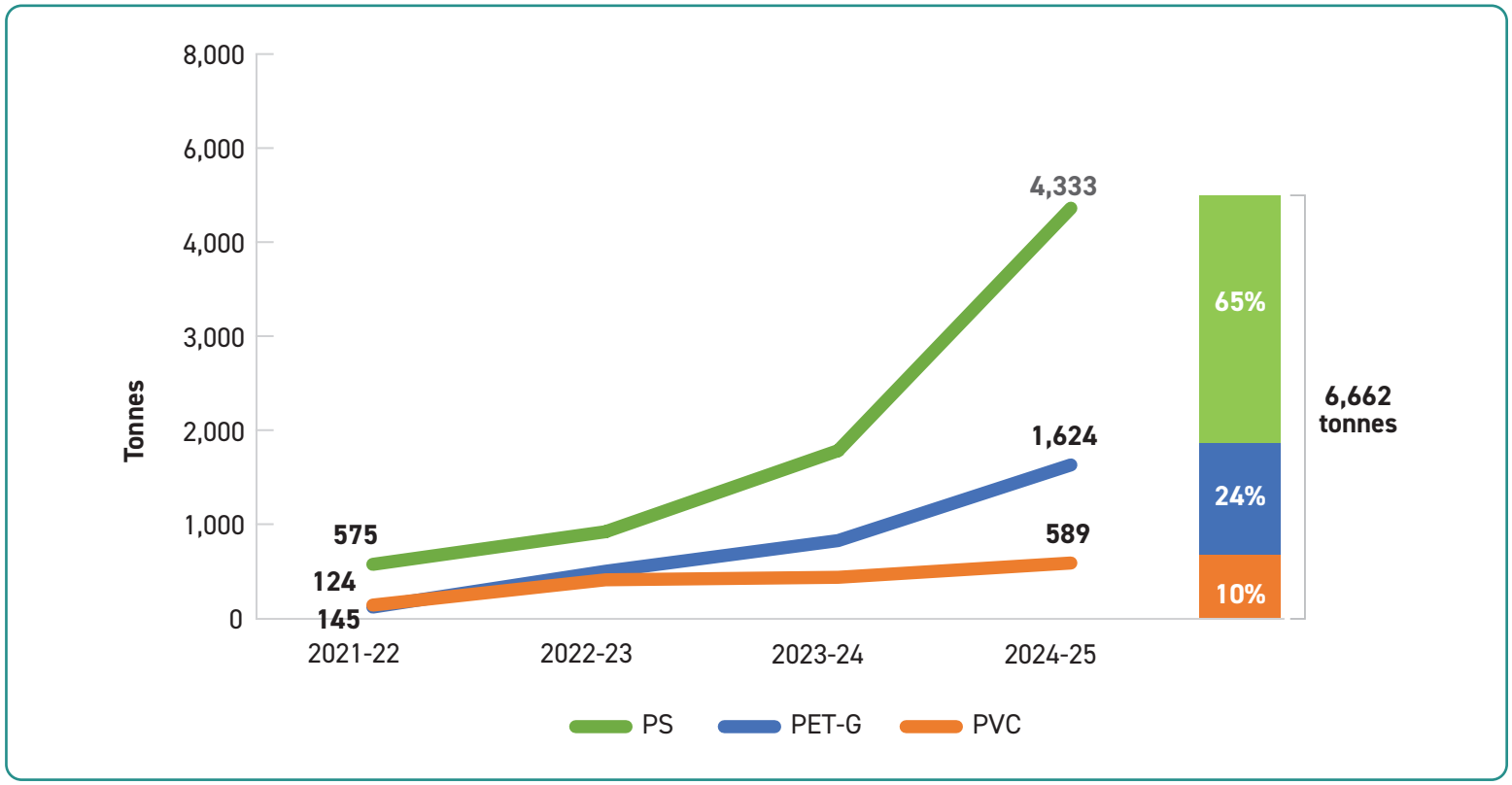


Figure 1: Trend of Ambition List items placed on market by founding brands from 2021-22 to 2024-25 (weight in tonnes)

Figure 1 shows the tonnages of the IPP Ambition List items placed on market by the founding brands of IPP[2], from 2021-22 to 2024-25. The increase in tonnages of PVC labels/sleeves from 124 tonnes in 2021-22 to 589 tonnes in 2024-25, can be attributed to the growth in packaging footprint of founding brands (grew by 50% between 2021-22 and 2024-25 for founding signatories).

The overall tonnages of PS packaging put on market by founding brands has gone up from 1,775 tonnes in 2023-24, to 4,333 tonnes in 2024-25. However, 66% of the founding brands had negligible PS in their packaging portfolio. A large proportion of the increase in PS packaging is attributed to EPS used for white goods packaging where cushioning is critical.

[2] This number is not calculated using the data submitted by IPP signatories, it is estimated using publicly available data.

Target 1: member initiatives

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

CavinKare

PVC sleeve

PETG sleeve

Shrink sleeves of Maa PET juice bottles were transitioned from PVC to PET-G

Initiatives beyond Target 1: reduction in the plastic packaging put on market by IPP signatories

The scope of Target 1 is to remove unnecessary or problematic plastic packaging items (per the IPP Ambition List) from the plastic packaging portfolio. Apart from this, many signatories have also made efforts to reduce the quantity of plastic packaging put on market.

Godrej and Boyce

Before

After

Re-engineered EPS and HIPS to reduce plastic usage.

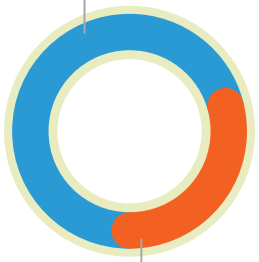
Target 2

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

72% Recyclable or reusable plastic packaging placed on the market by all IPP brands in 2024-25

Summary of progress on Target 2[3]

72%
Recyclable, compostable, or reusable plastic packaging



28%
Non-reusable, non-recyclable, or non-compostable plastic packaging

- 71% Recyclable packaging (5,68,829 tonnes)
- <1% Compostable packaging
- <1% Reusable packaging

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

- 18% Multipolymer multilayer flexible packaging
- 4% PP flexible packaging
- 3% Multimaterial multilayer flexible packaging
- <1% PET flexible packaging
- <1% PE/HDPE/LDPE films used in primary packaging
- <1% PS packaging
- <1% PVC packaging
- <1% Other or unknown polymer

[3] The numbers displayed on this page have been calculated using data provided by brands who were part of the 2024-25 data reporting cycle.

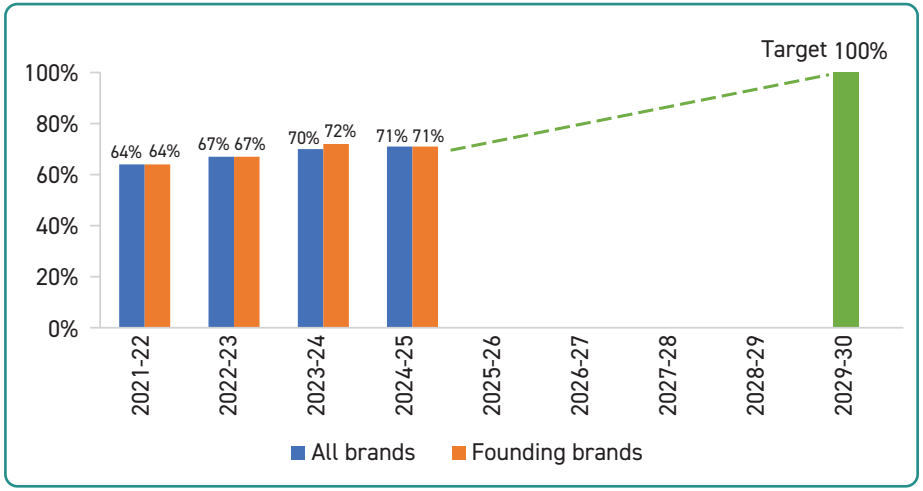


Figure 2: Recyclable plastic packaging placed on market

In 2024-25, the share of recyclable[4] plastic packaging placed on market by all IPP brands increased marginally to 71%, up from 70%, in 2023-24. This marginal increase can be attributed to the increase in secondary flexible PE packaging from 5.7% (in 2023-24) to 6.6% (in 2024-25) placed on market by all IPP brands.

Compostable plastic packaging forms a negligible share of the overall footprint of Pact signatories. It increased from 122 tonnes in 2023-24, to 159 tonnes in 2024-25.

The percentage of reusable packaging changed from 0.3% (in 2021-22) to 0.8% (in 2024-25). There has been a lack of progress in increasing reusable packaging as businesses are still exploring products for which reuse systems can be suitable.

In India, post-consumer rigid packaging is collected, sorted and recycled at-scale, and is considered recyclable. However, to achieve Target 2, greater impetus is needed to transition flexible packaging into recyclable formats. To better capture this transition, the Secretariat began collecting data on 'recycle ready'[5] flexible packaging formats since 2023-24. This number decreased from 12% in 2023-24 to 10% in 2024-25.

The Confederation of Indian Industry realizes the urgent need to transition to recyclable and reusable packaging and is providing support to industry through the India Plastics Pact initiative:

[4] To be classed as recyclable, a material must be recycled in practice and at scale. "At scale" refers to a situation when at least 30% of material placed on the market is recycled. The following formats are considered recyclable: Primary rigid packaging (such as bottles, cups, caps and closures) made of PET or polyolefins (PP and PE); secondary or tertiary rigid packaging made of PET or polyolefins (PP and PE); and PE films used for secondary or tertiary packaging.

[5] Formats considered recycle-ready: mono-layer PE flexible packaging, mono-layer PP flexible packaging, and multi-layer flexible packaging made of polyolefins

Support to Industry: recyclability

1

Design for recycling for flexible plastic packaging

Flexible packaging is the prevalent choice in the consumer goods sector in India, valued for its resource efficiency, cost-effectiveness, and ability to deliver functional performance. A large portion of these formats are multilayer and/or multipolymer and hence non-recyclable.

To encourage the adoption of standardized, recyclable packaging solutions in India, a Design for Recycling guidance was collaboratively developed and released in January 2025. The guidance emphasizes the use of polyolefin-based flexible packaging for consumer goods, aiming to increase recyclability and support circularity by indirectly developing viable end-markets for recycled materials.

Solutions for recyclable flexible packaging

Consumer goods companies are slowly shifting from non-recyclable to recyclable packaging structures to align with individual sustainability targets and meet the evolving regulatory landscape under the Extended Producer Responsibility (EPR) Guidelines. Many Indian brands view the transition to recyclable packaging as a means of future-proofing their operations and gaining a competitive edge in a market that is gradually prioritizing sustainable packaging.

While businesses understand the need to shift to recyclable structures; it is happening at a slow pace. CII, under the India Plastics Pact initiative, with the support from WRAP and Stewart Investors, convened and supported a group of brands and converters to translate theoretical design principles into practical solutions by introducing upstream design changes – transition from non-recyclable, multi-material, multi-layer plastic films to mono-material alternatives that are recognized as recyclable by current film recyclers in India. These design changes were specifically adapted to the Indian context to ensure practical viability in terms of available collection and recycling infrastructure. Overall, these pilots aimed to increase the pace of transition to recyclable flexible packaging in India, used for food, personal care, and homecare products.

Godrej Consumer Products | Huhtamaki | ITC Enduring Value | pepsico

Only lead partner logo displayed

More information on the project is available at **'Solutions for recyclable flexible packaging'**

Support to Industry: reuse

2

Reuse is one of the strategies to reduce material consumption, lower waste generation, and improve resource efficiency. It has gained significance given the Government of India's Extended Producer Responsibility (EPR) Guidelines, which mandate the reuse of rigid plastic packaging of specific sizes starting current financial year (FY 2025–26). The Pact has initiated work to improve members' understanding of reuse by addressing current information gaps.

Mapping reuse practices

The Pact has initiated a knowledge-gathering exercise to:

1. Document existing cases of companies implementing reuse/ refill business models at scale in India regardless of packaging material, and
2. Collect information on ongoing pilots, project s, and initiatives related to reuse/refill being undertaken by different companies

The information will offer practical insights on how companies are addressing challenges related to adoption, implementation and scale-up of reuse models in India.

Reuse metrics

To enable accurate measurement of reuse, Pact signatories have collaboratively developed a reuse measurement template. This is based on share by volume or share by weight of product sold through reuse systems. This metric will support sinatories to effectively measure, report and track implementation of reuse systems. This work addresses the limitations of the current practice of weight-based measurement of reusable packaging. The heavier weight of reusable packaging relative to single-use packaging skews weight-based measurements and misrepresents the scale of reuse.

Study on environmental impacts

CII is partnering with a leading Indian academic institution to address a critical knowledge gap: understanding the environmental impacts of reuse systems in the Indian context. The study aims to develop a model to capture the magnitude of impacts under different collection-distribution scenarios.

Target 2: member initiatives

Design changes

ITC Limited

Recyclability of the Nimyle Floor Cleaner bottles was improved by replacing the multi-material foil-based induction sealing wad with bi-injection molded HDPE caps with integrated sealing plugs.

A bag-in-bag packaging was introduced for 1 kg and 5 kg SKUs of Aashirvaad Chakki Atta having an outer pack made of 100% paper and an inner pack that is a surface printed de-inkable polyolefin-based pouch.

Recyclability of the gift box of Engage Perfume spray (25 mL x 4) was improved by transitioning from EVA foam to PET Blister tray with 60% PCR.

EPL

EPL collaborated with a leading oral hygiene company to develop and commercialize a change in packaging design for all their toothpaste tubes placed on the Indian market. The design change constituted a switch from multi-layered aluminium-based laminate to plastic-based laminate consisting of HDPE and EVOH.

PepsiCo

PepsiCo transitioned the packaging of their potato chips and extruded snacks from a non-recyclable structure (multi-polymer) to a recycle friendly polyolefin-based structure. The new structure is fully recyclable and is currently undergoing evaluation for end-use applications.

Huhtamaki

Huhtamaki India Ltd has introduced polyolefin-based recyclable flexible packaging to replace conventional non-recyclable laminates such as PET/PE, PET/PP, and PET/aluminium foil, in applications such as coffee, malt beverages, and chocolates.

Reuse models

Chemco

Chemco's patented 4R corrugation shipping boxes (HDPE/PP laminated cartons) are designed to be reused 12 to 15 times.

Target 3

50% of plastic packaging to be effectively recycled

25% Estimated recycling rate of plastics in India in 2022-23

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,[6] the recycling rate of plastics (used as a proxy for recycling rate of plastic packaging) is estimated to be 25% for the year 2021-22. This estimate 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 (if Maharashtra and Tamil Nadu, which recycle the most plastic waste in India are removed from the dataset, the estimated plastic packaging recycling rate falls to 16%). An updated figure is not available since the Central Pollution Control Board's Plastic waste annual report[7] has not been updated since June 2023.

Signatories agree that changing consumer behaviour is key to ensuring Target 3 is achieved. In this regard, Pact signatories agreed that

- **Work on discovering citizen perspective around plastics and plastic packaging is needed, and**
- **A credible and reliable source on all information related to plastics is required.**

To fulfill the above requirements, the Pact's Secretariat identified and executed the below two streams of work.

[6] 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 25 November 2024.

[7] Central Pollution Control Board. Plastics Waste Annual Report. Available at https://cpcb.nic.in/status-of-implementation-of-plastic-waste/. Accessed on 25 November 2024.

Citizen behaviour survey

A consumer research agency, Nielsen IQ, conducted a survey in the first quarter of 2025, with results providing a snapshot of citizen's perception in urban India. The survey aimed to understand citizen's perception of

- waste disposal practices,
- end-of-life management of plastics,
- perception of packaging materials,
- engagement with packaging labels,
- knowledge of recycled content in plastic packaging, and
- their current shopping habits.

The findings revealed critical insights into India's evolving landscape of environmental consciousness, packaging expectations, and behavioural readiness for sustainability. Some of the main findings are:

- Citizens are increasingly aware of the correlation between environmental pollution and growing plastic waste, littering, and improper waste management strategies.
- Citizens are concerned about environmental issues and recognise the need for mass awareness campaigns that lead to behavioural change.
- High environmental awareness does not translate into action due to accessibility, affordability, and transparency of options provided to citizens.
- Citizens place a large amount of trust in brands and their messages and are very aware of the power of their purchasing choices.
- There is a growing sect of consumers that are opting for eco-conscious products/packaging, and yet a large segment of the nation's population can't currently afford these.
- Across all socio-economic categories, citizens are willing to support sustainability through lasting behavioural changes.

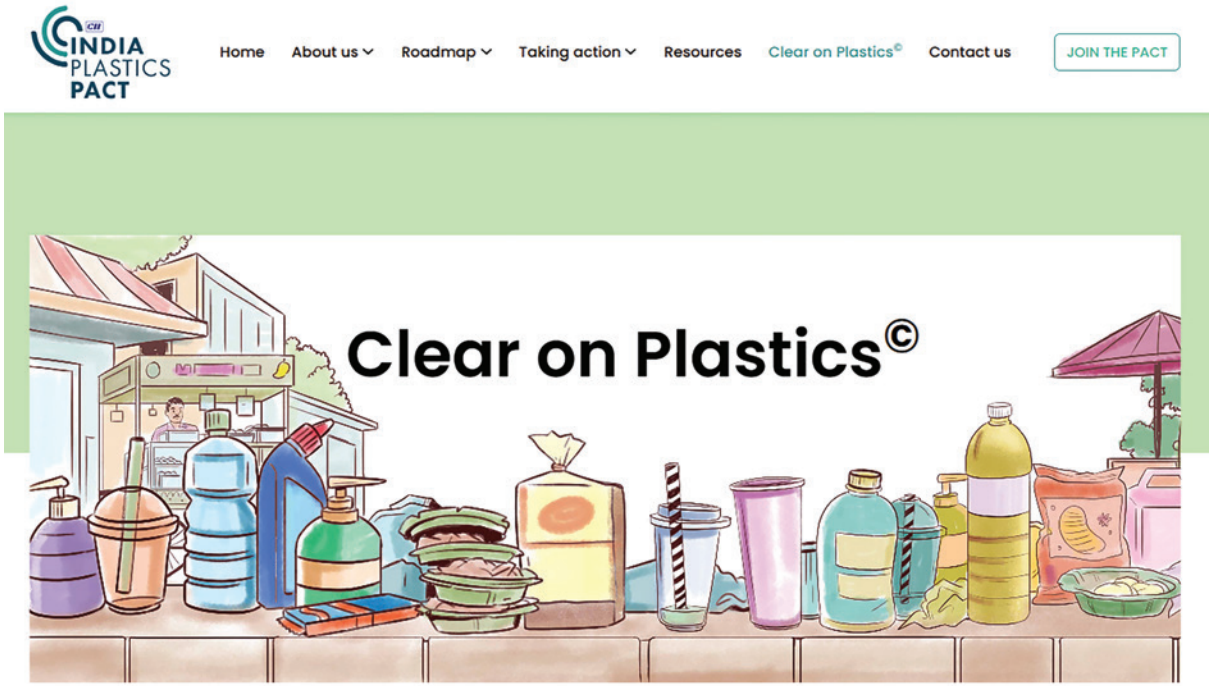
More survey results are available at, Survey headlines: understanding consumer perception on plastic packaging and waste in urban India.

The survey findings are being used to design a citizen awareness campaign that translates into behavioural change.

Clear on Plastics© webpage

The citizen behaviour survey clearly indicated the gap between awareness and action. Citizens have a low degree of awareness about types of plastics, packaging labels, what constitutes wet, dry, or recyclable waste, and the fate of plastic after it is discarded.

Recognising this knowledge gap, the Pact launched the Clear on Plastics© webpage with the aim to provide simple, clear, and scientifically accurate information on plastics to consumers, businesses, and policymakers in the Indian context.



The information has been presented as FAQs, divided into four themes, and can be accessed here.

1. Getting the basics right
2. Answers to common questions
3. Good to know
4. What can I do to reduce plastic pollution?

Target 3: member initiatives

ITC Limited

ITC's 'YiPPee! Better World programme' is aimed at creating awareness about plastic waste and ways to reduce, recycle and reuse plastic among students. During the year, the intervention reached out to 1.4 million children across 4,175 schools. This programme along with ITC's Social Investments Programme has provided schools with over 1,850 benches and tables and 350 sports kits made from recycled plastic.

ITC Limited

ITC in partnership with Kashtakari Panchayat and SWaCH Pune, runs an inclusive and decentralized waste management model in Pune to specifically focus on collection and recycling of low value multi-layered plastic packaging. Through a mobile collection system operating across 12 city wards and the Pune Cantonment Board, over 750 waste pickers collect MLP waste daily, receiving direct payments. The initiative processes over 130 MT of flexible plastics monthly and has cumulatively recycled nearly 4,100 MT since 2019. The programme not only boosts incomes for informal workers (contributing to 12%-15% of their earnings), but also provides formal employment to 43 individuals, showcasing a replicable model that combines environmental stewardship with social equity.

Zomato Limited

Between March and September 2025, Zomato installed 40 smart bins across popular areas in Varanasi and 60 bins across metro stations and popular locations in Kolkata to urge citizens to discard their waste more efficiently. These bins have catchy hoardings to engage people and address the problem of street littering. This campaign was run in partnership with social enterprise AdMyBin.

JB Ecotex

India's first RecyClass-certified recycler of rPET resins, JB Ecotex Ltd combines regulatory compliance and sustainability, supplying FSSAI- and USFDA-approved resins for food and beverage packaging.

Target 4

25% average recycled content across all plastic packaging

3% Recycled content in plastic packaging placed on market by all IPP brands in 2024-25

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.

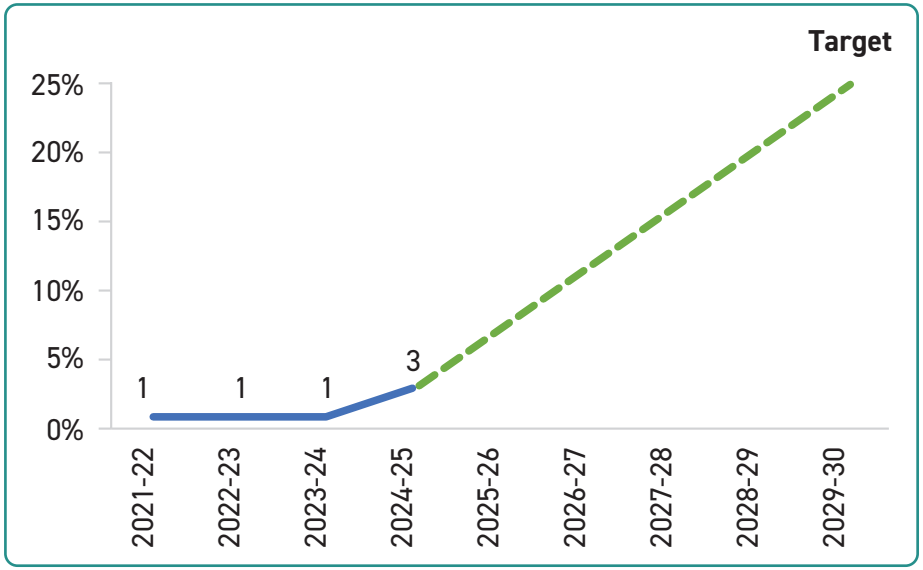


Figure 3: Recycled content incorporation: year-on-year trend

The percentage of recycled content as a share of total packaging placed on market by IPP members has tripled in the last year. This increase can be directly attributed to the fact that signatories have begun work to meet mandatory obligations under Clause 7.4 (e) of the Extended Producer Responsibility (EPR) notification that came into effect on 1 April 2025.[8]

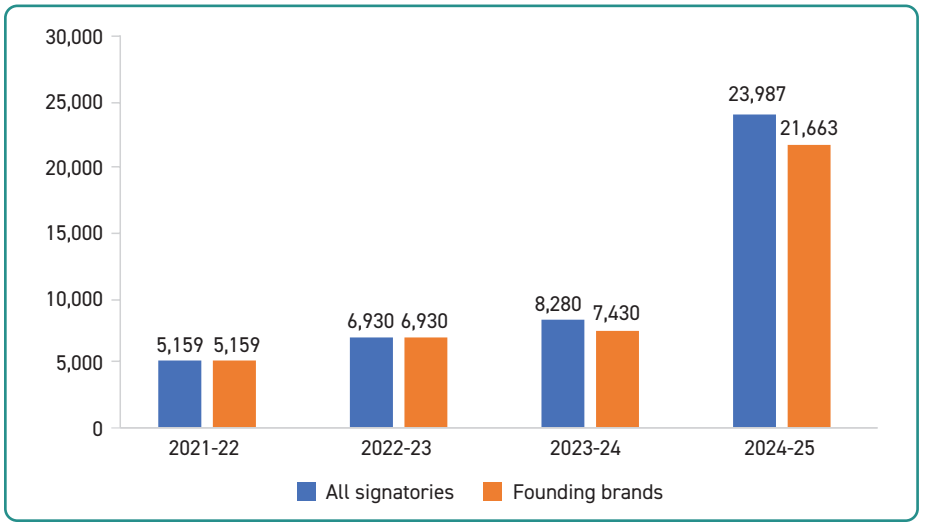
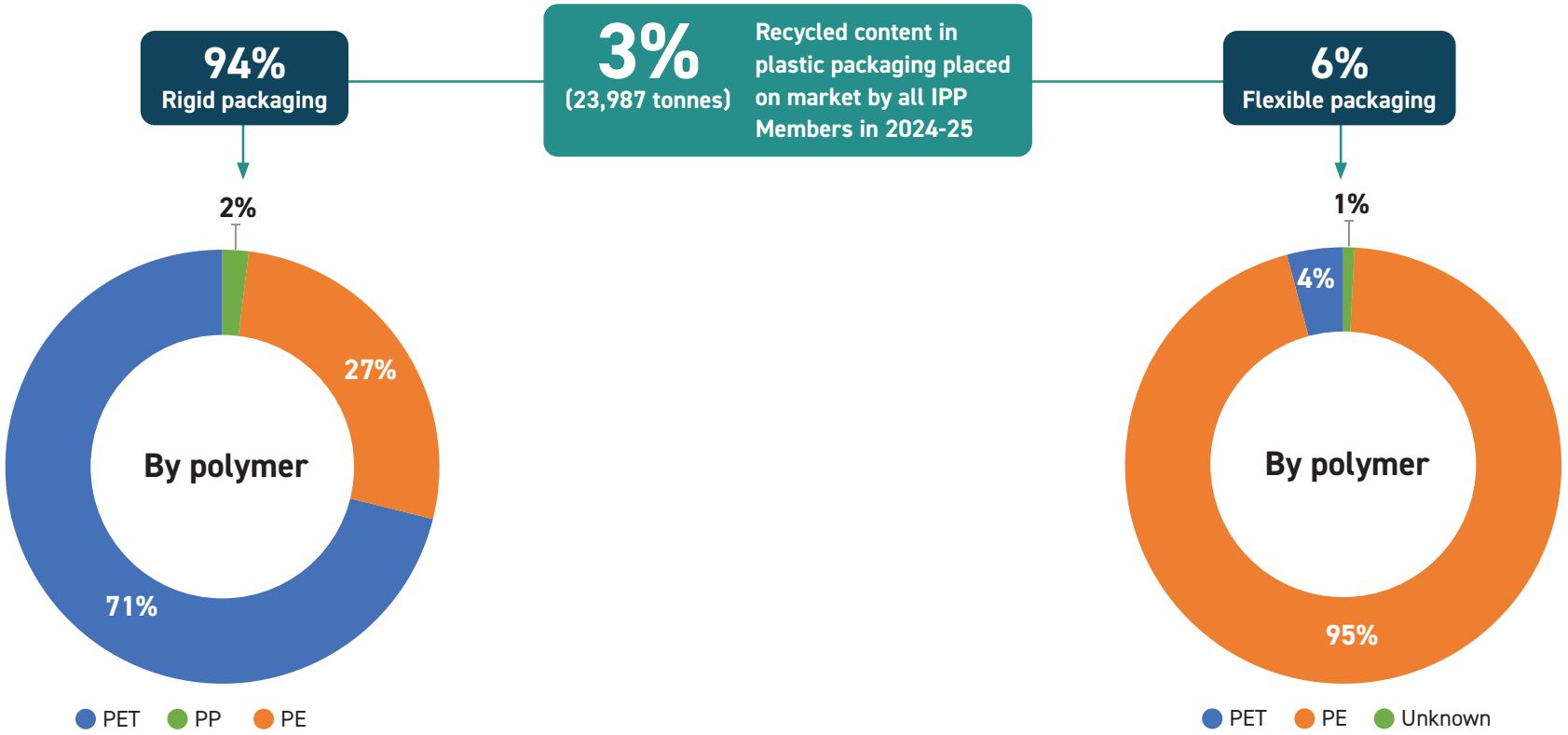


Figure 4: Growth of recycled content incorporated in packaging by all IPP brands and founding brands (tonnes)

[8] G.S.R._133(E) Plastic Waste Management (Amendment) Rules, 2021. Ministry of Environment, Forest and Climate Change. Available at: https://eprplastic.cpcb.gov.in/plastic/downloads/4th%20Amendment%20(EPR%20guidelines)%20Feb%202022.pdf/. Accessed on 10 October 2025.

Use of recycled content in packaging tripled in 2024-25 after remaining relatively constant between 5,000 and 8,300 tonnes, in the last three reporting cycles. This change can be attributed to the incorporation of recycled content in rigid packaging (especially PET bottles). Recycled content in rigid packaging tripled from approximately 7,500 tonnes (in 2023-24) to nearly 22,500 tonnes (in 2024-25).

While it is technically feasible to add recycled content to secondary/tertiary flexible packaging, the share of recycled content in those two types of packaging remained relatively low in the last year: only 1,300 tonnes of recycled content was added to 55,630 tonnes of secondary PE flexibles placed on market by IPP signatories (signifying a 2.3% inclusion rate of recyled content). As it is easy to add recycled content in secondary/tertiary flexible packaging, brands can target a 50% inclusion rate of recycled content. If this target is achieved, the overall number for Target 4 would double from 3% to 6%.



It is interesting to note that 71% of all recycled content added in the rigid packaging category went into PET rigids. In the flexibles category, 95% of all recycled content went into PE flexibles.

Target 4: member initiatives

Increased use of recycled content in rigid packaging by Pact Members

ITC Limited

Aashirvaad PET jars contain **50%** recycled content.

B Natural PET bottles contain **40%** recycled content.

Sunfeast Fantastik PET jars contain **50%** recycled content

Hindustan Unilever

Vim bottles are now made entirely from **100%** post-consumer recycled PET (rPET) resin

Godrej Consumer Products Limited

Godrej Consumer Product Limited increased the usage of rHDPE from **10%** to **50%** in liquid detergent Ezee bottles

New pack

Old pack

mr. magic handwash bottles contain **50%** rPET

CavinKare

Meera shampoo HDPE bottles contain **40%** recycled content.

Regular container

Container with 40% PCR

Increased use of recycled content in flexible packaging by Pact Members

CavinKare

Secondary LDPE wraps of Meera shampoo sachets contain **50%** rLDPE

Hindustan Unilever

In collaboration with Lucro Pastecycle, HUL has successfully launched Surf Excel packaging consisting of a BOPP + PE polyolefin structure, infused with **16%–30%** post-consumer recycled (rLDPE) granules.

Godrej Consumer Products Limited

Goodknight coils (flow wrap for mosquito repellent coils) contain **50%** rLDPE

L'Oréal

L'Oreal has revamped the packaging of its L'Oreal Paris Shampoo and Conditioner Range with the goal of reducing the packaging intensity by **20%** across the entire line and has transitioned to using **100%** recycled PET in the bottles for majority of its variants.

CII SUSTAINABLE PLASTIC PACKAGING AWARDS

CII Sustainable Plastic Packaging Awards

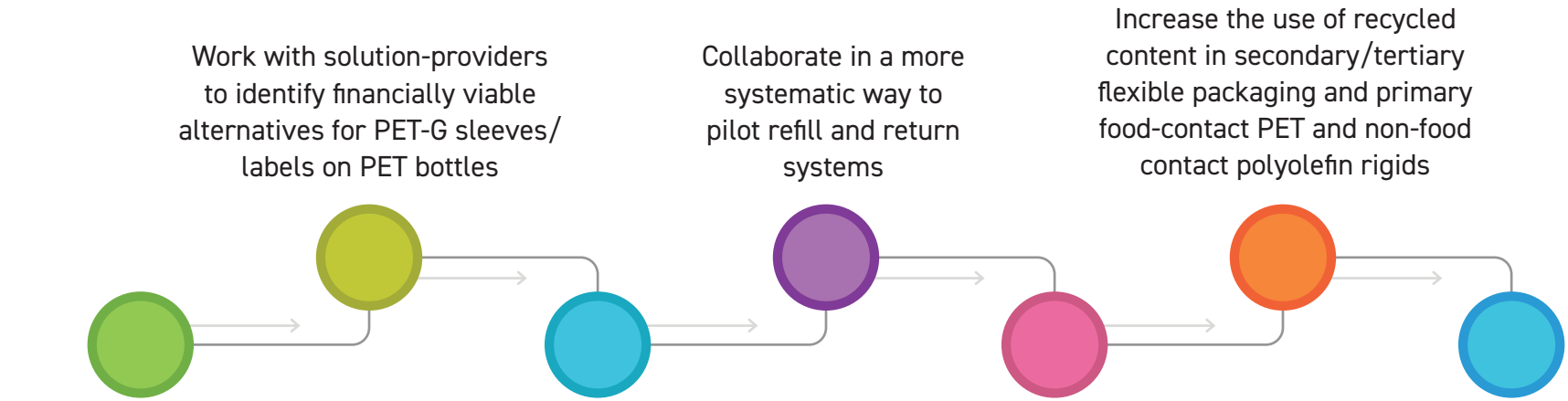
To acknowledge, reward, and recognise innovations and solutions in the Indian plastic packaging sector, the Confederation of Indian Industry introduced the CII Sustainable Plastic Packaging Awards in 2025. The award recognises design changes which promote recyclability and inclusion of recycled content back into plastic packaging.

For more information, please visit **CII Sustainable Plastic Packaging Awards** or contact ciiplasticpackagingawards@cii.in

Way forward

Meeting the India Plastics Pact's 2030 targets will require collaborative efforts by signatories across the value chain. Over the last four years, signatories have shown a willingness to share, collaborate and solve challenges aimed at creating ecosystem changes. However, as we hit the mid-point mark of the Pact's journey, it is time to increase ambition.

Pact members will need to



Join us and help shape the journey

By joining the CII-India Plastics Pact initiative, your business can play an active role in creating systemic change in the way plastic packaging is designed, used and disposed. Brands, recyclers, plastic producers, investors, non-governmental organizations, business associations, and other relevant organizations in the plastics value chain are welcome to be part of this initiative.

Joining the Pact means signing the Pact in its entirety and committing to all four targets.

Email: ippaction@cii.in.

Website: www.indiaplasticspact.org

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

Supporting the India Plastics Pact

The India Plastics Pact is open to businesses, recyclers, plastic producers, investors, non-governmental organisations, business associations, and other relevant organizations in the plastics value chain.

Joining the Pact means signing the Pact in its entirety and committing to its goals.

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INDIA PLASTICS PACT

The India Plastics Pact (IPP), a CII initiative, was launched in 2021, and unites businesses, governments, NGOs and citizens to create a circular economy for plastic packaging in India. The CII-ITC Centre of Excellence for Sustainable Development (CESD) anchors the India Plastics Pact, within CII. The work of the Pact covers all plastic resins at all stages of the plastics packaging value chain. The India Plastics Pact is the first Plastics Pact in Asia and part of a global network of 13 Plastics Pacts.

@India Plastics Pact

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 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, including small and medium enterprises (SMEs) and multi-national corporations (MNCs), and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies. With 70 offices, including 12 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 about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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CII-ITC Centre of Excellence for Sustainable Development

20 YEARS OF CELEBRATING SUSTAINABILITY

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.

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.

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INDIA PLASTICS PACT

Managed by

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