



Birla Cellulose Ranked No. 1 in Canopy Hot Button Report 2019

Birla Cellulose of the Aditya Birla Group has been ranked #1 by the Canada based environmental not-for-profit Canopy Planet Society in the Hot Button Report 2019.

Canopy's Hot Button Report evaluates the global viscose producers and ranks them on the sustainability aspects of their raw material sourcing practices. The criteria of ranking include protection of ancient and endangered forests, effectiveness of wood sourcing policies in demonstrating sustainable forestry, innovations in alternate raw material developments, supporting global forest conservation solutions, transparency and traceability. The viscose producers are inspected and awarded 'green buttons' based on rigorous verifications of these parameters using CanopyStyle audits.

Aditya Birla Group's Birla Cellulose has been accorded a '**light green shirt with dark green shading**' ranking the *Hot Button Report*, for the sustainable forestry policies, conservation work done for forests and development of new generation alternative raw materials promoting circular economy by utilization of waste as raw materials. The ranking affirms the leadership of Aditya Birla Group in its sustainable forestry practices within the viscose industry.

Viscose are natural fibers derived from renewable forests and give an unmatched comfort and feel. It is produced using closed-loop manufacturing process and it is among the most sustainable choice of fibre for textile applications. Viscose comes from the nature and goes back to the nature, and it is fully bio-degradable.

"Birla Cellulose believes that sustainable management of forests are extremely important to protect ancient and endangered forests and biodiversity. It is also important to protect forests as they help to fight against the climate change. Sustainably managed forests not only provide us with means of livelihood and promote bio based economy but they also help in replacing fossil fuel based products such as non-biodegradable plastics and synthetic fibers. Aditya Birla Group firmly believes that protection and preservation of ancient forests is its responsibility. It also continues to put its R&D efforts in development of new generation solutions for raw material by recycling of fabric waste for viscose making," Dilip Gaur, Business Director – Global Pulp & Fibre Business and Managing Director – Grasim Industries Ltd., a flagship company of Aditya Birla Group.

In the year 2019, Birla Cellulose has evaluated its carbon footprint across its entire operation and it is the first viscose producer to have declared to be carbon neutral in scope 1 and scope 2 greenhouse gas (GHG) emissions. This was achieved due to the carbon sequestered by the net positive growth of the forests directly managed by Birla Cellulose that completely neutralizes the scope 1 and scope 2 GHG emissions across all its twelve manufacturing plants across the world. Also, Birla Cellulose has a very stringent wood sourcing policy, 100% of its wood comes from controlled forests complying to FSC®, SFI® or PEFC™ Standards. All its twelve sites are FSC®

<https://hotbutton.canopyplanet.org/>

chain of custody certified. Birla Cellulose has developed traceability tools that provides complete traceability of wood from forest to fashion to its discerning customers.

It is heartening to see the broad impact of Canopy's initiatives that more than 200+ brands, retailers and designers have committed towards protection of ancient and endangered forests and sustainable forestry by giving preference to source from viscose producers with higher ranks in the Hot Button Report. It is also heartening to see more viscose producers getting the green shirt rating, indicating that the other viscose industry is going through a very positive transition towards a more sustainable viscose.

Leadership in Canopy's 2020 Hot Button Ranking is another step towards our aspiration of being the leader in the Sustainable Business Practices in the viscose industry. Birla Cellulose has continually improved its score every time in the last four years, while maintaining our leadership position. Our next steps would be to further built on these strengths and collaborate proactively with our value chain partners to further improvements.

Birla Cellulose has developed innovative technologies to recycle pre-consumer wastes and has actively taken part in the movement of using alternate means of raw material for the generation of its products and encouraging circular economy in the industry. This has been immensely beneficial in successfully catapulting the company to the highest spot in the market.

Link to The Hot Button Report: <https://hotbutton.canopyplanet.org/company/aditya-birla/>
For further details, visit www.adityabirla.com and www.birlacellulose.com

About Aditya Birla Group

A US \$48.3 billion corporation, the Aditya Birla Group is in the League of Fortune 500. Anchored by an extraordinary force of over 120,000 employees belonging to 42 nationalities, and operations span 36 countries in North and South America, Africa and Asia. The Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, our businesses have grown into global powerhouses in a wide range of sectors – metals, pulp and fibre, chemicals, textiles, carbon black, telecom and cement.

About Birla Cellulose

Birla Cellulose, is one of the global leaders in the viscose industry and a part of the USD 48.3 billion Aditya Birla Group's Pulp & Fibre Business. With 12 manufacturing units and 5 R&D centers in six countries, it has grown steadily over the last six decades to achieve leading position in the industry. The business derives its competitive edge from its integrated business model, which spans the entire value chain – forestry, dissolving grade wood pulp, materials such as carbon-disulphide and caustic soda, and downstream operations such as textile value chain partnerships and consumer products.