



**SUSTAINABILITY  
REPORT**  
FY 2021-22

***Bisleri***<sup>®</sup>

100% PLASTIC NEUTRAL AND WATER POSITIVE COMPANY





At Bisleri, our purpose is to create a greener future for all.

Through our initiatives in recycling, conservation and sustainability, we are water positive and plastic neutral, promising to give back more to nature than we take.



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# OVERVIEW





# Message FROM THE CHAIRMAN



**Ramesh Chauhan**  
**Chairman - Bisleri International Pvt. Ltd.**

Today, the world is at the crossroads of redefining the future. We are constantly reimagining a sustainable future through innovation and technological advancements. Climate change is becoming a challenge, and organizations are exploring alternative solutions to overcome the threat. They are integrating environmental stewardship to drive positive social change.

These are developments that are currently being witnessed. However, at Bisleri, sustainability has always been in its DNA. Our commitment to a 'Greener Promise' is demonstrated as being an environmentally conscious organization, driving sustainable initiatives - from sourcing raw materials to the final packaging of products. We have also created enablers to ensure proper sorting and disposal of post use packaging and have created systems to ensure complete recycling.

As an organization, we have made notable progress against our commitments. We are one of the first consumer goods companies to become plastic-neutral and water-positive. We collect and recycle more plastic than we put in the market. Also, for every litre of water we draw, we replenish 08 litres of water to nature.

As we move forward, we are setting ambitious sustainability goals based on innovative business models. These goals will strengthen our efforts to tackle climate change, ensure safe and healthy water for all, build behavioural changes and create an effective circular economy for post use packaging.

We believe in developing active collaboration with the government, industry associations, retailers, distributors, and end users. With the involvement and commitment of everyone, we can break traditional boundaries and create sustainable models.

So, let's pledge towards building a greener promise for a greener tomorrow.



# Message FROM THE CEO



**Angelo George, CEO**  
**Bisleri International Pvt. Ltd.**

Bisleri, one of the most trusted brands in India with over 50 years of heritage, prioritizes the safety and health of consumers. Its reputation for quality products and dedication to customer satisfaction has been sustained by being responsive to changing consumer needs and operating an efficient supply chain.

Sustainability is a fundamental aspect of our approach to business. Bisleri International integrates sustainability into its business strategy by creating solutions that drive growth while addressing environmental issues. With a focus on collaboration with all stakeholders, the company aspires to make a significant impact on sustainability efforts.

Bisleri faces significant sustainability challenges, mainly regarding plastic and water, which are essential to the company's operations. Apart from operational improvements, we also address these challenges through our sustainable programs - 'Bottles For Change' and 'Project Nayi Umeed.'

The 'Bottles For Change' initiative is a comprehensive effort to address the issues related to used plastic. We believe used plastic is a valuable resource that can be recycled. The program focuses on building awareness about cleaning, sorting, and recycling used plastic and providing infrastructure to collect the used plastic and send it directly to recyclers. With over 3500 housing societies, 680 educational institutions, 800 corporates, and 600 Hotels & Restaurants involved, our efforts have already made a significant impact. Our collaboration with the National Service Scheme (NSS), key educational institutions, and some of the largest municipal corporations in the country have successfully created awareness about the value of used plastic and the goal of building a circular economy.

Our manufacturing units have implemented best practices in the management of used plastic and recycling. We are actively promoting reusable containers, as part of our efforts to reduce proliferation of used plastic. Besides, we are working on design innovations to minimize the quantity of virgin plastic in our packaging. We believe that sustainable business practices and environmental responsibility go hand in hand, and we are committed to finding solutions to address the challenges of used plastic.



# Message

## FROM THE CEO

All manufacturing plants of Bisleri International have rainwater harvesting systems. Bisleri International's 'Project Nayi Umeed,' started in 2001, facilitates water conservation in water-scarce areas by repairing check dams. We have repaired over 200 check dams, benefiting farmers with scope for multiple crops and higher incomes. Our efforts have helped over 180 villages and have positively impacted the lives of over 40,000 people in these areas.

These efforts have led to Bisleri being both plastic-neutral and water positive. We have collected and recycled more plastic than we have used in the fiscal year 2021-22. The company has also replenished over 100% of the water used in its manufacturing processes during the year.

Bisleri International aims to reduce its carbon footprint by introducing electric delivery vehicles and investing in renewable energy sources, such as solar panels, to reduce our dependence on non-renewable energy sources. Our commitment to sustainability goes beyond reducing the carbon footprint of our operations. We are taking steps to raise awareness and educate consumers about the importance of promoting sustainable practices.

Our goal is to be a leader in sustainable business practices and to make a positive impact on the environment and society. Bisleri International is committed to continuous improvement, innovation, and collaboration with all stakeholders to ensure a sustainable future for generations to come.



# MANAGEMENT TEAM



**RAMESH J CHAUHAN**  
Chairman



**JAYANTI CHAUHAN**  
Vice Chairperson



**ZAINAB CHAUHAN**  
Director



**ANGELO GEORGE**  
CEO



**RAJENDER KUMAR GARG**  
Director



**PARAG BENGALI**  
Director



**KADEER KHAN**  
Director

# EXECUTIVE SUMMARY

Our first sustainability report drives us to improve constantly by integrating the business operations of Bisleri International. The report is the first step by the company toward enhancing its sustainable goals, integration of ESG standards, framework, and disclosures.

## PACKAGING

Our business operations are anchored by the fundamental goal of

- Maintaining plastic-neutral
- Innovation in our packaging to ensure a reduction of approximately 7-10% of virgin plastic by 2025
- Bringing people together to create a behavioural change through our sustainable initiative and build a circular economy.

To deal with used plastic, it is necessary to adopt an approach that involves active collaboration between the government, industry associations, retailers, distributors, and end users by aligning on common principles and targets. We are working with multiple stakeholders to make plastic a versatile material that can add value to our lives without endangering the environment.

## OUR BRAND PORTFOLIO

For more than 50 years, we have been known for our pure, safe, and healthy mineral water. We have become a household name synonymous with mineral water. Over the years, we have evolved our portfolio and added new products in the beverage category, including natural mineral water, energy drink, carbonated soft drink, amongst others. As an organization, we have been mindful of the ingredients and methods used to create safer products - from using double ozonization in our mineral water that makes it safe and healthy to using less sugar as compared to other carbonated soft drinks; we have streamlined our portfolio focusing on the consumer needs. We have made significant investments in the process of mineral water, ensuring optimized TDS, making it safe for consumption. We have consistently invested in our operations and innovations. We have also installed a first-of-its-kind vertical mineral water plant.

## CLIMATE

As a responsible organization, we are working towards reducing our carbon footprint throughout the value chain. This will help strengthen our business operations and lessen the impact of climate change.

Recently, we added solar panels in our factory that will help generate power with zero emissions. It is a step towards reducing carbon emissions and addressing climate change. As we move forward, we are looking at reducing our carbon footprint by 10% by 2025. This reduction in emissions will be across our plants. This will set Bisleri International on the course of becoming net-zero in the future.



## OUR CSR INITIATIVES

### Bottles For Change

Bottles For Change model is designed to create a sustainable circular economy in used plastic management. The program works towards creating awareness about used plastic by following a 3-stage process - clean the used plastic, segregate it at source, and send it for recycling, thereby ensuring that no plastic enters the landfills. We also provide collection infrastructure (our owned/through partners) to ensure used plastic reaches recyclers directly. We work with various stakeholders to support a healthy and greener environment.

#### Our goals by 2025 are to

- Extend Bottles for Change Program to 20 major cities
- Impact - Collection and recycling of 12,500 tonnes of plastic

We are making continuous efforts by collaborating with all stakeholders to develop a circular and a greener future.

### Project Nayi Umeed

Under our initiative, Project Nayi Umeed, the focus is to provide water security through water replenishment in the arid regions of Maharashtra and Gujarat. Restoration of Check Dams are being done as part of the programme. The conserved water is enabling farmers in the vicinity to produce multiple crops, enhancing their income. Our strategy is designed to reinforce the goals that enable us to measure our progress as we move forward.

#### Our 2025 goals will see us

- Restore or build 350 dams across Maharashtra and Gujarat
- Help harvest more than 37,000 Million litre of water and help irrigate more than 23,000 acres of land
- The program to benefit more than 65,000 members of families

We are building the community and identifying opportunities to empower them with skilled jobs and provide them access to clean water, sanitation, and hygiene. These actions will benefit the community at large.

## OUR PEOPLE

A diverse and equitable workplace that is built on a culture of integrity, trust, and passion to go beyond has helped us create an employee-friendly organization. Our future for employees and communities empowers access to equal opportunity and builds a sense of belonging at the workplace.

## DISCLOSURE OF REPORTING

Value Creation is central to our work - providing safe and pure mineral water to consumers at affordable cost and being available across the country. We wish to be transparent to all the stakeholders by following appropriate disclosures.

### Reporting Standards

While preparing this report, we have adhered to the Global Reporting Initiative (GRI) standards. We have covered all mandatory disclosure statute by GRI and disclosed voluntary information by going beyond compliance. The report also highlights our contribution towards the UN Sustainable Development Goals. We have done our best as a conscious organization by showing complete transparency in our reporting for the efforts.

### Reporting Period

The information provided in the report is of the Financial Year 2021-2022. The report will be released once in two years.

### Reporting Boundary

The reporting boundary for all our environmental, social and governance disclosures, unless otherwise stated, covers all the operations of Bisleri International Pvt. Ltd. This is Bisleri International's first Sustainability Report and the focus area of the report is primarily on circular economy of plastic.

### Independent Assurance

The information disclosed in this Sustainability Report has been assured by TERI School of Advanced Studies, an independent third-party assurance provider. The assurance statement of TERI School of Advanced Studies is included in the report.

### Contact Point

Any feedback or query related to this report can be communicated to [wecare@bisleri.co.in](mailto:wecare@bisleri.co.in)

# E NVIRONMENT

# S OCIAL

# G OVERNANCE







## **VISION**

Our vision is to be the dominant player in the branded water business. We must expand and be a leader in the premium beverage category.

## **MISSION**

We are in the business to serve the customer. He is the most important person. He is the only one who pays. He deserves the best quality and presentation for the price he is paying. We must have world class quality, at the lowest production and distribution cost. This will make us an unbeatable leader, and we will have satisfied loyal customers.



## **VALUES**

Integrity, Leadership, Teamwork, Co-operation, Quality, Passion, Openness and Transparency.

# ABOUT BISLERI INTERNATIONAL PRIVATE LIMITED

With a legacy of over 50 years, Bisleri International Pvt. Ltd has grown to become one of the largest premium beverage businesses in India. Being the makers of the country's largest-selling packaged drinking water, Bisleri follows a stringent process of 114 quality tests and a 10-stage purification. It remains true to its core value of providing consumers with pure, safe and healthy water.

Bisleri International has a strong presence with 128 operational plants and a robust distribution network of over 6,000 Distributors and 7,500 Distribution Trucks across India and neighbouring countries. It offers a range of beverages that are produced for all occasions.

Whether it is the promise of goodness, trust, and purity with Bisleri Mineral Water or a daily dose of health offered through Vedica Himalayan Spring Water. Besides, Bisleri International has ventured into fun-filled refreshments with a diverse range of carbonated drinks available in multiple flavours, such as Limonata and Spyci.

These Bisleri products are also available on the e-commerce platform - Bisleri@Doorstep. This D2C platform reassures customers that they will receive a safe and uninterrupted supply of their most trusted brand at their doorstep.

The core values of Bisleri International lie in yielding growth and embedding sustainability by being responsible in all aspects of the business. Besides, the organization has undertaken initiatives focusing on helping the community and safeguarding the environment. For more information on Bisleri International, our people, brands, and OSR initiatives, visit [www.bisleri.com](http://www.bisleri.com).





# 10 Stage Purification

We at Bisleri, are committed to providing our customers with Pure, Safe & Healthy drinking water. Hence, Bisleri mineral water is a Promise of Goodness to our customers.

Each drop of Bisleri water goes through a scientifically advanced rigorous **10 STAGE PURIFICATION PROCESS AND 114 QUALITY TESTS** at our state-of-the-art production facilities to ensure that every customer receives the same pure, safe and healthy mineral water.

## COLLECTION & PURIFICATION

### 1 CAREFUL COLLECTION



Ground water undergoes quality checks before the source is selected.

### 2 OZONISATION OF RAW WATER



To kill the harmful bacteria.

### 3 SAND FILTER



Removes unwanted particles up to 30 micron.

### 4 CARBON FILTER



Gets rid of colour, odour & harmful pesticides.

### 5 MEMBRANE FILTRATION



Excess minerals and salts are removed.

## MINERALISATION & ADVANCED FILTRATION

### 6 MINERALISATION



We add about the right amount of vital minerals (Calcium, Magnesium & Potassium) making our water healthy & giving it a sweet taste.

### 7 MICRON - FILTRATION



To ensure that even the smallest micron-particles (upto 0.45microns) are removed from water.

### 8 RE - OZONISATION



Helps to maintain purity & quality till the end of shelf life in sealed condition of bottle.

## BOTTLING & QUALITY CONTROL

### 9

#### CAREFUL BOTTLING



Our bottles are blown on-site to avoid any external contamination. Every bottle has a code printed stating the batch number, date, time and manufacturing location.



### 10 QUALITY CONTROL

Stringent quality checks are done for each & every batch so that Bisleri quality standards are met.

# 114 Quality Tests

We follow a strict quality control while manufacturing products. A scientifically advanced, and rigorous process is followed at our state-of-the-art production facilities to ensure that every customer receives the same pure, safe and healthy drinking water.



**11 Tests on Water Source**



**1 Test (Daily) on Ozonisation**



**3 Tests (Weekly) on Sand Filtration**



**4 Tests on Carbon Filtration**



**2 Tests on Weekly Membrane Filtration**



**2 Tests on Micron Filtration**



**12 Tests on Water Containers**



**79 Tests on Finished Product**



**1949**

The Parle Group founded by Late Shri Jayantilal Chauhan starts manufacturing soft drinks



**1951**

Parle Group launches GOLD SPOT

**Bisleri**

**1969**

Parle Group buys BISLERI, from an Italian entrepreneur



**2015**

Bottles For Change creates a Guinness world record for the highest number of plastic bottles recycled



**2012**

Bisleri reinvents VEDICA



**2011**

Bisleri launches CLUB SODA



**2017**

Bisleri launches Rockstar 300 ml Mineral Water



**2017**

Bisleri introduces ONE Nation - One Water. with local labels in 14 languages



**2018**

Bisleri launches world's first vertical manufacturing plant for mineral water

# Bisleri

## MILESTONES





**1971**

Parle Group launches LIMCA



**1974**

Parle Group launches MAAZA



**1978**

Parle Group launches THUMS UP



**2006**

- Bisleri changes its design from blue to green
- Bisleri launches VEDICA mountain water from the Himalayas



**1997**

Introduced "Temperproof Breakaway Seal" to Reinforce Quality



**1991**

Bisleri introduces 20 L jar as an economy pack for home & office



**2018**

Bisleri Launches, 'Har Paani Ki Bottle Bisleri Nahi' campaign to push for consumer insistence at point of sale.



**2019**

Bisleri Launches Spyci, Limonata and Fonzo, refreshing beverages with a unique combination of tasty fruit juice in a refreshing fizzavatar



**2021**

Bisleri launches Hand Purifiers



**2020**

Bisleri launches Bisleri@Doorstep Delivery service. A platform for consumers to order water online to their home



# RESPONSIBLE BUSINESS PRACTICES

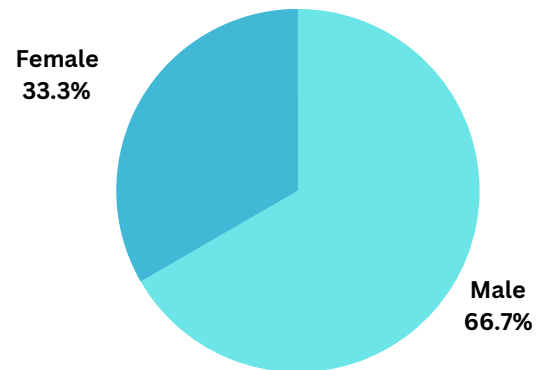




# GOVERNANCE FOR SUSTAINABILITY

Governance Structure: As of 25 January 2023, our board consists of 6 members. (including the Chairman and Vice Chairperson). Of the six members, two are women directors.

S.No.	Name	Gender	Position
1.	Mr. Ramesh J Chauhan	Male	Chairperson
2.	Ms. Jayanti Chauhan	Female	Vice-Chairperson
3.	Ms. Zainab Chauhan	Female	Director
4.	Mr. Parag Bengali	Male	Director
5.	Mr. Rajender Kumar Garg	Male	Director
6.	Mr. Kadeer Khan	Male	Director



**Gender Diversity on the Board**

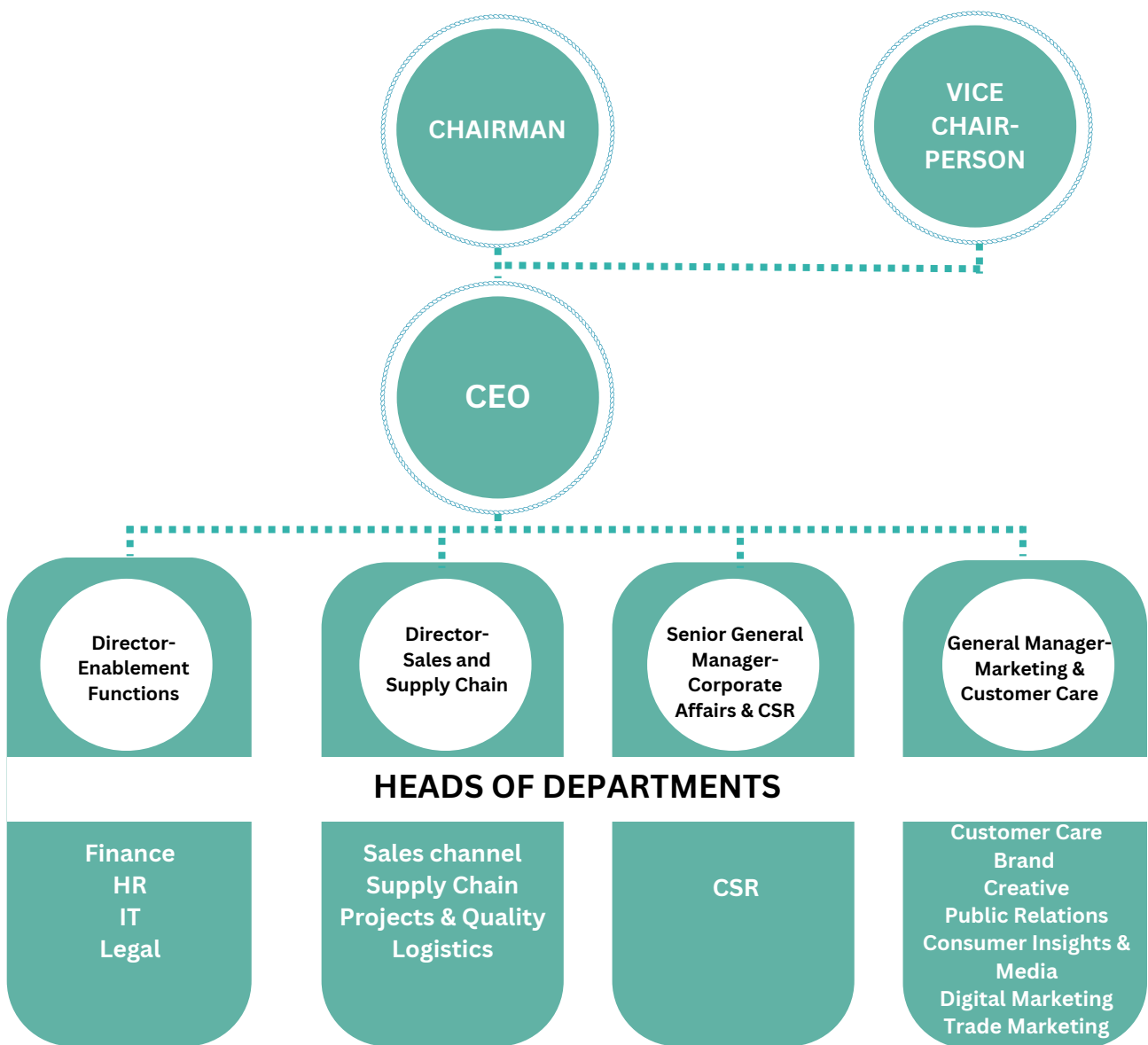
Our executives have extensive experience in marketing, operations, finance, and governance. Each have a special interest in working with a different group of stakeholders. Additional information about the Board Members' profiles can be found on the website - <https://www.bisleri.com/team>

Their varied expertise and interest ensure the cultivation of ethical corporate citizenship within our organization. This establishes the foundation of the organization's vision centered around the Triple Bottom Line performance. The company's governance and reporting framework are set up in a functional structure following a hierarchy at the plant, regional, corporate, and director levels.



# GOVERNANCE FOR SUSTAINABILITY

We have four primary divisions at Biseri i.e. (a) Enablement Functions (b) Sales and Supply Chain, (c) Corporate Affairs and CSR and (d) Marketing & Customer Care. All the directors and division heads report to the CEO, Mr. Angelo George . The CEO further reports to the Chairman and Vice-Chairperson. The organisational structure can be better understood with the following flowchart:



# ETHICS AND COMPLIANCE

Bisleri International's Code of Conduct was issued effective 2017 and is amended periodically to address the changing laws or procedures that impact the business. Our Code depicts how we anchor our business through a strong ethical work culture. It is a guide to preserve our reputation and live our values.

The Code of Business Conduct helps to guide the actions of all the employees, senior management and directors that integrate with the company's core values. The Code helps our people understand workplace policies by consistently being transparent so they can play by the rules wherever we operate across the country. These policies are available for every employee on the web portal, encouraging transparency and strict adherence to regulations. All our employees receive an induction training on ethics and code of conduct as well. These policies drive transparent work ethics and integrity of our actions. For over 50 years, we have built an employee-friendly organization with people spending long tenures.

We have been committed to developing a gender-friendly workplace with our **Women's Health Policy** and **Anti-Sexual Harassment Policy**. With a **Whistle Blower Policy** in place, we ensure absolute dedication to creating a fair and ethical workplace with all the necessary and required framework. Our commitment towards high quality reflects with our adherence to the **Food & Safety Standard (Packaging and Labelling Regulations 2011), Bureau of Indian Standards (BIS), Weights and Measurements Act, Legal Metrology Act 2009** with respect to our product. Consequently, there are no ongoing lawsuits against Bisleri International. These policies are critical in maintaining our reputation as an employee-friendly organization, refining our competitive advantage, and driving long-term growth strategy.

Other policies at Bisleri International include

- Working Hours and Attendance Policy
- Holiday Policy
- Leave Policy
- Transfer & Relocation Policy
- Wedding Gift Policy
- Business Travel Policy\_Amended\_2022
- Dress Code Policy
- Employee Referral Policy

As an organization, we need to consistently invest in the company's culture and ethics to make it the 'Great Place to Work.' Therefore, our employees must follow the Code of Conduct as it will strengthen our ethical culture and build trust among the stakeholders.

## Administering the Code

The Ethics & Compliance Committee is responsible for managing the Code in an independent, objective, and consistent manner. The Committee consists of a group of senior Company leaders who enforce the Code. It is administered by our Director, Enablement.



# SUSTAINABILITY STRATEGY



CHECK DAM MAINTAINED BY

**Bisleri**

अनुक्रम नंबर - ८५ गाव: ना-नीडियाण, नावी-नगरी-१ इणिया  
तालुको: धरमपुर जिल्हो: अलसास  
मरामत कर-नाम: अलसाम नवलसर्जन प्रियतमंडणी ना-नीडियाण  
आर्थिक सौजा:- बिरवेरी बेरीटेअल डुर, मुंभड  
तांत्रिक सहायको:- जगदीश नरोडव ब्रिक पेरीटी ट्रेस्ट, डिब्ला-५१२३  
मरामत अर्थ:- रु. १८४१ लाख वर्ष:-२०१६-२०



Every aspect of our business has steadily incorporated the conservation of natural resources over the years. Along with developing eco-friendly innovations, we promote an eco-aware mindset among our employees and workers as well. We have built a company culture that integrates an environment-friendly strategy.

As an organization, we have been making conscious efforts to reduce environmental impact and combat climate change. We realized the importance of being environmentally conscious by importing one of the first plastic recycling machines in the country from Japan in the late 90s. Since then, we have viewed environmental compliance as a crucial facilitator for maintaining business continuity and stakeholder confidence. Through effective management systems, we have been adhering to all applicable environmental laws and regulations in the country. We have constantly worked toward adopting an “above compliance” and proactive strategy for environmental management. As an organization, we have experienced no significant environmental law and regulation cases that are non-compliant at any of our operations in the calendar year 2022.



At every stage of our product value chain, we work towards utilizing resources efficiently, reducing GHG emissions, replenishing water, and recollecting packaging material. Our efforts to build a circular economy across the value chain will hasten the structural change needed to deal with critical environmental issues.

# PLASTIC CIRCULAR ECONOMY



At Bisleri International, we are committed to ensuring zero plastic to landfill. As an organization, we are focusing on building a circular economy by restoring and regenerating materials that constantly flow in a loop rather than being used once and discarded. We have collected, processed, and recycled over 44,360MT of post-consumer plastic packaging waste from across the country in FY 2021-22.

As an organization, we early on realized the importance of used plastic as a valuable resource. Our Chairman imported the first-ever plastic recycling machine in India from Japan in the late 90s. All our packaging materials used are 100% recyclable. Starting 2000s, we embarked on the journey of recycling our PET bottles, making it a critical practice of our business operations. This has made us one of the first consumer good company in the country to be plastic-neutral. We recycle more plastic than we put in the market.

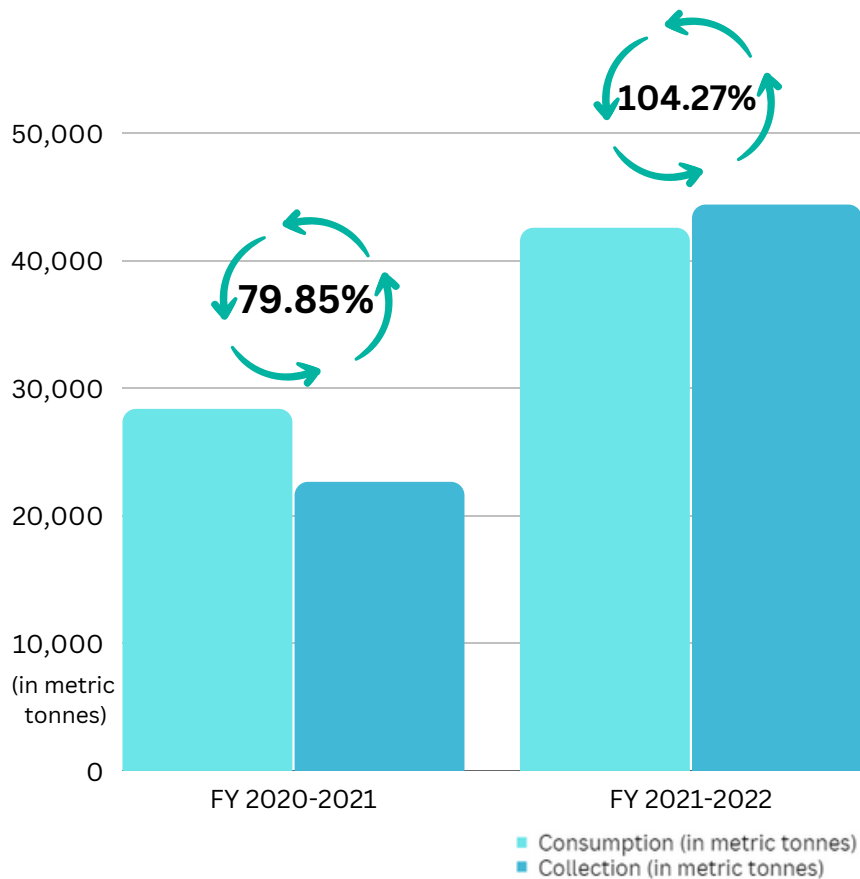
As an organization, we have incorporated the 3R approach – Reduce, Reuse and Recycle into our business philosophy. The 20-litre water jars for in-home consumption constitutes 30% of the business. This has helped in minimizing usage of virgin plastic. It saves us nearly 35,000MT of plastic every year. Bisleri is FSSAI 22000 compliant along with BIS certification. We follow a stringent segregation process of solid, dry, and liquid waste. All Bisleri plants have implemented processes that result in waste reduction & recycling of valuable resources. Production scrap generated at the pre-consumer level in our manufacturing plants are transported to recyclers.

Besides, solid dry waste created during the manufacturing process is collected by operators and housekeeping personnel at regular intervals. They are thrown in assigned dustbins and delivered to the garbage collection service providers approved by the Municipal Corporations.

The scrap generated from plant machinery is stored in designated places as hazardous and non-hazardous scrap and dispatched to approved vendors. Hazardous waste, such as genset filters and lube oils, are kept separate and sent to hazardous waste agencies approved by the Central or State Pollution Control Boards. The poly bags, mono cartons, or secondary cartons having company labels or product names, if found non-usable are collected & sent to the recyclers after shredding and bailing.

Personnel from operators and housekeeping are well-trained to distinguish between the different categories of waste materials. Waste disposal sites have been identified, and dustbins have been placed at various locations to avoid littering. The cleaning of dustbins is done on a daily basis. Regular monitoring of factory premises against scattered debris is conducted in a planned manner at frequent intervals, and waste management records are maintained regularly.

# PLASTIC CONSUMPTION AND RECYCLING



We're making progress towards our ambitious plastics goals, guided by the following framework:

- **Lesser Material:** Reducing the use of plastic by incorporating innovative design changes and following the approach of reuse and refill formats
- **Recyclable Material:** Ensuring that the plastic and other materials we use in our packaging are 100% recyclable
- **Alternative Materials:** Explore alternative packaging materials that are affordable and integrate sustainability with business operations.



# CLIMATE CARE

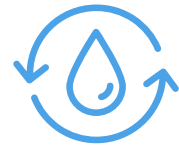
**Sustainability is part of our DNA. As an organization, we are committed to being environmentally conscious and follow sustainability throughout our value chain.**

## Plastic Neutrality



PET is a 100% recyclable material. 30% of our business comprises the 20 Litre jars, which are reused, minimizing virgin plastic consumption to approximately 2,500 Metric Tonnes per month. In FY 21-22, we collected & recycled 104% of total plastic consumption and reduced 7% of plastic throughout packaging innovations. Further, there has also been a reduction in plastic waste at our manufacturing plants.

## Water Efficiency



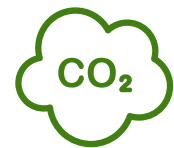
All the plants operated by us have an efficient and standardized water treatment and discharge processes. We follow an intense, 10-stage water purification process with 114 quality tests. We also have back ROs to recover more water to finished product and avoid wastage. Liquid waste is transported through pipes for effluent treatment, where the water is treated, cleaned, and used for gardening and plant floor cleaning, ensuring efficient utilization of water.

## Community Action



Climate care initiatives are undertaken by our CSR team in collaboration with multiple stakeholders, including government, non-profits, industry, and academia. Besides, as an organization, we are scaling up our efforts and building a strong ESG team committed to the cause. For our CSR initiatives - Bottles For Change, our employees volunteer to steer the movement and spread awareness in their own housing societies to register for the program. Thus, driving the spirit of community action.

## Non-Polluting



As an organization, we come under the non-polluting category as per Central Pollution Control Board (CPCB). All our effluents are managed and accounted for as per CPCB guidelines. This non-polluting approach keeps in check the air and water quality levels in the vicinity of Bisleri International's manufacturing plants.

# SUSTAINABILITY IN OPERATIONS

As an organization, we strive to achieve **economic, environmental, and social sustainability** in order to attain triple-bottom-line sustainability of people, planet, and profit. We have adopted operational efficiency as a key to achieving sustainability at all levels.

## ► SUSTAINABILITY IN THE BUSINESS MODEL INNOVATIONS

Bisleri International focuses on building a resilient business model created on R&D, using advanced technology, equipments, sustainable sourcing, and maintaining line efficiency in production. The strategy is to have our plants across the country within a radius of 200 km from the markets to provide easy access to pure, safe, and healthy water for all. Our localized business model helps us to connect with the last mile seamlessly.



## ► STRENGTHENING LOCAL COMMUNITY ENGAGEMENT IN OPERATIONS

Bisleri International has 128 plants in India. The organization works closely with the local community by providing employment. Besides, we work with local suppliers to empower the local community and be cost-effective. Majority of the local suppliers reside within 100 km of the plant location. These initiatives help build sustainability in operations by engaging with the local community. Bisleri International also focuses on having the managers and staff from local communities. The plant operations have no negative impacts on the local communities, rather generates employment and yields positive impact.



Bisleri International has been a game-changer in the mineral water category. Using the latest innovation and technology, we have been the frontrunner by playing a crucial role in driving tech-enabled sustainability practices. Bisleri International has contributed to setting up standards in the mineral water category

With the adoption of advanced technology, the Mumbai plant of Bisleri International has installed a first-of-its-kind vertical mineral water plant. The revolutionary manufacturing plant reimagines architecture, technology, and packaging process. It has shifted from the horizontal conveyer belt system to a vertical conveyer belt model, providing scope for space optimization. The vertical manufacturing plant is designed across five levels. It has the best-in-class robotic machines, and a unique vertical spiral conveyor system, setting a benchmark for state-of-the-art technology.

All Bisleri International plants are installed with modern and latest generation hi-speed machines to improve production efficiency and reduce power consumption, lessening the scope 2 emissions of the company. Besides, solar panels of 100 KVA each are installed at the Mumbai and Delhi NCR production plants, supplementing renewable energy.



**VERTICAL MINERAL WATER PLANT**



**SOLAR PANELS AT PLANTS**



# SUSTAINABILITY CITIZENSHIP





# BOTTLES FOR CHANGE



Plastic is a valuable resource. However, many people have limited knowledge of managing used plastic. According to the 2019-20 report of The Central Pollution Control Board, India recycles around 60% of post-consumer plastic. The remaining 40% ends up in landfills, on the streets, and clogging water bodies. The irresponsible human behaviour of disposing of used plastic is causing it to be dumped in landfills. Research shows that over 80% of littering is intentional and performed by humans.

Understanding the human behaviour of handling used plastic, Bisleri International launched 'Bottles For Change.' The initiative aims to create awareness among people to treat used plastic as a valuable resource that can be recycled by responsibly disposing of used plastic and preventing it from getting to dump yards. The program educates people to clean and segregate the plastic and provides enabling mechanisms to sell it directly to local kabadiwalas, who will, in turn, sell it to the recyclers. The entire chain generates more value by using cleaner used plastic to produce items such as fabric, handbags, window blinds, and public benches.

As an organization, we believe that only behavioural change can help build a circular economy and control the environmental impact. This can be done by being the change and setting an example by disposing of plastic responsibly and recycling it, thus contributing to a cleaner environment. Through Bottles For Change, we ensure channelizing kinds of used clean plastic for recycling. Over the years, we have been undertaking sensitizing programs in schools, colleges, housing societies, corporates, hotels and restaurants about creating value for used plastic by rightfully disposing of it. It has made a positive impact on the environment as well as people by rightfully utilizing the sustainability & versatility of plastic.



To reach the community at large, we have introduced an android-friendly mobile app for individuals and organizations to register in the mission of zero plastic to landfill. The Bottles For Change app provides a seamless experience to navigate and approach a nearby plastic agent to give the segregated plastic to the right channel. The plastic agent picks a substantial amount of plastic within 15 days to a month, depending on the quantity of plastic collected. Bisleri International also provides infrastructure for collection and partners with local collection agents. The segregated plastic, in turn, is sold to the recyclers, thus, preventing used plastic from entering landfills.

Clean plastic segregation benefits every stakeholder in the circular economy and uplifts the livelihood of rag pickers, safai karamcharis, kabadiwalas, amongst others. The continuous effort of awareness on plastic management has brought a behavioural change in over 6,00,000 citizens. It has reached out to over 3,500 housing societies, 680 educational institutions, 790 corporates, 600 Hotels and restaurants in 8 Municipal Corporations across 7 cities that dispose of used plastic through the Bottles For Change Program.

So far, the Bottle For Change program has collected and recycled over 4,000 Metric Tonnes of used plastic. The program has undertaken over 10,000 awareness sessions and workshops along with plastic collection drives conducted during key events such as the Mumbai Marathon, Mood Indigo IIT Festival, Kala Ghoda Festival, Nesco Exhibition, Cognizant Festival At IIT Roorkee.

Thus, the initiative has focused on encouraging upcycling by making the most of this valuable resource called plastic!





# Project

## NAYI UMEED



Project **Nayi Umeed** is an initiative that focuses on conserving rainwater by building and restoring Check Dams. Check Dams help store the use of surface water- during and after the monsoon. It also helps in recharging the groundwater in the area.

We undertook our first Check Dam project in 2001 at Village Bara in Kutch, Gujarat. Since then, over 200 Check Dams have been built or restored across Gujarat and Western & Central parts of Maharashtra. These Check Dams have helped harvest nearly 22 Billion litres of water, covering more than 124 villages and benefiting almost 40,000 family members of farmers. Through the project, we have helped irrigate over 13,000 acres of land, turning barren lands into fertile farms. As a result, per farmer's average income per acre per annum has gone up to Rs 4,50,000/-. With our efforts in rainwater harvesting, we have replenished 8 litres of water for every litre drawn from the ground.



### CHECK DAMS



# PERFORMANCE



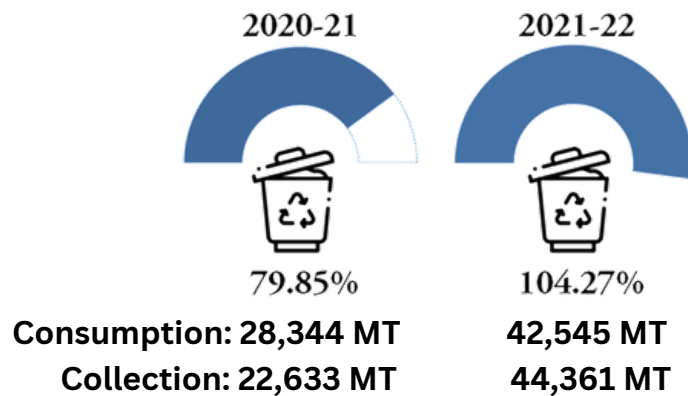
Made from  
recycled plastic

Bisleri



# SUSTAINABILITY PERFORMANCE

## Plastic Consumption and Recycling



## Reuse



30% of our business is of 20 litre jars



We reuse 20 litre jars by which we are able to save **35,000 MT** plastic per year

## Energy Conservation



Modern Hi-Speed Machines (latest generation) for improving the production efficiency and reduce power consumption



Solar Power Plants installed at Mumbai (100KVA) and Sahibabad (100KVA) production plants



# SUSTAINABILITY PERFORMANCE

## Bottle for Change

Pan India Details (2018 - 2022)

7



Cities Covered

6,00,000+



Total People Reached

4,000+  
tonnes



Plastic Collected  
and Recycled

3,500



Housing Societies  
enrolled

600



Hotels and  
Restaurants enrolled

680



Educational  
Institutions

8



Municipal  
Corporations  
reached

790



Corporates  
Participated



# SUSTAINABILITY PERFORMANCE

## Project Nayi Umeed

200



Check Dams

22 Billion litres



Water Harvested

124



Villages Benefitted

13,000 acres



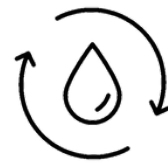
Land Irrigated

40,000



Farmer Family  
Members Benefitted

8 litres



Replenished for  
every litre  
drawn from ground



CHECK DAM



RAINWATER HARVESTING



# OUR PEOPLE AND COMMUNITY





# EMPLOYEE ENGAGEMENT AND WELL-BEING

Bisleri International has around 5000 staff between permanent employees and contractual workers. As an organization, we consider our employees as one of the key stakeholders. They are at the core of conducting business. This became even more evident during the pandemic where our employees performed beyond the call of duty to sustain service to consumers. We follow a robust healthcare policy, provide work-life balance for employees to spend quality time with their loved ones.



We have been promoting holistic development and encouraging an environment that fosters professionalism and ethical corporate citizenship. The health and safety of our employees are at the forefront of conducting business. Besides, continuously engaging with employees through training programs, workshops, and fun activities. This has helped contain the annual attrition rate at Bisleri International consistently below 10%.



As an organization, we constantly motivate our employees through engagement programs. The Three Cheers Award helps in appreciating the hard work put in by employees and encouraging them to perform better. Growing investment in creating memorable employee experiences through team events, lunches, trips, and in-office recreational activities are integral to our employee engagement initiatives.



# EMPLOYEE ENGAGEMENT AND WELL-BEING

As part of our Learning and Development, we have introduced an initiative called Project Rise that focuses on developing a cross-functional talent pool within the organization. These people will become the future leaders of the organization. We have partnered with upGrad to conduct the training programs to grow the current mid-level managers. These initiatives will enhance the performance of the employees and yield growth. Besides, we have partnered with management institutions like IIM-A for the Management Development Program to enhance effectiveness.

Constant encouragement to employees and involving them at every level is necessary to forge a strong sense of purpose. This has helped our workers to put up the effort to ensure that we continue to be the market leader.





# SAFETY

At Bisleri International, the safety and health of our employees is paramount. We have undertaken multiple campaigns on employees' health and safety to achieve physical, mental, social, and emotional wellbeing.

The occupational health and safety management system ensure regular health check-ups of all employees. The health check-ups and safety guidelines are regulated as per Factory's Act and other related norms under strict compliance, including national and international regulatory framework. As an organization, we come under the non-hazardous category. While the work policies are similar across the organization, employees and contractual workers at the factory undergo physical and rigorous training. The training is provided to the workers periodically with constant improvement and upgradation made on the occurrences in the industry and overall EHS. Also, robust communication focusing on Fire, Safety, and First-Aid is provided to them regularly. All our facilities, equipment, premises, and instruments are safe for personnel as we follow a stringent system of checks and balances.

Prevention is better than cure, and keeping the same in mind, we have installed fire safety kits and first-aid boxes in the office and plant premises to mitigate occupational health impacts. Initiatives to promote employee health are undertaken in the form of annual health check-ups, mediclaim policies, amongst others. As an organization, we follow the national guidelines for employment by providing employees with insurance policies and treatment facilities.





# COVID CARE

During the unprecedented pandemic-induced lockdown, the company had to reinvent its HR policies. We reviewed each department, such as production, sales, logistics, purchase, IT, finance, marketing, as each of them had different challenges. As an organization, we prioritized the safety and wellbeing of the employees by reconsidering their leaves, attendance, work-from-home, Covid leave, and work timing policies.

We were one of the first organizations to provide Covid-19 mediclaim and death policies for all our employees and contract laborers. We conducted a free Covid-19 vaccine drive and introduced Group Term Insurance in case of death by providing up to three times of CTC. Besides, we offered no salary deduction for three months of absence during the initial period of Covid-19 in April 2020. This included even if the employee's family member was Covid-19 positive.

As an organization, we believe that the people make the company. And during these uncertain times, it was essential to be transparent and empathetic towards the employees. It was necessary to assess the constraints, reaffirm their capabilities, reassure and motivate them. This included providing company vehicles to employees to commute hassle-free. Also, housing employees and contract labours near plants for their safety and creating ozone chambers to sanitize all the workforce entering the company premises.

Lastly, as an organization that believes in collaborating with all the stakeholders who are managing the crisis, we distributed free mineral water bottles to the front-line workers and police officers.



## COVID BOOSTER VACCINATION DRIVE - June 2022

# COMMUNITIES

At Bisleri International, we believe in giving back to our communities and society. Our stakeholders, customers, and collaborators make us the market leaders in the category. Community engagement is part of our business strategy. At every step, we remember our responsibility toward the citizens and the company's corporate citizenship.

Our community engagement initiatives are part of the CSR efforts undertaken through awareness programs. Through the years, we have adopted advanced technology that has widened our horizons and helped us reach a larger community.

We have a long-standing membership association with policy advocacy and the Government. We have been associated with CII, FICCI, Indian Beverage Association (IBA), Pet Association for Clean Environment (PACE), Bureau of Indian Standards (BIS) – Plastic Committee, Food Safety Standard Association for India (FSSAI), Task Force for Plastic Recycling and Management, Plastic Regulations for the Bureau of Indian Standards. CPCB, MOEFCC for EPR regulations, and CGWA for Water Regulations. Through the association and support of the aforementioned organizations, we have been able to contribute to setting standards and quality parameters in the industry.

As an organization, we strive to continue our efforts of empowering more sections of society and doing good while building an ethical and moral organization standing true to our values and vision.



## COMMUNITY ENGAGEMENT INITIATIVES





# CONTRIBUTION TO UN SDGs










# CONTRIBUTION TO UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS (UN SDGs)

Following the triple bottom line philosophy, Bisleri aims to bring about a positive impact on the environment and society at large. We are committed to contributing towards creating a sustainable future. Our initiatives and priorities are aligned with UN SDGs' targets, and a mapping of the same is shown here.

UN SDGs	SDG Target	Select interventions by Bisleri International
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p><b>3.9</b> By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.</p>	<p>Bisleri International promotes Water for Health to ensure accessibility to clean mineral water to reduce illnesses from contaminated water</p> <p>10-step Quality Process and 114 Quality Tests- We follow a strict quality control when manufacturing products. A scientifically advanced, and rigorous process is followed at our state-of-the-art production facilities to ensure that every consumer receives the same pure, safe and healthy drinking water.</p>
 <p><b>6</b> CLEAN WATER AND SANITATION</p>	<p><b>6.1</b> By 2030, achieve universal and equitable access to safe and affordable drinking water for all</p> <p><b>6.3</b> By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally</p>	<p>Water for Health initiative</p> <p>Every Bisleri International production facility has its own quality testing lab that ensures every product is made as per the quality guidelines set by the Bureau of Indian Standards (BIS). The Central Lab, located at the Bisleri International's Head Office, Mumbai, ensures that quality standards are maintained across all Bisleri International units in the country.</p> <p>#HarPaaniKiBottleBisleriNahi – this hashtag justifies the quality of the final product Bisleri International provides its consumers.</p> <p>Zero-tolerance policy for non-compliance with hazardous waste management.</p>



UN SDGs	SDG Target	Select interventions by Bisleri International
	<p><b>9.1</b> Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all</p> <p><b>9.2</b> Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry’s share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries.</p>	<p>Bisleri International has 128 operational plants with its state-of-the-art central lab located at Bisleri International's Head Office, Mumbai.</p> <p>It has a distribution network of 6000 distributors and 7500 distribution trucks.</p>
	<p><b>11.6</b> By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management</p>	<p>Through Bottles For Change Program, Bisleri International works towards post-consumer plastic management by building plastic circularity. It ensures 100% plastic circularity in the company through collecting plastic bottles for recycling.</p> <p>Bisleri International comes under non-polluting category as per CPCB, ensuring special attention to air quality management.</p>
	<p><b>12.2</b> By 2030, achieve the sustainable management and efficient use of natural resources</p> <p><b>12.4</b> By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.</p> <p><b>12.5</b> By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.</p>	<p>Bottles for Change Program has collected 4000+ MT of plastic, ensuring sustainable and efficient use of resources.</p> <p>Project Nayi Umeed, initiative focuses on conserving rainwater by building and restoring Check Dams. These Check Dams have helped harvest 22 billion litres of water.</p> <p>Bisleri International's 30% of the business is 20 ltr jars, where we practice the reuse by saving approximately 36,000 MT plastic per year.</p>

UN SDGs	SDG Target	Select interventions by Bisleri International
	<p><b>13.3</b> Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning</p>	<p>Bottles For Change Program spreads awareness about using and disposing of plastics responsibly among the citizens and motivating people to recycle plastic.</p> <p>The program has created a behavioural change among 6 lacs citizens through awareness sessions.</p>
	<p><b>14.1</b> By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution</p>	<p>Bisleri International is conscious of its Extended Producer Responsibility (EPR) and focuses on collecting and recycling 100% of plastic used, ensuring plastic circularity in the system. Bisleri International is a plastic neutral company. This prevents and significantly reduces marine pollution of plastic debris.</p>
	<p><b>15.5</b> Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species</p>	<p>Ecosystems in the sea and on land are threatened by (micro)plastics and chemical additives used. Significant reduction in plastics and microplastics through our initiatives will lead to the recovery of ecosystems and biodiversity.</p>
	<p><b>17.17</b> Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships</p>	<p>Bisleri International has multiple collaborations with the government, NGOs, academic institutions, RWAs, Corporates, and other organizations to ensure relevant partnership for achieving the SDGs.</p> <p>Our government collaborations include Municipal Corporations too. We have also partnered with NGOs such as Parisar Bhagini Vikas Sanstha, Parisar Sakhi Vikas Sangh, Sampurna Earth, Akaar, Indian Pollution Control Association (IPCA) and Why Waste Wednesday Foundation</p>



# GRI CONTENT INDEX





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# ANNEXURE



# EXTERNAL ASSURANCE

## INTRODUCTION

Bisleri International Pvt. Ltd. engaged TERI School of Advanced Studies for carrying out an independent assurance of their Sustainability Report (“Report”) for the reporting period 1st April 2018 to FY 2022.

The assurance has been conducted in adherence to the Global Reporting Initiative (GRI) Standards. All the mandatory disclosure statute by GRI and voluntary information has been disclosed. The report highlights Bisleri International's contribution towards UN Sustainable Development Goals.

The information provided in the report is of financial year 2021-2022. This report covers all the operations of Bisleri International Pvt. Ltd. This is Bisleri International's first sustainability report, and the focus area of the report is primarily on plastics circular economy.

## LIMITATIONS

Assurance is subject to no physical verification of inventory of material consumed, waste generated, emissions and effluents etc. Assurance relied solely on the documentation maintained and provided by the company. The scope of assurance does not cover the statements in the Report that describe company's approach, strategy, aim, expectation, aspiration or beliefs or intentions.

## INDEPENDENCE

The verification has been carried out by experts from environment & energy management, climate change and sustainability areas. Members of the verifier team is involved in the preparation of the Report for the reporting period under this assurance.

## BISLERI INTERNATIONAL'S RESPONSIBILITY

Bisleri International Private Limited is responsible for preparing the Report in accordance with GRI Standards and for maintaining effective internal controls over the data and information disclosed.

## VERIFIER'S RESPONSIBILITY

In performing the assurance activities, verifier's responsibility is to the management of Bisleri International only in accordance with the terms of reference agreed between Bisleri International Pvt. Ltd. and TERI School of Advanced Studies. The assurance statement should not be taken as a basis for interpreting the organization's overall performance.



# EXTERNAL ASSURANCE

## SCOPE AND LEVEL OF ASSURANCE

TERI School of Advanced Studies has been engaged to provide Assurance for the following:

- Adherence to the principles of inclusivity, materiality, responsiveness, and impact laid out in Bisleri Sustainability Report 2021-22.
- Adherence to the principles of accuracy, balance, clarity, comparability, reliability and timelines laid out in the “In Accordance- Comprehensive” reporting requirements of GRI standards.
- Adherence to General disclosures and Topic specific disclosures for “In Accordance- Comprehensive” reporting requirements of GRI standards.

## ACTIVITIES UNDERTAKEN

Several activities have been undertaken for this assurance:

- Review of the Report to check alignment of reported data under respective economic, environment & social topics mentioned in GRI Standards.
- Review (sample check) of the data provided in the Report and related worksheets.
- Review (sample check) of data monitoring, recording and reporting process including other internal processes and controls.
- Site visits / video conferencing with Bisleri International's team in their corporate office in Mumbai and Sahibabad Industrial Area office.
- Identify gaps on data monitoring, recording, and reporting process and review of responses.

## CONCLUSION

The report meets the requirement of reporting as specified by GRI Standards "In Accordance with Comprehensive” Option.

## OBSERVATIONS AND RECOMMENDATIONS

- **Principle of Inclusivity:** Bisleri International has applied the principle of inclusivity in engaging with its stakeholders. Different departments engage regularly with their relevant stakeholders through multiple engagement channels.
- **Principle of Materiality:** Bisleri International has followed a structured process of materiality determination to report key material issues.
- **Principle of Responsiveness:** Bisleri International has applied the principle of responsiveness with respect to its stakeholders. The company has well defined system for responding to any concern raised by key stakeholders.
- **Principle of Impact:** Bisleri International has identified, measured, and disclosed the impact related with some of the key environmental, social and governance topics.

# EXTERNAL ASSURANCE

Without affecting the overall conclusions on the Report, the following recommendations are made:

- Bisleri International may set site specific targets on sustainability topics like plastics, energy, water, waste etc. and develop roadmaps for achieving long term goals identified.
- Bisleri International may consider undertaking climate scenario analysis and risk assessment as per leading protocols such as IPCC, TCFD etc. which can further help in the identification and mitigation of climate related risks.
- Bisleri International may develop a matrix to identify and monitor key suppliers with critical environment and social risks.
- Bisleri International may carry out third party studies on biodiversity and related aspects including the review of IUCN List species and national conservation list species present in its area of operations.
- Bisleri International may conduct life cycle assessment of its products which will help in identifying critical products at risk and its related environmental impacts.
- Bisleri International may take initiatives to conduct awareness and knowledge sessions on sustainability related aspects like plastic, water, waste, energy, emissions, etc. across its supply chain.
- Bisleri International may develop guidelines to standardize the process of calculation for sustainability parameters like energy savings, rainwater harvesting, etc. This includes selection of valid assumptions and base line for reporting.
- Training may be conducted for employees on base lines and calculation methodology so that sustainability data is consistent across all sites. Awareness level of onsite personnel towards updated GRI standard reporting requirements may be further enhanced through regular training.

For,  
**TERI School of Advanced Studies**  
New Delhi, Delhi, India

**Dr. Shruti Sharma**  
Principal Investigator (PI)

**Mr. Kamal Sharma**  
Registrar





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