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HUL partners with Bharti to promote plastic recycling

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MUMBAI: Hindustan Unilever Limited, India's largest consumer products company and Bharti Retail has partnered to promote plastic recycling among consumers in National Capital Region (NCR ..

This programme launched jointly by Hindustan Unilever Limited and Bharti Retail is called "Go Recycle " and will run for three months in all the 31 easyday stores across National Capital Region (NCR). This is a first-of-its kind initiative in India and is targeted to help reduce packaging waste and also inform and educate consumers to practice responsible consumption.

The "Go Recycle" programme will be promoted to consumers through in-store displays, leaflets and mailers. The programme aims to drive consumer participation through a consumer incentive scheme. Consumers who bring empty plastic bottles and pouches of any brands in five FMCG categories (tea pouches, detergent powder pouches, shampoo & conditioner bottles, tooth paste tubes and ketchup pouches & pet packs) will be awarded discount coupons at the 'easyday' and 'easyday Market' stores in NCR. The coupons can be redeemed at these stores to buy any products of the five leading Hindustan Unilever brands, namely Surf, Kissan, Dove, Red Label and Closeup.

Nitin Paranjpe, CEO, Hindustan Unilever Limited, said, "One of our key endeavors as part of the Unilever Sustainable Living Plan is to motivate consumers to take the small achievable actions that add up to a big difference and enable us all to live more sustainably. With over 700 million consumers across India using our products we believe that such small actions by our consumers will result in a big difference to promote sustainable living. It will ensure that while consumers have the opportunity to improve their quality of lives through use of our products it will also reduce the environmental impact of this consumption."

As part of the Unilever Sustainable Living Plan, Unilever aims to halve the waste associated with the disposal of its products by 2020.

Andrew Levermore, Chief Operating Officer, Bharti Retail, said, "Bharti Retail firmly believes that environmental sustainability is the cornerstone of our 'Store of the Community' programme. The 'Go Recycle' initiative adds another feature to our sustainability effort. We are delighted to bring this initiative to our hundreds of thousands of customers and enable them to save money, live better and help the environment."

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