

# Marico is giving ₹10 for every plastic bottle that is returned at Big Bazaar outlets in Mumbai

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Representative Image

- Marico has partnered with Big Bazaar to launch a recycling program.
- 'Plastic Lao Paise Kamao' initiative encourages people to submit plastic bottles across 21 key Big Bazaar outlets in and around Mumbai and get back ₹10, irrespective of the size of the bottle.
- The program will be supported by in-store announcements through radio jingles, shelf wobblers, collection units, posters, as well as promotional messages that will be shared with customers.

Marico has partnered with Future Retail's format Big Bazaar to launch a plastic recycling program 'Plastic Lao Paise Kamao'. Aligned with the national agenda on plastic waste management, this initiative is aimed at building awareness amongst consumers around plastic recycling and encourages them to take an active role.

The program enables consumers to submit plastic bottles across 21 key Big Bazaar outlets in and around Mumbai. For each bottle that is submitted, Marico, in association with Future Retail, offers 10 to consumers, which is instantly credited to their Future Pay wallet and can be redeemed against their purchase. The incentive provided is for all products of Marico and also for products of Future Consumer, irrespective of the size of the bottle. The program will be supported by in-store announcements through radio jingles, shelf wobblers, collection units, posters, as well as promotional messages that will be shared with customers.

The Government of India has embarked upon several projects to increase awareness around plastic recycling and to curb the negative environmental impact of plastic waste. This initiative is in line with the Government's efforts and echoes the sentiments of its 'Swachhatha Hi Seva' mission.

Jitendra Mahajan, Chief Operating Officer- Supply Chain & IT, Marico, said, "This initiative is part of Marico's broader vision and commitment to address plastic waste management. While 94 percent of Marico's packaging material used is recyclable, we need to do more. Managing plastic waste is a complex challenge and needs collective action engaging consumers and other stakeholders. We are very happy to join hands with Future Retail to drive the plastic circular economy agenda aligned to the "Swachhatha Hi Seva" mission of the Government. Through this initiative, we wish to create awareness about plastic waste pollution and drive change in the consumers' behaviour".

Sadashiv Nayak, Business Head, Big Bazaar, said, "Every material has a value through-out its life cycle, it is this circular economy approach that encourages customers, businesses and the industry to participate as champions of change. The *Plastic Lao Paise Kamao* – a closed loop plastic recycling campaign, initiated in September 2018 is part of our wider sustainability agenda to reduce our ecological footprint. The program launched in Big Bazaar stores in Mumbai and parts of Maharashtra has seen an increasing number of customers bring back bottles to stores and gain a financial reward in their Future Pay wallets. As a retailer, Big Bazaar is aligned with the Government's Swachh Bharat Mission and is taking necessary actions in keeping with the Prime Minister's call for a plastic free India."