

## On World Environment Day, Godrej Magic handwash spreads the message of 'less plastic, more magic' with two high impact installations

**Mumbai, 5<sup>th</sup> June 2023:** To commemorate World Environment Day, Godrej Magic handwash, a ready-to-mix handwash under the 'Magic' brand portfolio from the house of Godrej Consumer Products Ltd (GCPL), unveiled two impactful installations in Mumbai. These installations, in association with Bhamla Foundation, aim to educate and inspire individuals to make eco-conscious choices and reduce the use of plastic. The installations are placed in the Carter Road and Bandstand area of Bandra, Mumbai.

The installation was unveiled on the side-lines of Green Ride Cyclothon - 'Pedal for the Planet', organised by Bhamla Foundation. Popular personalities like Actor Vidyut Jammwal, Singer Shaan, Prasoon Joshi an eminent poet, lyricist and Chairman of the Central Board of Film Certification (CBFC), Asif Bhamla, Chairman, Bhamla Foundation along with Burjis Godrej, Executive Director, Godrej Agrovet, were present at the event.

The installations serve as a visual representation of the Magic handwash's commitment to sustainability and how conscious choices can have a positive impact on the environment. The 10ft installation made from numerous discarded plastic bottles collected by Bhamla Foundation, showcases how innovative products can ease the burden on the environment. This installation inspires people to make a difference by choosing environment-friendly products such as ready to mix handwash, for instance as it leads to reduced plastic waste as well as reduced consumption of fuel.

India generates [3.5 million tonnes of plastic](#) waste annually. Additionally, regular handwashes consist of 93% water so they transport 93% water. With Godrej Magic's innovative powder to liquid formulations, the process of production, manufacturing and transportation eases the burden of carbon footprint on the environment. The format reduces the use of plastic in packaging by almost half along with significant water, fuel, and paper saving.

As per GCPL's estimates, Godrej Magic handwash stands out with the following savings:

- Uses 47% less plastic in packaging – equal to 1.43 lac plastic bags saved per truck
- 24.5% less fuel used in transportation of powder to liquid handwash format
- 24.6% less paper used in packaging - equal to saving 3.2 trees per truck

Speaking about this initiative, **Ashwin Moorthy, Chief Marketing Officer – India, Godrej Consumer Products Ltd (GCPL)**, stated, "In line with our value of 'Putting Planet before Profits', sustainability is core to our strategy at GCPL. In 2018, we were the first in India to introduce powder-to-liquid handwash format and has become the foremost choice of households. This format has revolutionized the handwash category inspiring many such brands basis the ready-to-mix powder-to-liquid format. Godrej Magic handwash is one such offering that is good for the environment and a quality affordable product for consumers. The environment day installation by Magic handwash is a powerful reminder for the consumers to break the cycle of excessive plastic wastage and make eco-conscious choices in our daily lives to protect our environment."



Bhamla Foundation, dedicated to environmental preservation, running the campaign #TikTikPlastic for the world environment day, commends Godrej Magic for its efforts in finding solutions through innovation to beat plastic pollution. **Asif Bhamla, Chairman, Bhamla Foundation**, said, "As we observe World Environment Day, we are doing a campaign #TikTikPlastic which urges people to make conscious life choices that contribute to a greener and sustainable future. The Installation with Godrej Magic handwash is part of this larger campaign and is a perfect example of how environment-friendly daily life choices can impact positively. Be it in terms of less plastic, water, fuel, and paper usage and consumption, Godrej Magic handwash stands out and hence adds more substance to the campaign. With the right intent, motive and will from all stakeholders, we can create a positive impact in reducing and recycling plastic to pave the way for a better tomorrow."

Godrej Magic, from the house of GCPL, is a brand dedicated to ready-to-mix solutions. In 2018, Godrej Magic Handwash, India's first powder-to-liquid handwash, was launched under the Magic portfolio. This launch not only reinforces GCPL's commitment to sustainability but also inspires people to opt for planet-friendly products.

#### **ABOUT GODREJ CONSUMER PRODUCTS**

Godrej Consumer Products is a leading emerging markets company. As part of the 125-year-young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.2 billion consumers globally, across different businesses. GCPL ranks among the largest Household Insecticides, Air Care and Hair Care players in emerging markets of India, Indonesia, and Africa. In Household Insecticides, we are the leader in India, the second largest player in Indonesia, and are expanding our footprint in Africa. We are at the forefront of serving the hair care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health, and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high-performance culture. We are also deeply committed to recognising and valuing diversity across our teams.