





Aditya Birla Group (ABG) - Introduction





A USD **48.3 Billion** Corporation

Globally, the Aditya Birla Group is



In the League of Fortune 500



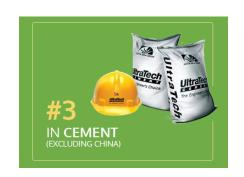






120,000Employees from42 Nationalities







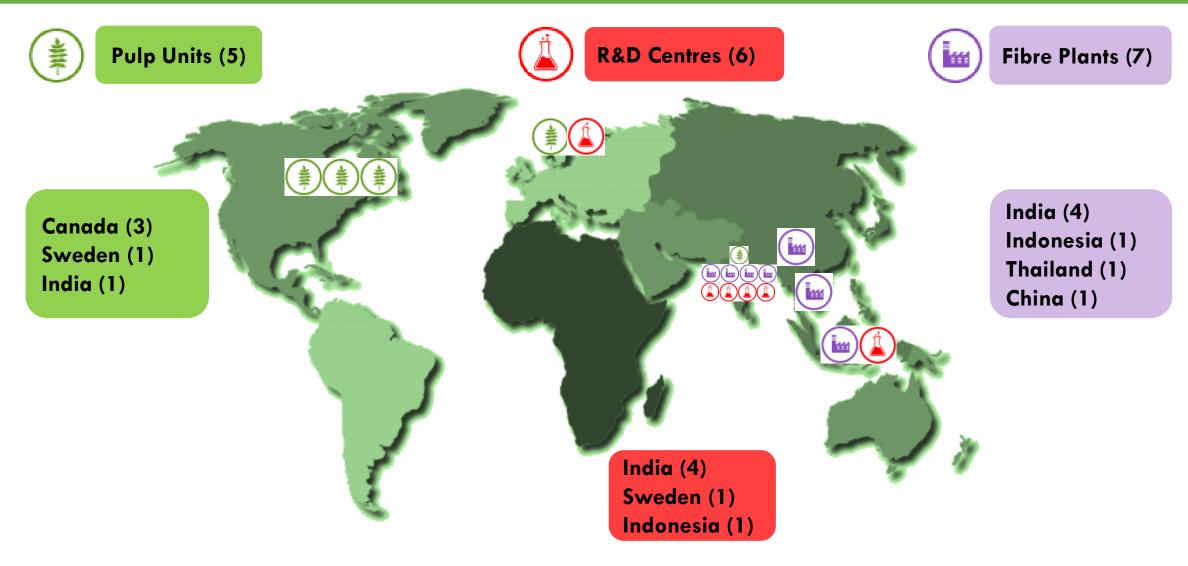


Operates in **34 Countries**



Birla Cellulose - Introduction





Birla Purocel - VSF for Nonwoven





Is not just a brand

It is our continued commitment to work with our partners to create mutually beneficial and sustainable solution for the consumers and the planet

Built on the tenets of caring for







Innovation



Succeeding with Sustainability



Voluntary Action

Enhanced Regulatory
Pressure

Increased Consumer
Activism

Forced Compliance

Regional Phenomenon

Sustainability
Provisions in Trade
Agreements

Regulation
Standardization

Rapid Global Transition

Insulated Balance Sheets

Direct Cost of Environment Footprint

Large Consuming Population by 2030

Linked Balance Sheets

By 2030, demanding law and regulation with shrink the business operating space



Nonwoven Industry – Current Challenges

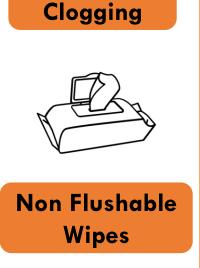






Single Use

Plastic



Sewage











California



More Countries & States to follow...



Raw Material is the Key to Sustainability



Alternative Materials – Benefits & Challenges



Natural







Regenerated Cellulose







Plastic/ Synthetic



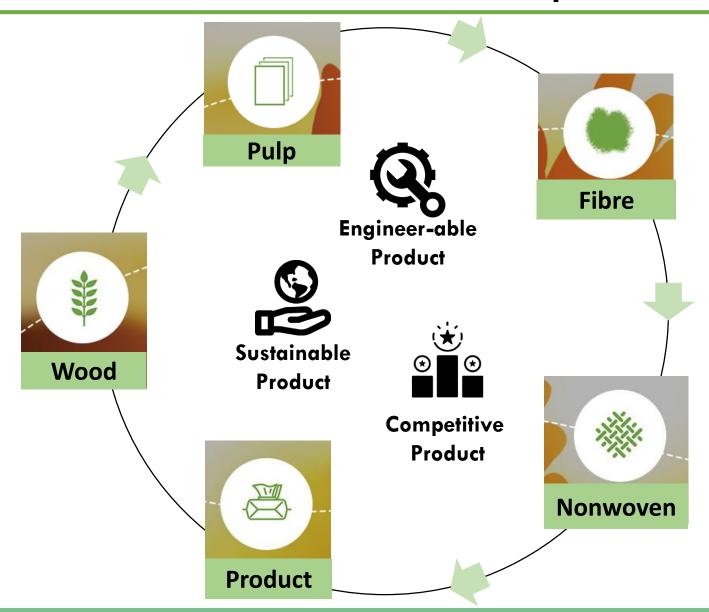






Value Chain Partnership







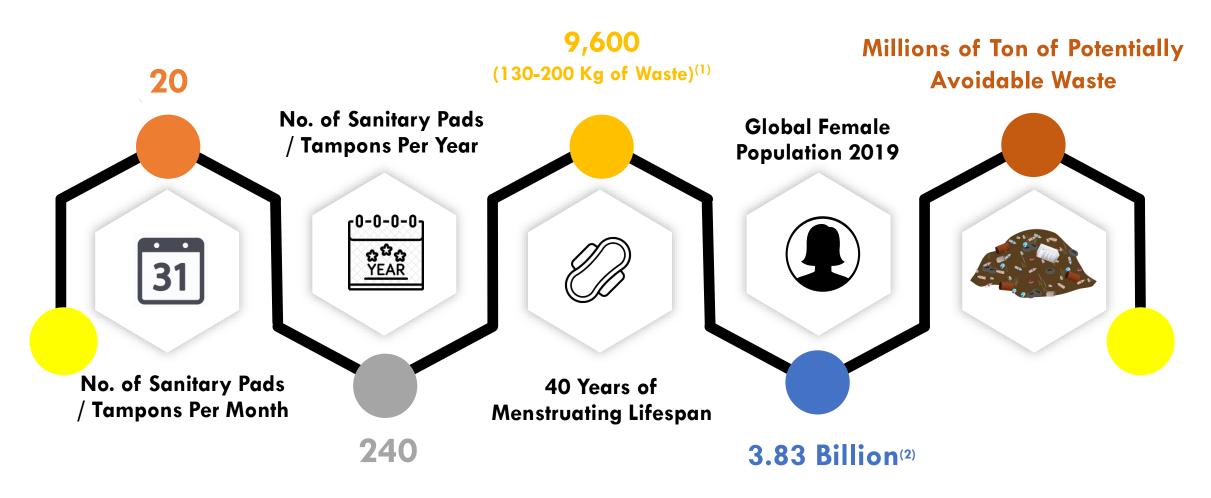
Sustainable Female Hygiene Products

Tackling Landfill Issue



Female Hygiene Products (FHP) – Current Challenges



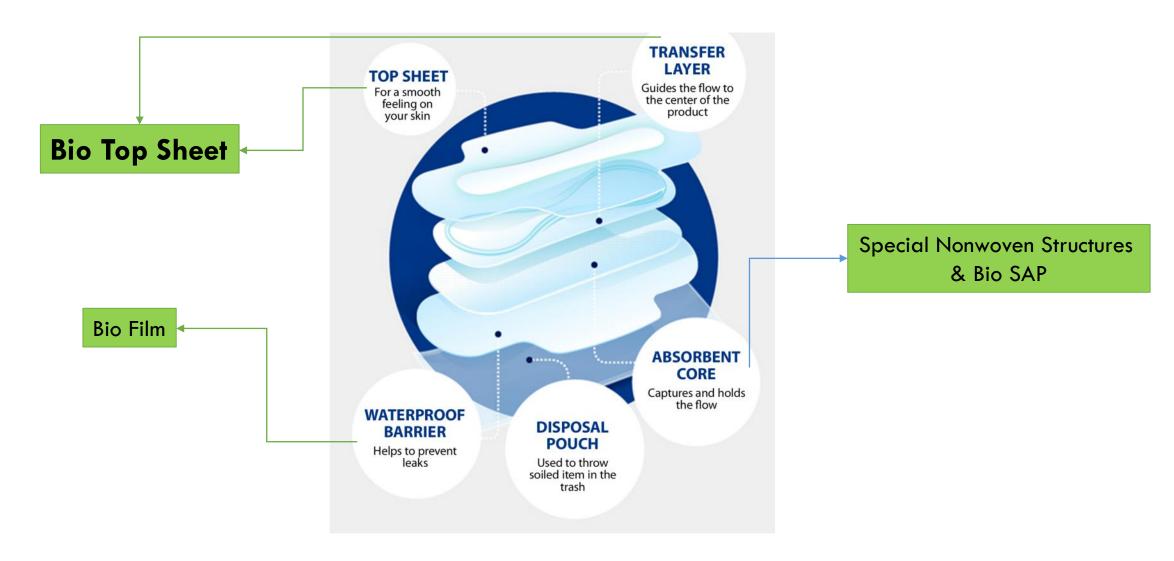


Source: Sustainable Menstruation- The Impact of Menstrual Products on the Environment

- 1) What is the environmental impact of menstrual products?
- (2) World Population

Sanitary Napkins - Layer wise Alternatives





Source: https://eufactcheck.eu/factcheck/uncheckable-conventional-menstrual-pads-are-made-up-of-90-plastic-materials/ & Credits: ©Vania



Our Co-creation Approach





Birla Cellulose – Viscose Fibre Manufacturer

Testing / Certification
Agency



Purocel EcoDry



Ginni Nonwoven – Roll
Goods Manufacturer



Dima Products – Female
Hygiene Product Manufacturer

Logo Credits: @Ginni Filaments, @Dima Products, @The South India Textile Research Association (SITRA)

Sanitary Napkin – Qualifying Criteria



Test

Description

Standards



It should absorb 30 ml liquid flowed on to the center of sanitary napkin (at the rate of 15 ml per minute and it should not leak through back sheet of napkin.

WSP 070.3 & ISO 9073-8



Repeated Liquid Strike Through Test It is defined as the time taken for a known volume of liquid to pass through the sanitary napkin till it's back sheet, the test is usually conducted for three consecutive times.

WSP 70.8 & ISO 9073-14



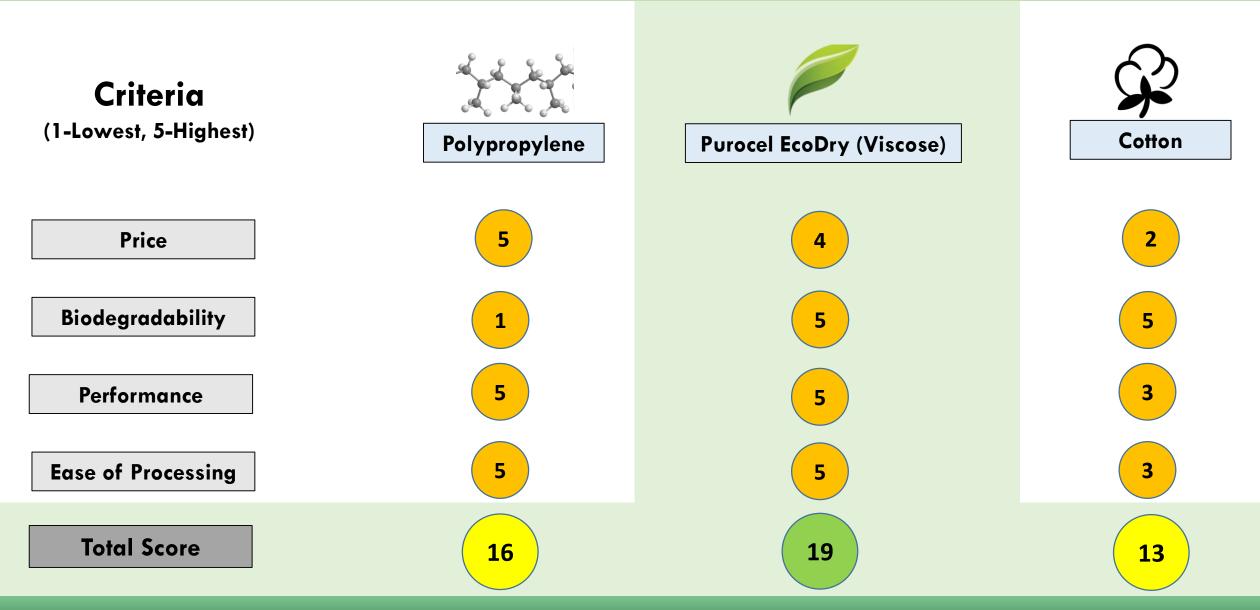
It examines the ability of sanitary napkin to resist the transport back onto the skin through the top layer after repeated liquid strike through test

WSP 70.8 & ISO 9073-14



Sanitary Napkin - Top Sheet Overall Comparison



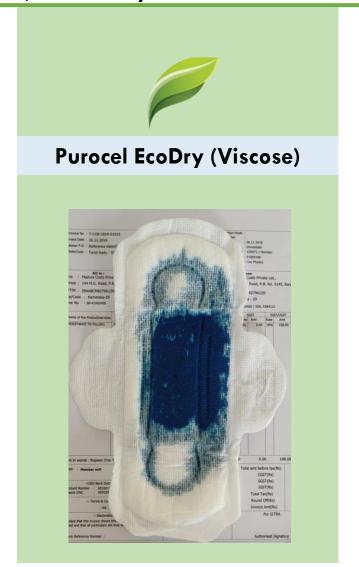


Sanitary Napkin - Product Comparison

(Absorbency Test – 30 ml in 2 Minutes)







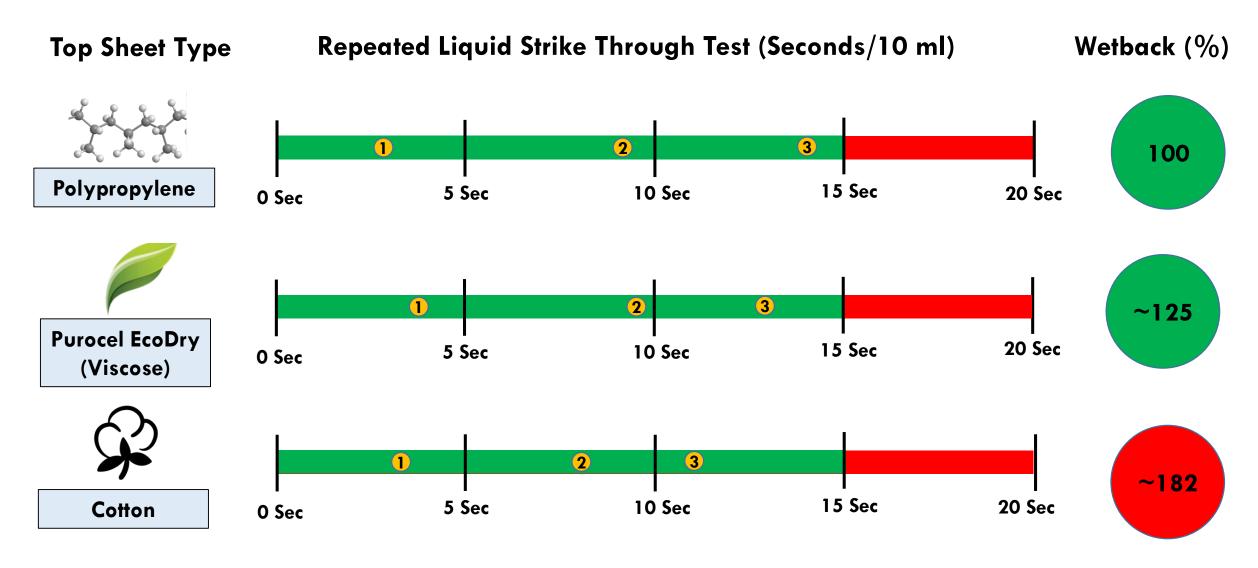


Absorbency tests performed as per WSP 070.3 & ISO 9073-8 standards, this test is like a quality check for sanitary napkins

Sanitary Napkin - Product Comparison

(RLSTT & Wetback)





Repeated Liquid Strike Through Test & Wetback Test performed as per WSP 070.3 & ISO 9073-8 standards



Introducing Purocel EcoDry Top Sheet



Biodegradability

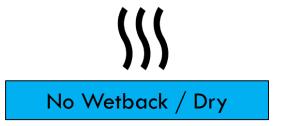






Physical Performance







Comfort Performance



Soft to Skin



Breathable



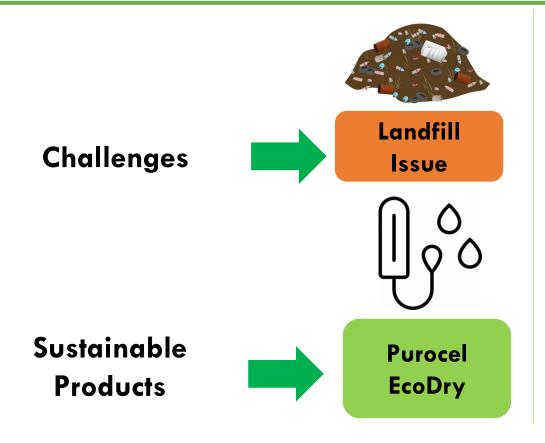


Exploring Sustainable Solutions to Nonwoven Industry Challenges



Constantly Striving towards Sustainable Solutions







Single Use

Products







Create innovative & sustainable applications with Birla Purocel





Rahul Bansal | Rahul.Bansal@adityabirla.com | +91 84240 25156