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## PRESS RELEASE

### “GODREJ INDONESIA VOLUNTEERS FOSTER ‘UPCYCLING’ CULTURE IN CONDET”

**JAKARTA, December 23<sup>rd</sup> 2019** - Godrej Indonesia, a home and personal care company with flagship brands of HIT, Mitu, and Stella, starts to foster plastic waste ‘upcycling’ culture in Kampung Buntu, Condet, Jakarta, today (23/12) to reduce usage of single-use plastics. Coinciding with UN International Volunteering Day, Godrej Global Volunteering Day (GGVD) 2019 was carried out simultaneously in more than 60 locations across 9 countries and involved nearly 3,000 employees. This initiative is a form of Godrej's active role in social responsibility.

Every year, Godrej encourages its employees to volunteer for global issues. On its 5th year, bringing up upcycling as a theme is considered urgent since plastic waste pollution in the world continues to increase.

60 Godrej Indonesia volunteers stepped in to clean the village, revamp its surroundings, and sort out plastic waste. However, the main activities are socialization and workshop with the residents to upcycle single-use plastic into lanyard, tote bag, and pouch. The workshop, which is attended by 64 residents of Condet, is facilitated by Godrej Indonesia's socio-preneur organization partner, Kertabumi Klinik Sampah.

During the event, **Akhil Chandra, President Director, Godrej Indonesia**, conveys, "Godrej is actively encouraging all employees to contribute their time to volunteer through various programs and initiatives, and will continue to hold this event in the future. After today's upcycling socialization and workshop, we hope the residents can process plastic wastes into items of value,"

In order to keep the program running sustainably, Godrej donates a sewing machine that can be used to produce upcycling products and will carry out advance workshops for residents to market upcycling product results, and utilization of Waste Bank which will be held in the upcoming January.



### **Tentang Godrej Indonesia**

Godrej Consumer Product Limited (GCPL), a company based in India, acquired PT Megasari Makmur group that engages in household care in 2010. Godrej Indonesia has now developed into a leading Home and Personal Care company in Indonesia with 5 manufacturing plants. With 30% contribution for GCPL international business, Godrej Indonesia is one of the biggest international business units. Godrej Indonesia's flagship brands are HIT in household insecticide category, Stella in air refresher category, and Mitu in wet tissue and baby care category, which are all the market leaders in their respective categories. Godrej portfolio brands also include household favorites brands such as Proclin, Biosol, Klinpak, Polytex, Carrera, Cap Gajah, Shock, Nyu, all popular brands found in the majority of Indonesian households. It is estimated that almost 15 million households in Indonesia uses at least one of Godrej Indonesia's brand on a daily basis. With multi-local business model, Godrej Indonesia's products are developed locally for Indonesian and global consumers.

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