

# Pureit reaches B'desh, Indonesia

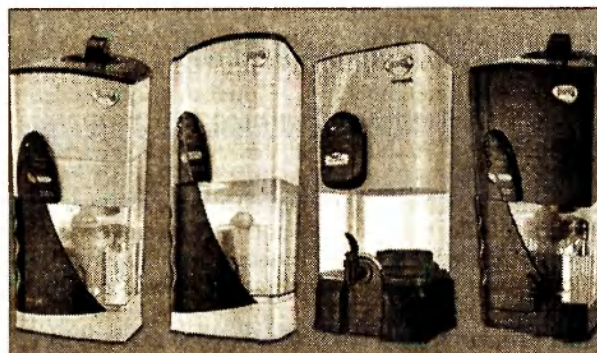
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New Delhi

**HINDUSTAN** Unilever (HUL) has launched its low-cost water purifier, Pureit, in Bangladesh and Indonesia, Harish Manwani, chairman, HUL, and president, Asia Africa, CEE, told a media conference here on Monday at the India Economic Summit.

He also announced that the company would source 100 per cent of its agricultural raw materials from sustainable sources by 2020. "We currently source palm oil and tea from sustainable sources. In the next 10 years, we would source all our agricultural raw materials from sustainable sources," said Manwani.

Launching Pureit outside India is also part of HUL's sustainability programme. "Making safe drinking water available to half a billion people by extending sales of our low cost



**WATER WAY:** HUL plans to increase the sales of the low cost water purifier to more countries by 2020

water purifier in other countries is one of our key goals. We plan to achieve this by 2020," Manwani said.

The company sources 350 varieties of raw materials adding up to 7.5 million tones. In some cases, where there are no certifying bodies, the company has been working with advisory bodies. Through their help, the Unilever Sustainable Agricultural Code has been developed over the past 15 years,

Manwani said.

Apart from tea and palm oil, the company has set an immediate target for sustainable sourcing of paper and board, soya, sugar, rapeseed, dairy and cocoa.

When asked whether sustainable sourcing would increase input costs and thereby product pricing, Manwani said, "When we talk about sustainability, it can actually help us save in some parts of our business. Ultimately, when you are

## Going green

- HUL plans to source all its raw materials from sustainable resources by 2020
- The company currently sources palm oil and tea from sustainable resources
- It next aims for sustainable sourcing of paper, soya, sugar, dairy rapeseed and cocoa

using less of anything, it definitely means use of less water, less energy and less packaging. Equally, when we started sourcing tea few years ago, we found that there was a little on-cost in doing that. But as soon as we began to encourage farmers and plantations to become sustainable, there was a balancing of supply and demand and thereby cost was balanced."

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