

Now, customers can refill HUL products at stores

AYUSHI KAR

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Now you can walk into a store with an old bottle and get a refill of Hindustan Unilever Limited's (HUL's) brands, including Surf Excel, Vim and Comfort, without having to purchase a new packet.

HUL has launched an in-store vending model for its homecare products with the aim to reuse, reduce and recycle plastic, called 'Smart Fill'. It offers consumers an option to reuse their plastic bottles by refilling products from HUL's brands through

the use of the smart refiller.

Incentive offered

To access products from the Smart Fill machine, consumers can either use their old empty bottles or purchase a Smart Fill bottle from the store at a nominal price. As an incentive, consumers are being offered ₹30 off on the MRP or effective price at the store if they get their own bottle and ₹15 off to those who purchase the Smart Fill bottle.

Prabha Narasimhan - Executive Director (Home Care)

for Hindustan Unilever and Vice-President (Home Care) for Unilever South Asia, said, "Through this initiative, we wish to bring about a positive change in our society and make continuous progress towards a circular economy. The launch of the Smart Fill vending machine is yet another step to address one of the challenges of managing plastic packaging waste. We hope this innovation will bring awareness and give consumers an opportunity to contribute effectively in managing plastic waste."

HUL has partnered with Reliance Retail for this project.

Damodar Mall, CEO Grocery Retail at Reliance, said, "We are excited about this initiative with HUL. Reuse & Recycle is a natural instinct in Indian families. These societal habits must find their modern expressions, too. HUL Refillery is one such smart effort.

"Our shoppers at Smart Superstore are already loving it. We are looking forward to taking the Refillery idea to many more urban centres, along with the HUL Team."