



20th March, 2025

Stock Code: BSE: 500696  
NSE: HINDUNILVR  
ISIN: INE030A01027

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National Stock Exchange of India Ltd  
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Plot No. C/1, G Block,  
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Dear Sir/Madam,

**Sub: Press Release**

Please find enclosed the Press Release titled 'HUL Board approves investment to strengthen flexible plastics circularity' being issued by the Company.

This information will also be hosted on the Company's website, at [www.hul.co.in](http://www.hul.co.in).

You are requested to kindly take the above information on record.

For **Hindustan Unilever Limited**

RADHIKA  
KARTIK SHAH

Digitally signed by RADHIKA  
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Date: 2025.03.20 21:00:03  
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**Radhika Shah**  
**Company Secretary & Compliance Officer**  
**Membership No: A19308**

PRESS RELEASE

## **HUL Board approves investment to strengthen flexible plastics circularity**

MUMBAI, MARCH 20, 2025: The Board of Directors of Hindustan Unilever Limited (HUL) at its meeting today approved the investment for acquiring 14.3% stake in Lucro Plastecycle Private Limited (Lucro), a leading player in recycled flexible plastics. It is a well-integrated waste management, recycling and product manufacturing company, working to create a circular plastics economy for a better tomorrow.

HUL's investment is a step forward towards its sustainability goals to scale up the use of recycled flexibles content in packaging, in line with the Government's vision of zero plastic waste future. The investment aims to strengthen plastic circularity by increasing the availability of recycled content for flexibles, providing a roadmap for businesses to move towards sustainable plastic packaging and address the challenge of hard-to-recycle flexible plastic.

**Rohit Jawa, HUL CEO and MD**, said, "This investment is a significant step in building the capabilities in recycling and developing the circular economy model for plastic, which is in line with our firm belief that what is good for India is good for HUL."

**Ujwal Desai, Managing Director, Lucro**, said, "At Lucro, we turn the challenge of recycling post-consumer flexible plastics into an opportunity to create high-quality, recycled plastics while driving the circular economy. This investment by HUL paves the way for increasing our recycling capacity, driving large-scale commercial adoption of post-consumer resin and setting a new benchmark for sustainable plastics."

### **About Hindustan Unilever Limited (HUL)**

Hindustan Unilever Limited (HUL) is India's largest Fast-Moving Consumer Goods company, with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

For more information, please contact:

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