

Published Date:	4 Sep 2023	Publication:	The Economic Times [Ahmedabad]
Journalist:	Kiran Kabtta Somvanshi, Sagar Malviya	Page No:	1

HUL Relying on New Detergent-making Tech in Green Drive

CUTTING EMISSIONS Co to make silicate, soda ash in a more environmentally friendly way

Kiran Kabtta Somvanshi & Sagar Malviya

Mumbai: In a global first, HUL — India's biggest consumer goods firm — is piloting a new technology to manufacture key raw materials of detergents, soda ash and silicate, which will significantly reduce greenhouse gas emissions. For its parent Unilever, India will also be the first market for the initiative of having near zero soda ash through green ammonia by partnering with suppliers and vendors for its sustainability agenda.

"This is not green for the sake of being green. At the heart of it is we take consumer pain points, and we need products that are superior, affordable, and sustainable. We have some amazing examples where it is possible to reduce emissions and improve performance...", said Deepak Subramanian, executive director, home care, at HUL.

The company is the market leader with over 43% of India's laundry market with brands such as Surf, Rin, and Wheel. HUL's home care business in India is the biggest for Unilever globally with annual sales of ₹21,230 crore. "This is a category where performance matters and we are very clear that if that drops in our hunt for sustainable products, then consumers will penalise us for it," added Subramanian.

Last fiscal, HUL decarbonised operations with 97% reduction in CO2 emissions per ton of production against the 2008 baseline. It has been plastic neutral from 2021. About 95% of its paper and board in packaging, 82% of tomatoes and 69% of tea came from sustainable sources. It also delivered a combined water potential of over 2.6 trillion litres. Under Unilever's Compass Commitment and Climate Transition Action plan, HUL has set out a clear pathway to achieve zero emissions in their operations by 2030 and net

Green is Clean

Co bets on green ammonia to make ingredients



HUL is laundry market leader with over 43% share

HUL's home care business in India is the biggest for Unilever globally

KEY PRODUCTS
 • Surf
 • Rin
 • Wheel

₹21,230 Cr
Annual sales

zero emissions across the value chain by 2039. However, it requires support from its supplier ecosystem to boost the company's green quest.

"We have to work even more collaboratively with our partners to bring breakthrough technology..." said Rajat Aroora, home care R&D head, South Asia and Asia at HUL.

"Soda ash is one of our key ingredients. We capture carbon from the atmosphere, which is used as a feedstock for the process. One of the feedstocks for the processes, ammonia, and working with the DFL and the partners, we will get the world's first green ammonia being used to manufacture the soda ash. So that takes us to near net zero."

At the Clean Future Summit HUL hosted last week, the company announced the launch of new technology to manufacture soda ash and silicate — ingredients used in laundry detergents — that will significantly reduce Scope 3 emissions for the company. Scope 3 covers all the indirect GHG emissions created by a company's value chain consisting of its upstream and downstream suppliers.

HUL will scale up the low GHG soda ash enabled through carbon capture technology and use of biomass in the boiler with Tuticorin Alkali Chemicals and Fertilisers Limited (TFL).