



RECEIC Awards on Resource Efficiency & Circular Economy



AMARA RAJA | ENERGY & MOBILITY

RESOURCE EFFICIENCY & CIRCULAR ECONOMY INNOVATIONS

GRAND JURY PRESENTATION ROUND

10th MARCH 2025

Agenda



**ABOUT THE
INITIATIVE**



ACCOMPLISHMENTS



**WAY FORWARD
PLAN**

Intro



ARE&M is proud to be part of program contributing directly to the sustainability of our Mother Earth

- Dinakar Karlapudi – Biz.SCM (BWMR Team)
- Bala Krishnan – Biz.SCM (BWMR Program)

Amararaja is one of the largest Recycled Lead Consumer in India

Every 10 used batteries collected helps in producing 6 batteries with recycled lead

We are part of a team marching towards 100% of recycled source of material usage in our batteries

About our Initiative

- Problem Statement:

- ARE&M's commitment to circular economy meeting the sustainability standards as well as the stringent norms of BWMR Rules 2022.

- Solution:

- Design a program with special teams and create awareness among cross functional teams including our customers, channel partners ranging of about 2000+ distribution cum collection points across PAN India
- Implement methodologies of lifting from various geographical locations including Metros, cities, towns and even remote locations across India
- We also have collaborated with 20+ well established and authorized lead acid battery recyclers across India.
- Incubate smaller sustainable circular economy chains within our channel
 - AREML → Distributors → Dealers → End Users for Good Batteries
 - End Users → Dealers → Distributors → AREML → Recyclers → AREML for Used Batteries



About our Initiative

- Leadership Involvement, Maturity Level and Geographical coverage:
 - “We at Amara Raja, prioritise a sustainable future by implementing renewable energy sources, reducing emissions and water usage, and following a circular economy model to minimise waste and maximise resource efficiency throughout operations. This focus on environmental responsibility helps drive positive environmental impact across all facets of our operation”. – ***From our Executive Director Desk***
 - Our closed-loop lead recycling process reflects our emphasis on reducing waste and fostering a more sustainable production cycle. In our pursuit of sustainability, we have gained important insights, particularly in collection and recycling.

Our commitment to sustainable growth through creation of circular economy has further been strengthened by our investment into a World Class Greenfield Battery Recycling Plant in Tamil Nadu,



Accomplishments

ARE&M BWMR program has been successful in generating 100% of our EPR targets through collection and recycling, without resorting to purchase of credits, inline with the EPR concept introduced by CPCB and MoE, Govt of INDIA.



We have successfully created a supply chain across India with an ability to lift small and large tonnages of used battery scrap.



83% of raw material today is sourced through recycling, Adding to this our new Smelting plant will boost our program by creating a backward integration channel.



Our wholly owned subsidiary ARCSPL is equipped with advanced technologies such as a de-sulphurization system and oxy-fuel technology to significantly reduce CO2 emission and minimize lead content in slag, ensuring environmental sustainability

Accomplishments



Net Zero Impact Award 2024



CII Excellence Award 2024 in Water Management



Silver award in Asia's Best Sustainability Report (First Time) Category, 2023



CII Gold Award 2023 for EHS Excellence



Golden Peacock Award 2023 for Sustainability



Sustainable Organization Award 2023 by UBS Forum



Best Overall Sustainable Performance 2023 by Transformance Forums



Excellence in Climate Change Mitigation Award 2023 by ASSOCHAM

Way Forward

Resource Efficiency & Circular Economy

- **Scale up the used battery collection for recycling to 90% of Sales**
- **Increase recycled lead and lead alloys in production to 100% there by cutting down the usage of virgin lead**
- **Increase recycled plastic in production to >20%**
- **Build a community of organized players by following all the statutory norms and requirements**
- **Initiated the Installation of Zero Liquid Discharge systems in our ARCSPL Plant**



THANK YOU