



Birla Cellulose and Circ Announce Strategic Partnership to Accelerate Scaling Textile Recycling Innovation

Strategic Collaboration Aims to Drive Growth of and Access to Recycled Fibres

Birla Cellulose, the cellulosic fibres business of the Aditya Birla Group and one of the world's leading Man-Made Cellulosic Fibre (MMCF) producers through its flagship company Grasim Industries Limited, and Circ, a US-based textile-to-textile recycling innovator, have announced a long-term strategic partnership aimed at accelerating the scaling of recycling fibres within the textiles sector.

This groundbreaking collaboration proposes, for Birla Cellulose to purchase up-to 5,000 tons of Circ's pulp, per year, for a period of 5 years from Circ's first commercial-scale facility. This pulp will be converted into lyocell staple fibre, significantly enhancing access to recycled materials and supporting Circ as it scales its commercial production.

"Our partnership with Birla Cellulose, a leading global producer of MMCFs, is significant as it demonstrates both Circ's ongoing progress towards scalability as well as the industry's commitment to investing in a truly circular economy," said **Peter Majeranowski, CEO of Circ**. "Together, we are poised to create a more sustainable fashion future by integrating recycled materials into textiles on the global stage."

Dr. Aspi Patel, Chief Technology Officer of Grasim Industries Limited, said, "This partnership reflects our deep commitment to environmental stewardship and represents a crucial step in advancing innovation within the textile industry. By combining Circ's cutting-edge recycling technology with our cellulosic fibres, we are significantly enhancing the potential for a truly circular economy."

As brands and consumers increasingly prioritize eco-friendly options, the supply chain will play a pivotal role in facilitating demand. The partnership between Birla Cellulose and Circ demonstrates the role of collaboration in

effectively scaling recycling initiatives. With the appetite for recycled materials outpacing the current supply, Birla Cellulose's willingness to procure and utilize Circ pulp ensures Birla Cellulose's customers have access to high-quality recycled Circ Lyocell. This partnership enables brands and supply chain partners can partake and play their part in the future of the global fashion industry.

Both companies are committed to promoting circular economy practices and reducing environmental impact through innovative technology and material reuse. They are also aligned on their shared vision for a sustainable future with a promise to set new benchmarks in the textile industry.

ABOUT BIRLA CELLULOSE:

Birla Cellulose, the cellulosic fibres business of the Aditya Birla Group, is a leading producer of sustainability-focused Man-Made Cellulosic Fibres (MMCF). Operating 12 manufacturing sites, Birla Cellulose employs environmentally efficient closed-loop technologies, integrating recycled materials to conserve natural resources. Recognized as a top MMCF producer, Birla Cellulose has earned a 'dark green shirt' rating from the Canopy Planet Society, reflecting its commitment to environmental excellence.

ABOUT GRASIM INDUSTRIES LIMITED:

Grasim Industries Limited, a flagship company of the Aditya Birla Group, ranks amongst the top publicly listed companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Cellulosic Fibres, Diversified Chemicals, Fashion Yarn and Fabrics producer in India. Implementing next phase of transformational growth journey, the company has entered paints business under the brand name 'Birla Opus'. Out of the six plants to be set-up for manufacturing decorative paints across pan India locations, three plants commenced operations in Apr'24. Leveraging the Group synergies, Grasim has launched 'Birla Pivot', the B2B online marketplace for building materials. Through its subsidiaries, UltraTech Cement, Aditya Birla Capital and Aditya Birla Renewables, it is also India's prominent cement producer, leading diversified financial services player and clean energy solutions player. At Grasim, there is an endeavour to

create sustainable value for 45,000+ employees, 2,52,000+ shareholders, society, and customers. The company reported consolidated net revenue of ₹ 1,30,978 Cr. and EBITDA of ₹20,837 Cr. in FY 2024.

ABOUT CIRC:

Circ is on a mission to power the clean closet with patented technology that recycles global fashion waste back into textiles. Circ is building a truly circular economy for the fashion industry. To ease the way for recycled fibres, Circ operates Circ-Ready, a select community of global supply-chain partners with a demonstrated ability to utilize Circ materials. Headquartered in Danville, Virginia, a former epicenter of textile production in the United States, Circ is a 2023 Earthshot Prize Finalist, 2024 Fast Company Most Innovative Company, and a Certified B Corporation revitalizing the future of material technology and manufacturing. To learn more about Circ, visit www.circ.earth.
