Birla Cellulose achieves Dark Green Shirt rating for 6th Consecutive Year

Birla Cellulose, the cellulosic fibres business of the Aditya Birla Group, has once again demonstrated its leadership in sustainable sourcing and forest conservation by earning the coveted Dark Green Shirt rating for the sixth consecutive year in Canopy's Hot Button Report 2025.

Canopy's Hot Button Report is a globally recognized benchmark assessing the environmental performance of man-made cellulosic fibre (MMCF) producers, with a strong focus on forest protection, transparency, and next-generation solutions. The Dark Green Shirt is the highest category awarded, signifying excellence in sustainable sourcing and innovation.

Commenting on the development, Mr Vadiraj Kulkarni, Business Head, Birla Cellulose, said, "Receiving Canopy's Dark Green Shirt for the sixth year in a row reaffirms our leadership in sustainable sourcing and NextGen innovations. We remain dedicated to advancing circular solutions and collaborating with partners to protect ancient and endangered forests while delivering high-performance, nature-positive fibres to the global textile industry"

Reinforcing this recognition, Canopy commended Birla Cellulose for its consistent leadership and commitment to sustainable innovation.

"Congratulations to Aditya Birla (Birla Cellulose) on their Dark Green Shirt rating in the 2025 edition of the Hot Button Report. Since the inception of the Hot Button in 2016, Birla has been a leader in the MMCF sector" **said Nicole Rycroft, Founder and Executive Director of Canopy**. "With opportunities to significantly increase their use of Next Gen inputs along with their prioritization of scaling circular alternatives, we are optimistic about them continuing to be at the fore of the industry and perform strongly in future editions of the Hot Button Report.

About Canopy's Hot Button Report:

Canopy's Hot Button Report is the go-to resource for brands and retailers in the fashion industry when it comes to ensuring that they are sourcing from MMCF producers who are eliminating the risks related to biodiversity loss and deforestation in their supply chain. The importance of environmentally friendly business practices in the textile industry has indeed gained a significant amount of traction as more than 550 global brands are looking to source from 'green shirt' producers. The brands in question have combined annual revenues of over US $1 trillion, so this commitment from the brands can be viewed as a huge step in the right direction. The ranking of 'dark green shirt producer' is one that has gained an impressive amount of popularity amongst brands and signifies the highest level of implementation of Canopy Style requirements for Ancient and Endangered Forest conservation, transparency, Traceability and next-generation solutions.

Birla Cellulose, the Cellulosic Fibres Business of the Aditya Birla Group, is a leading sustainability-focused Man-Made Cellulosic Fibres (MMCF) producer.

Birla Cellulose operates 11 sites for pulp and fibre manufacturing that apply environmentally efficient closed-loop technologies including recycled materials and enhanced conservation of natural resources. Its five advanced research centres are equipped with state-of-the-art facilities and pilot plants. Birla Cellulose’s fibres are made from renewable wood and are produced using a closed-loop process with significantly lower carbon emissions and lower resource consumption.

Birla Cellulose collaborates actively with its upstream and downstream partners to create a bigger and broader positive impact on the sustainability of its value chain. Visit https://www.livabybirlacellulose.com/

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