

THE REFILL REVOLUTION

Building the reuse infrastructure for tomorrow!



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About Refillable

- The Plastic Problem
- The RevoSolution
- Our Journey
- Presence

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B2B Methods

- Existing Supply Chain
- The Refillable Model
- Process flow

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- Value Proposition
- ESG Proposition
- EPR Proposition
- Benefits

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B2C Proposition

- Why Reuse & Refill is the way forward
- Our Reuse Infrastructure
- Our Refill Infrastructure
- Types of Refills

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- Liquid partners
- Thank you

THE PLASTIC PROBLEM

- 26,000 KGs of plastic enter the landfill everyday.
- 40% of the plastic waste is generated through packaging.

B2C Landscape:

- Every Household in India contributes upto 40% of the total waste generated.
- There are only a few sustainable alternatives that consumers can use/switch to.
- Indian consumers in the lower & middle income categories use MLP which is unrecyclable

B2B Landscape:

- B2B players are the highest waste generators in India.(60% waste generated from their end.
- ESG/EPR guidelines are mandated & now brands want to switch to sustainable alternatives to be green/O Waste companies.
- The Infrastructure to help achieve this in the B2B space is in its nascent stage.



Glimpse of daily waste generated



Increase of consumption of daily packaged products



Waste to Energy is expensive & Resource intensive

Reverse Logistics Flowchart



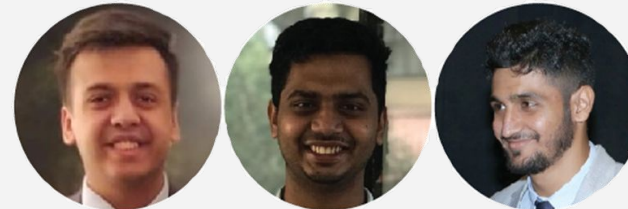
Reverse Logistics is not economically feasible

THE REVO(SO)LUTION



Refillable is India's 1st reuse & refill system provider for home care & personal care products.

We launched a portable convenience store with the entire range of home care products We launched this initiative on 5th June, 2020 on World Environment Day.



<CLICK IMAGE TO VIEW VIDEO >

OUR JOURNEY



IMPACT & PRESENCE

WE LAUNCHED THIS INITIATIVE ON 5TH JUNE, 2020 ON WORLD ENVIRONMENT DAY. SINCE OUR INCEPTION WE HAVE:

PREVENTED ABOUT 10000+ KGS OF WASTE FROM
ENDING INTO LANDFILLS.

REACHED OUT TO ABOUT 10000+ HOUSEHOLDS

LOCATIONS

MUMBAI

BANGALORE

PUNE

SURAT

CHENNAI

TRIVANDRUM

LUCKNOW



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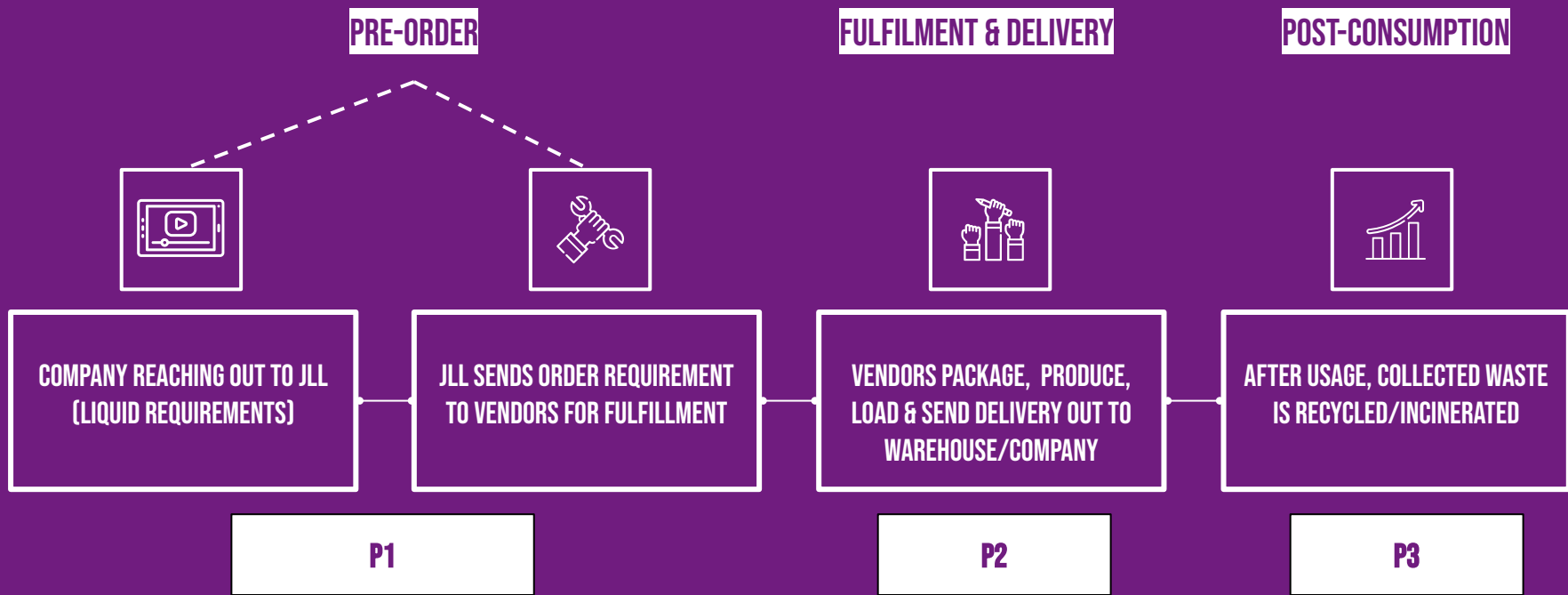
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CURRENT SUPPLY CHAIN



REFILLABLE SUPPLY CHAIN

PRE-ORDER

FULFILMENT & DELIVERY

POST-CONSUMPTION



COMPANY REACHING OUT TO JLL
(LIQUID REQUIREMENTS)

JLL SENDS ORDER REQUIREMENT
TO VENDORS FOR FULFILLMENT

VENDORS PACKAGE, PRODUCE,
LOAD & SEND DELIVERY OUT TO
WAREHOUSE/COMPANY

REFILLABLE COLLECTS THE WASTE
POST CONSUMPTION

REFILLABLE-REUSE/REFILL INFRASTRUCTURE



CURRENT SNAPSHOT

ENVIRONMENT SAVINGS PER 1L REFILL

83 GRAMS OF PLASTIC

165 GRAMS OF CO2 EMISSIONS

5.5 LITRES OF WATER

REVENUE

\$6,088 REVENUE FROM SALE OF LIQUIDS(MONTHLY)

\$8,523 REVENUE FROM TENDER(MONTHLY)

INVESTMENT

\$235,000 RAISED FROM CLIMATE TECH INVESTORS - ON DECK & THIRD DERIVATIVE

\$73,000 GRANT FROM TRANSFORM(UNILEVER)

\$100,000 WORK ORDER FROM UNILEVER

PROCESS FLOW

Once we receive the order we clean, wash & sterilize the 5ltr containers in our cleaning facility & dispatch the order.

Clients on a monthly/weekly basis receive EPR/ESG certification of the amount of waste they saved by using our refill/reuse model & also get the certification of being a green business.

REFILLABLE WAREHOUSE

ORDER RECEIVED AT CLIENTS

ESG/EPR

PROCESS REPEATS

Order is offloaded & given to the procurement team at the clients location.

1. Order is either refilled in existing containers
2. Old empty containers are collected for wash.

At every step we provide the business with:

1. Cost savings every order
2. Logistic support
3. Cleaning facilities for the reusable containers
4. ESG/EPR certifications.

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VALUE PROPOSITION

B2B INFRASTRUCTURE

Refillable has in place the infrastructure & expertise to cater to clients needs & act as their Reuse & Refill partners.

COST SAVING

Refillable eliminates repackaging & also purchases in bulk. We are cost effective as we save on packaging costs which can be passed on to our clients.



NO DISRUPTION IN SUPPLY CHAIN

Refillable & its integration starts post consumption & thus our practices or processes does not disrupt any parties existing supply chain.

COMPLIANCE FULFILLMENT

We help all our clients comply with ESG/EPR norms. We send to our clients impact reports/ESG & EPR reports which are mandated by law .

Why Act Now?



Country

Unilever pledges to halve use of new plastics

Consumer goods giant to push reusable packs, refills and alternative materials and halve usage by 2025

Companies

The sharp edge of India's war on plastic

9 min read . Updated: 17 Sep 2019, 10:33 PM IST

Sayantan Bera, Suneera Tandon

The Centre's campaign against low-grade plastic could disrupt the value chain of items used by millions of Indians

Consumers

ESG

-Environment Social & Governance
-ESG is a practice that businesses
now have to compulsory follow &
abide by - BRSR by SEBI

Importance of ESG:

-ESG is important for a variety of factors.
For the environment, ESG has multiple benefits. It
brings awareness to the different climate issues
that are occurring and encourages businesses to
adopt practices and policies that are better for
the environment.

Refillable & ESG:

-For all our sustainability services to which our
clients subscribes to we provide monthly ESG
reports so that they can quantitatively compare &
report their achievements to their stakeholders.
- BRSR reporting system by SEBI mandates



EPR

-Extended Producer Responsibility as an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle.

EPR in detail:

-As per the new EPR guidelines, Companies have to reuse 70% of bulk packaging by 2025. We expect Companies to start refilling at least 30% of their requirement, and gradually get adapted to the service.
-Check image of the EPR document which links to an EPR report for more details.

Refillable & EPR:

-As we deal in reusing of plastic packaging we work towards helping companies fulfill their EPR requirements.
-EPR will be compulsory by 2025 & the credits accumulated by a company can be used retrospectively once these laws become compulsory.
-There is no Reuse/Refill infrastructure yet in place which help companies with EPR. We are the first ones.

New Govt Legislation for 2025

I. The BO using Category I (rigid) plastic packaging for their products shall have minimum obligation to reuse such packaging as given below.

Minimum obligation to reuse for Category I (rigid plastic packaging).

	Year	Target (as percentage of Category I rigid plastic packaging in product sold annually)
A	Category I rigid plastic packaging of product with volume or weight equal or more than 0.9 litre or kg but less than 4.9 litres or kg, as the case may be	
I	2023 – 24	10
II	2024 – 25	15
III	2025 – 26	20
IV	2026 – 27 and onwards	25
B	Category I rigid plastic packaging of product with volume of weight equal or more than 4.9 litres or kg.	
I	2023 – 24	70
II	2024 – 25	75
III	2025 – 26	80
IV	2026 – 27 and onwards	85

The quantity of rigid packaging reused by BO shall be calculated by reducing fresh plastic packaging manufactured/imported/purchased in that year from the sales of the BO. The BO shall provide this information on the centralized portal developed by CPCB.

II. The quantity of Category I rigid plastic packaging reused shall be reduced from the total plastic packaging used under Category I by the obligated entities (BOs).

III. The quantity of Category I rigid plastic packaging reused during the years 2021-22 and 2022 – 23 shall get reduced from the total plastic packaging used under Category I.

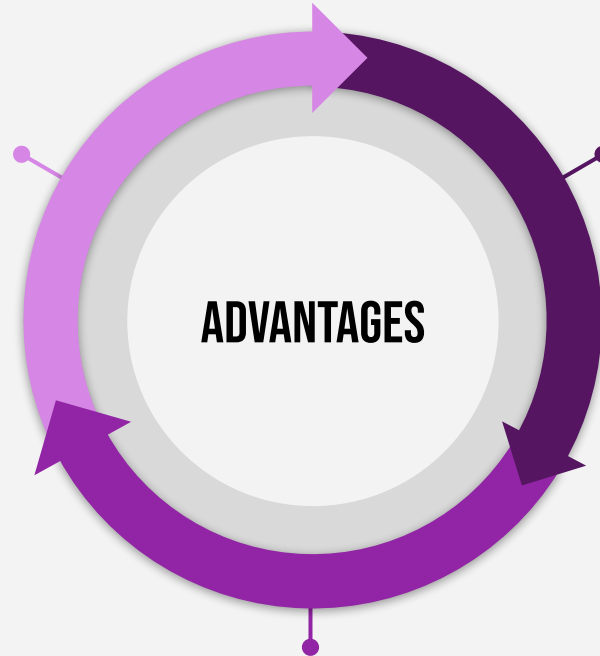
CLICK IMAGE TO ACCESS REFERENCE DOCUMENT ON EPR



BENEFITS

GREEN CREDITS

- With every Refill/Reuse we are able to work in tandem with ESG/EPR norms.
- Thus companies earn green credits which they can offset for tax purposes or trade in the open market.



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- Better costs as we save on packaging & we can transfer the cost savings to our clients
- Better & cheap logistic support.
- Our services in the long run turn out to be cheaper & sustainable with scale.

BRAND VALUE/GREEN COMPANY TAG

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REUSE

Packaging As A Service (PaaS) – PaaS is the long term solution to the packaging crisis. Each packaging unit is designed for at least 10 reuses (including flexible pouches). Each packaging is only rented by brands and customers and which is collected, washed and recirculated

Categories – Everything! Beverages, FMCG, Car Accessories etc

Infrastructure – Reuse Centres (Semi Dark Store model + Enabling material recovering centres)

Pros – Easier to embed in all kinds of packaging, Building on the existing recycling infrastructure

Cons – Capital intensive

REFILL

We believe refills are only scalable if they are convenient to the customers and work with geographical density of orders

Categories – Home Care, Groceries, Personal Care

Infrastructure – Refill Trucks (Doorstep) & Stationery Dispensers (Dense Areas and Super Markets)

Target Audience – Conscious Customers, Dense Markets

Pros – Highest Impact, Best Solution as refilling the same packaging

Cons – Quality Maintenance, Logistically Heavy

REUSE INFRASTRUCTURE

-PAAS(Packaging as a service) has been implemented successfully in 100+ events in the past 4 years.

Products/Flow explained:

1. We design reusable smart packaging.
2. Rent it out to brands.
3. Collect it from onsite locations
4. Wash,dry & restock.

Categories:

1. **Milk:** PET/Glass bottles
2. **Alcohol:** Glass bottles
3. **FMCG:** Reusable pouches

Our smart technology tracks cradle to cradle journey of each packaging which helps us to analyse critical data points



REFILL INFRASTRUCTURE



SHOP ON THE REFILLABLE
STORE



GET PRODUCTS IN REUSABLE
SMART PACKAGING



REQUEST FOR REFILLS AS PER
YOUR NEEDS.



SAVE MONEY & PLASTIC FROM
ENTERING THE LANDFILL

REPEAT

TYPES OF REFILLS



REFILLABLE TRUCK

(Show stopper, Large quantities)



REFILLABLE LITE

(Faster, Efficient & Economical)



DISPENSER

(Easy to use, Cheap & Portable)

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OUR LIQUID PARTNERS



THANK YOU

