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PEOPLE

PLANET

& BEYOND

our   
**CSR**  
commitments  
& initiatives

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## From the Chairman's Desk



Dear Reader,

Our customers know Mulberry as a brand synonymous with exquisite home furnishings. Little is known about our contributions beyond textiles.

Hence, it gives us immense pleasure to present to you a different side of us, in which we are showcasing our initiatives to promote the sustainability of the planet and its people. We take pride in bringing these activities to light and hope to inspire future generations of our people to continue with this legacy of giving back.

As our planet faces a climate crisis, it is incumbent on each one of us to bring about change in every possible way. Being an environmentally responsible business is critical to ensure our future generations live happy, healthy and productive lives.

Our founding father, Mr. Raj Bothra, instilled a deep sense of responsibility in us—responsibility towards our customers, employees, the community and the planet. These values percolate throughout the organisation and are reflected in our policies and decisions. For instance, as a matter of policy, a percentage of our sales and not profits is channeled back to the community.

We are committed to reducing our carbon footprint, from exploring the use of renewable energy sources and recycled yarns to supporting champions of change. We have made progress in fulfilling our sustainability goals because of the support we have received from our customers, employees, partners and other stakeholders.

I would like to thank you for standing by us in our journey of always doing the right thing.

Thank you.

Manish Kumar Bothra



## About Us

Our journey began in 1982, with the foresight of our founder, Mr. Raj Bothra. Mr. Bothra envisaged a future when luxury home furnishings would capture the imagination of consumers all over the world. He set up our first mill in Bengaluru in Karnataka, a 2,13,695 sq foot facility, to produce a line of beautiful silk fabrics.

From those first steps, the company grew into a global brand under his able leadership. Today, with close to 200 direct employees, Mulberry serves over 15 countries, produces a varied collection of 100,000 metres of fabric a month and is recognised for its impeccable standards of quality and service excellence.

We offer an extensive portfolio of furnishing fabrics, including jacquards, velvets, dobbies, embroideries and luxurious silks, besides an exclusive range of rugs and wall coverings. The fascinating transformation of yarn into fabric, rugs or wall drapes takes place at our in-house facilities. These facilities are equipped with state-of-the-art machines for yarn twisting, yarn preparation, weaving and finishing. Artisans in our dedicated units for embroidery and printing design exquisite products with our wide range of fabrics.

Mulberry has been recognised as a leader in home textiles, having won the Gold Award for Overall Export of Silk and Silk Products by the Indian Silk Export Promotion Council for eight years in a row.

**The Mulberry motto is to pursue excellence in everything we do. Our values of integrity, reliability, resourcefulness and environmental consciousness have made us a global brand of choice that is taking India's rich textile heritage to every corner of the world.**





## Protecting Our Planet

Sustainable Initiatives to Bring About Change

Sustainability is no longer about doing less harm, it is about doing more good.

Jochen Zeitz  
CEO, Harley Davidson

The time to think, debate and wonder about sustainability is long gone. Now is the time for action.

At Mulberry, we are cognizant of the seriousness of the need to protect our planet through positive action. We are looking at every possible opportunity to build practices and processes that reduce our carbon footprint, promote a culture of sustainability in the organisation and support the community in their green efforts.

We are proud to present our stories of change.



## Upcycling Sari Waste Protecting Our Planet



The sari is a single six-yard-long piece of fabric, which is draped into a traditional ensemble and favoured by women across the Indian subcontinent. Woven from a myriad of yarns and into a dazzling array of colours and patterns, the sari is an inherent part of Indian culture. The most dominant product in the Indian apparel market, the demand for saris is expected to grow at six percent year-on-year over the next three years to touch INR 61,700 crore in FY25.

But this much-loved garment has a downside. When a sari is woven, 1 to 1.5 metres of fabric is discarded as waste. Going by the size of the sari market, sari waste disposal creates a sizeable burden on the environment.

As an environmentally responsible organisation, we decided to step in to upcycle sari waste. Given our extensive range of silk textiles, we focused on turning reclaimed silk fibres from sari waste into products of value. Sari waste can be collected from sari weavers as leftover yarns. The other source is old and damaged saris that are then cut into ribbons or shredded and then re-attached to make a ribbon-like yarn.

Non-profits work with spinners to collect silk waste and hand-spin it into yarns. Many of the spindles are part of micro or small family-run businesses in weaving-dominant states like Tamil Nadu and Karnataka in South India and Uttar Pradesh in the North. Depending on the requirement, the waste fibres are either dyed into different colours before spinning or left in their original hues to be spun into stunning drapes.

Mulberry has been sourcing these silk fabrics made from upcycled yarn for over 10 years and marketing them around the world. Our discerning clients then fashion the fabric into luxurious furnishings. With this initiative, we are not only stopping the waste from going to landfills but also providing a new source of income to sari weavers and factories.



## The Better Yarn **Protecting Our Planet**

Responsible sourcing is at the heart of our work at Mulberry. We are constantly on the lookout for yarns processed in environmentally friendly ways.

**EcoVero yarn** is a viscose yarn but can be produced with 50 percent lower energy emissions and lower water consumption. Viscose is a semi-natural yarn sourced from wood pulp. EcoVero yarn, however, is viscose responsibly sourced from certified renewable wood sources and made by using less water and energy. We buy this yarn to create a bespoke range of jacquards and velvet fabrics and offer it to clients who appreciate greener options.

A sizeable part of the Mulberry portfolio is a range of exclusive cotton fabrics, embellished with embroidery and printing. We source cotton only from vendors that are **Better Cotton Initiative (BCI)** certified, the world's leading initiative for promoting sustainable cotton. The programme is dedicated to improving the yield of cotton and helping cotton-growing communities thrive while protecting the environment. BCI aims to redefine the production of this textile staple by using a variety of training techniques and best practices from across the world and by creating a critical connection between supply and demand.



## Reducing Waste **Protecting Our Planet**



In our line of work, we use a lot of packaging materials from the time of sourcing to shipping the finished products to our clients across the world. We aim to reduce its use.

The packaging material we use to ship our products is made from durable material so they can be reused by our clients. This initiative is helping us reduce the amount of single-use plastic and cardboard, thereby limiting its damaging effect on the environment. While it has taken our costs up by 10-13 percent, it has taken us and our clients closer to our sustainability goals.

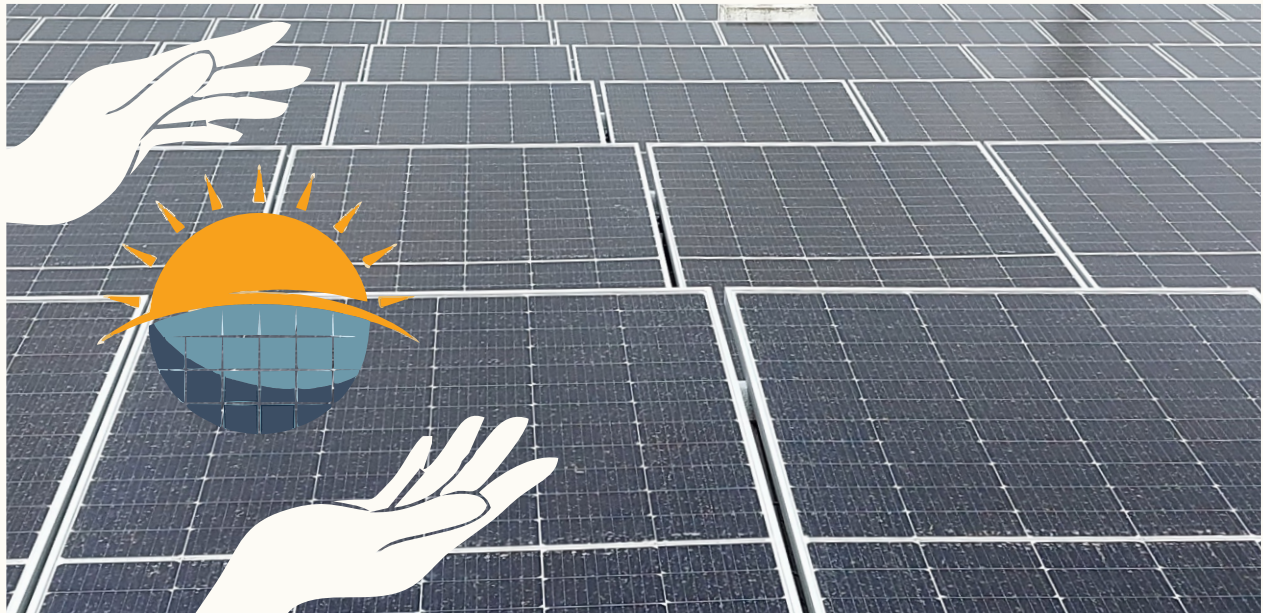
Reduce-reuse-recycle is a philosophy we have adopted across the organisation. Instead of disposing of leftover fabric from our mills, we upcycle them into shopping bags that our team uses in sourcing trips and exhibitions. Using bags made from our own line of fabrics also instills a sense of pride in our team.

Our team members are also encouraged to use less paper in the office. We are diligent in sending old used paper to recycling units.

## Conserving Natural Resources Protecting Our Planet

The state-of-the-art, automated looms in our plants are responsible for flawless finishes but they contribute to high energy usage. We have installed solar panels at our mills to reduce our dependence on fossil fuels. We anticipate that by doing so, solar energy will contribute to nearly 40-45 percent of the total energy consumed at the mill. Going forward, this renewable energy source will be the primary source of energy at our new factory.

With the intention of optimising the use of our water resources, we have installed rainwater harvesting facilities at our mill. During the monsoon season, rainwater gets collected via a system of chains and pipes into a large earth-recharging pit, thereby improving the quality and quantity of groundwater in the larger interest of society. The stored water is then used during the weaving processes, besides other regular uses such as cleaning the facility and watering plants.



### It is in Our Nature to Care

Apart from practices that further our sustainability agenda, we support causes that align with our vision to protect Mother Nature.

### Supporting "Gaushalas"

The cow is a sacred animal in India and a symbol of maternal love and nurturing. Yet, infertile, infirm or old cows are often abandoned on the road to fend for themselves. That has given rise to "gaushalas" or cow sanctuaries across the country. The gaushala is not a concept of modern India but dates as far back as the 3rd or 4th century B.C.E.

Today, there are gaushalas in different parts of the country, where derelict cows are taken off the streets and lovingly cared for. Mulberry supports several non-profits that run gaushalas. Apart from regular contributions for their upkeep, we also donate funds to gaushalas to mark special occasions like birthdays and anniversaries of our founding members.

## Rallying for Rivers

## Protecting Our Planet



A cause that we feel strongly about is the protection of water bodies that are a source of life. We support the **Rally for Rivers Project** by the Isha Foundation. With water levels in Indian rivers fast depleting—some sources say by almost 40% over the last 50 years—there is an urgent need to reverse the trend. The Isha Foundation is spearheading this one-of-a-kind project to create awareness, raise funds and create an ecological impact in the country.

We supported the initiative when it started in 2017. The project has garnered a massive response from the public with 162 million people showing their support. The government has undertaken the recommendations given by Isha Foundation in several states and concrete steps are being taken to bring about change.

We have also contributed towards Isha Foundation's **Save Soil Project**, aimed at spreading awareness about soil degradation. With our soil beds losing nutrients year after year, the need of the hour is regenerative agriculture. By supporting this movement, we are taking a step towards securing a better future for the younger generation.



## Empowering People

Giving Back, Enriching Lives



We rise by  
lifting others!

Robert Ingersol  
Lawyer and Writer

Organisations have an opportunity to create not just business impact but also societal value creation. Social consciousness provides organisations with a purpose beyond profit, which then becomes a rallying point for its people and goes towards fostering a value-driven work culture.

We believe the well-being of a company is intrinsically linked to the well-being of its people and that of the community around it. The programmes we run or support are a step in this direction.

Helping Artisans Thrive

Empowering People



India's rich culture is evident in the enormous variety of arts and crafts that are indigenous to different parts of the country. Bhagalpur, a small town in the state of Bihar in East India, has been producing silk for the past 200 years. Starting with the labour-intensive process of sericulture, spinning the yarn and then hand-weaving the fine strands into bolts of silk fabric, the entire process is locally produced. However, with the advent of technology and quicker processes of dyeing and spinning, these traditional methods were struggling to survive. Buyers prefer textiles produced in power looms that are cost-effective and have shorter turnaround times.

Mulberry reached out to organisations that source silk fabrics directly from traditional weavers. These exclusive handwoven silks are now a part of our portfolio and are being marketed by Mulberry all over the world for their unique and complex designs, which are difficult to replicate with machines.

We have also built a partnership with units in and around Karnataka in South India that follow indigenous block printing, embroidery and screen printing techniques. These textiles are a testament to the special talent of the artists, with skills handed down from generation to generation.



Beirut Blast

Empowering People



On 4 August 2020, 2,750 tonnes of ammonium nitrate, equivalent to 1.1-kilo tonnes of TNT, stored at a warehouse in the port of Beirut in Lebanon exploded, causing widespread devastation. Many people were rendered homeless, their lives wrecked. Help poured in from all corners of the world, including from our team.

As non-profits worked day and night to build makeshift homes for those affected, Mulberry pitched in with fabric to make curtains for these homes. We donated 5,000 metres of fabric that have been turned into curtains for over 200 affected families.



Enabling Education

Empowering People



Education is the key to unlocking opportunities, building self-confidence and creating a more productive and cohesive society.

We realize the importance of providing quality education to children of underprivileged communities, and support several charitable organisations that champion this cause.

One such organisation is the **Nanhi Kali Foundation in India**, which supports the education of young girls from underserved backgrounds. The initiative is designed to provide after-school support, sports activities, access to digital tools and free school supplies. The young students are not only given academic assistance but are also taught essential life skills, self-belief and confidence. Over the last 27 years, Nanhi Kali Foundation has made a difference in the lives of more than 550,000 girls in the country.



### A Boost for Good Health

A country thrives on the back of a healthy population. Healthy people lead productive lives, contribute to the economy, take care of their families and support the community. Hence, when sections of a community are unable to meet their medical needs, it negatively impacts the country.

It is not just the government that is taking care of the medical needs of its people. Many charitable organisations extend help to people who need medical assistance but do not have the financial means to do so. Moreover, several healthcare providers earmark hospital beds for the underserved or offer care at subsidised rates. We support such worthy causes with financial assistance. These charities offer support for cancer treatment, dental care, traditional therapies or treatment for COVID-19, to name a few.

## Our Employee-centric Culture



The very definition of work culture has evolved in recent years, with employee expectations and work habits fast changing. Employees no longer look at location, designation or compensation alone when deciding on a job. Opportunities for skill development and physical and mental well-being are important criteria for employees. To attract and retain talent, organisations need to proactively engage their employees and make them feel valued.

**A recent Gallup survey found that highly engaged business units realise an 81% difference in absenteeism and a 14% difference in productivity.**

Mulberry empowers its teams to learn, grow and maximise their potential.

To **expand the learning** horizons of our senior leaders, we encourage them to join our international sourcing trips and exhibitions. These events, like the HEIMTEXTIL in Frankfurt and PROPOSTE in Como, Italy provide valuable exposure through first-hand interactions with clients and prospects.



Mulberry also offers **internships to college graduates** from fashion and textile streams. The initiative aims to mould today's talent and give them a headstart in the industry. The internships are merit-based and provide youngsters with an opportunity to learn about production, marketing, sales and design, and develop a good understanding of the textile market. Many of these students have been offered permanent positions within the organisation on completion of the internship.

We believe that motivated, engaged and healthy employees are the mainstay of our organisation's success.

At Mulberry, we are firm in our policy **against child labour**. We do not employ, support or condone child labour and are very strict in this regard when selecting our partners and vendors as well.



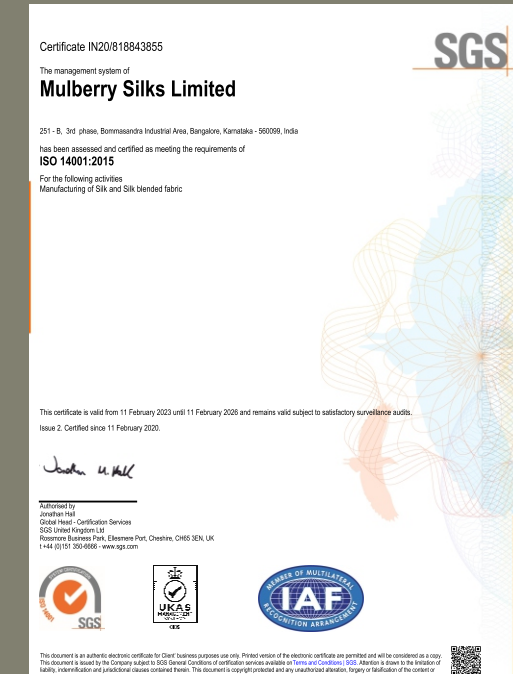
We champion **equity, diversity, and inclusivity** in our organisation. Approximately 65% of our employees in the office are women. We are committed to providing equal opportunities, for both hiring and promotions, and compensation to our employees, irrespective of their gender, ethnicity, sexual orientation or religious beliefs.

Our business was impacted during the **COVID-19 pandemic** due to supply chain issues and movement restrictions. But we made a conscious decision to retain all our employees and continue to pay them regular wages and salaries. In addition, we organised medical check-ups for affected employees or family members.

**Health and safety workshops** take place regularly for our factory and office workers. These workshops focus on first-aid skills, safety norms on the factory floor and personal hygiene.

We aim to nurture a workplace in which every employee feels valued and appreciated. Our policies and programmes are geared to foster a culture of respect, empathy and inclusion.

**It is a matter of great pride for us that many of our employees have been with us for over 20 years. In the future, we will continue to strive to honour this loyalty, empowering our employees to grow and flourish.**



## Our Environmental Certifications

**Sedex Certification** : Sedex, or Supplier Ethical Data Exchange is a not-for-profit organisation that supports businesses committed to continuously improving ethical performance within their supply chains.

**Oeko-Tex Standard 100 Certification** : This certification by Oeko-Tex confirms that the organisation's products have been rigorously tested against a list of up to 350 harmful substances and are toxin-free.

**SGS ISO 14001 Certification** : The International Organization for Standardization (ISO) puts forward a set of standards to clarify the best practices for businesses that wish to reduce their environmental footprint.

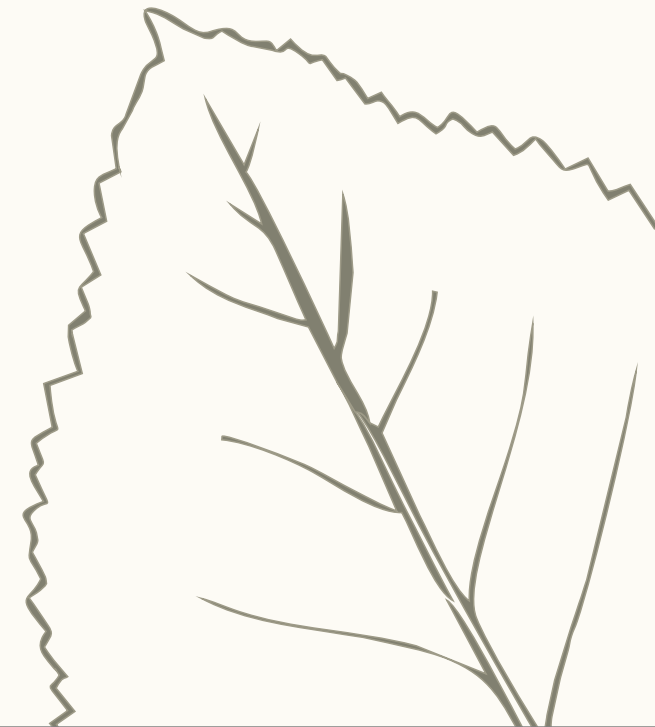


## This is Just the Beginning...



Giving back is deeply ingrained in us and has become a part of our DNA. Over the years, we have supported many initiatives that are aligned with our values and beliefs. In the years ahead, we will continue our quest for a better, more equitable world.

We believe in the power of partnerships to make a difference. This document is an attempt to articulate our ideas for change, both to uplift the community around us and strengthen our sustainability efforts. We hope that with this, we will have our partners' support and participation as we continue to expand our reach and influence with new initiatives.



If working apart, we are  
a force powerful enough  
to destabilise our planet,  
surely working together  
we are powerful enough  
to save it.

Sir David Attenborough  
British Broadcaster and Biologist