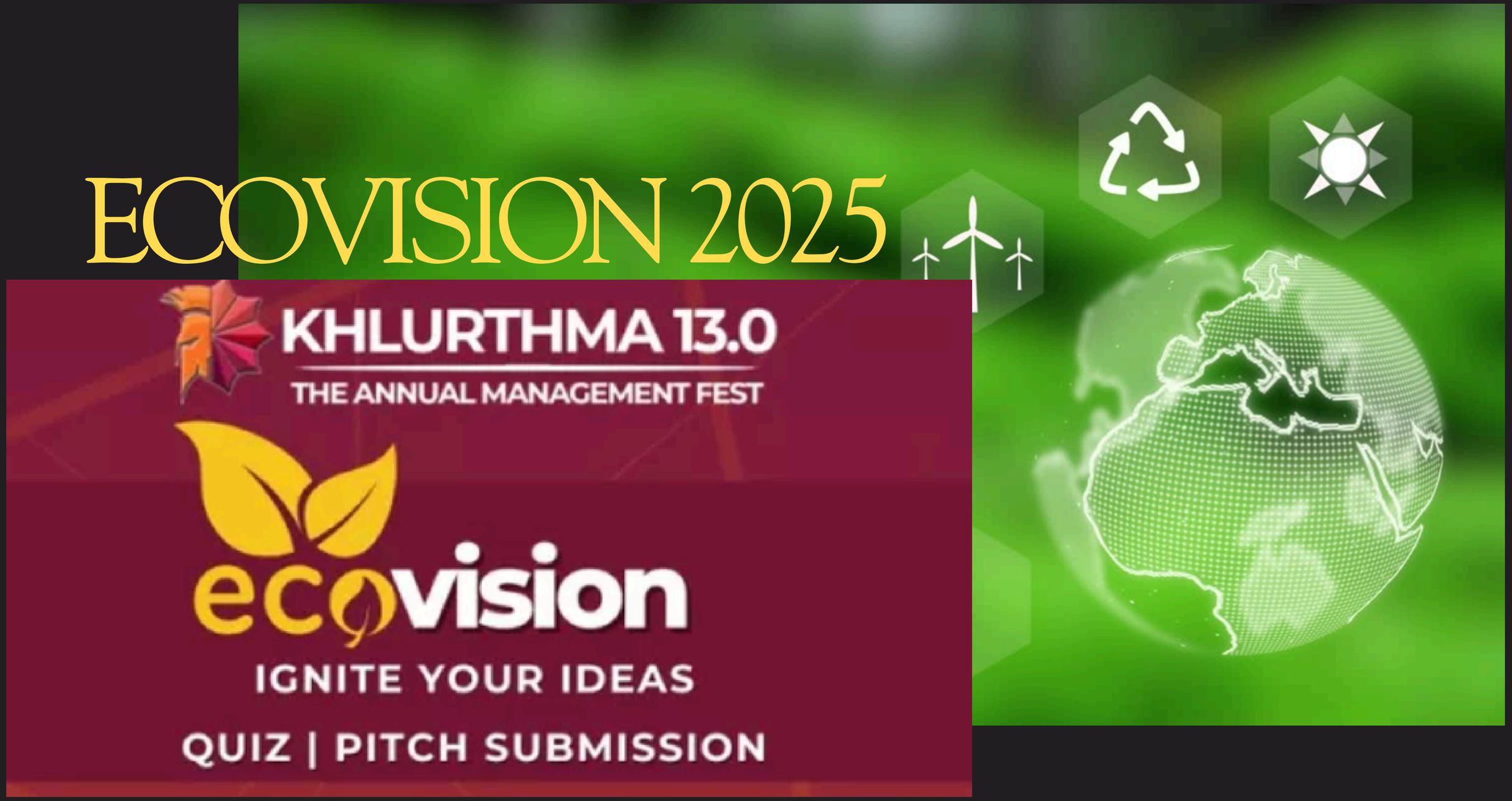
ECOVISION 2025



CSR Initiative: Sustainable Packaging Advocacy

Why Sustainable Packaging?

- Global sustainable market is expected to exceed $393 billions by 2028 from $271.86 billion in 2023. (source)
- Eco-friendly packaging reduces waste generation, reduces carbon footprint, & reliance on non-renewable resources.

Augmented Reality Integration

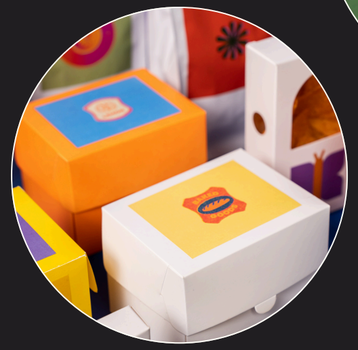
- AR has the ability to make packaging sustainable.
- It can help reduce internal and external use of materials & production processess.
- AR can create multiple packaging helping to provide more information on packaging. (source)

Wild Toiletries reduced packaging costs by 68% through sustainable practices. (source)
Unilever has saved $1.5 billion through sustainable sourcing practices since 2008. (source)
Coca-Cola's PlantBottle initiative uses up to 30% plant-based materials for sustainable packaging. (source)

Using AR to implement Sustainable Packaging

Efficieny Enhacement

- AR can ensure accurate assembly sequences and optimal material usage by providing real time visual instructions to hlep minimize material wasterage and hence reduce errors.

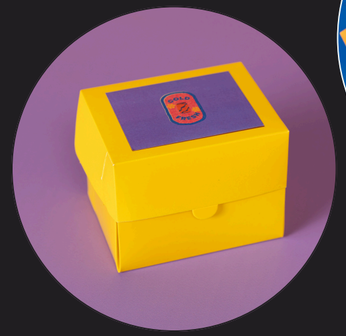


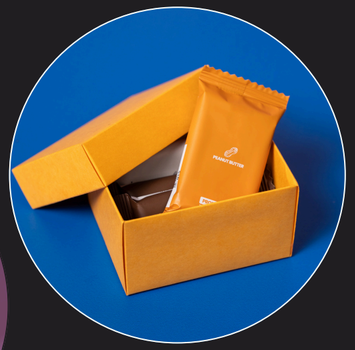
Transparent Supply Chain

- Sustainability metrics (Carbon footprints etc) can be tracked using data analytics with AR to get real-time visibility into supply chain operations. It will also help to identify grey zones for cost reduction.

Reduction in Material Usage

- AR can help compnay design most profitable packaging, hence reducing the cost of actual production. It can also help create packages that takes less space using minimum packaging materials.





Enhanced Customer Engagement

- Having products packaging that are sustainable create a positive brand image for customers, and hence will help brand loyalty and repeat purchases.
  (leading to growth in sales)

IMPLEMENTATION PLAN

PHASE 1
Assessment
(Weeks 1-4)

Key Actions:

- Conduct waste & inefficiency audit across supply chain.
- Identify areas for material reduction & process optimization.
- Gather baseline data (carbon footprint, waste generation).

Expected outcomes:

- ✔ Reduces material wastage
- ✔ Identifies cost-saving opportunities

PHASE 2
AR Integration
(Weeks 5-12)

Key Actions:

- Implement AR-based design tools for packaging optimizati
- Deploy AR worker guidance systems to improve material efficiency.
- Train employees on AR-enable waste reduction techniques.

Expected outcomes:

- ✔ AR-powered simulation for right-sizing packaging
- ✔ AI-driven quality control systems

PHASE 3
Performance
Monitoring
(Ongoing)

Key Actions:

- Integrate AI & AR analytics real-time waste tracking.
- Generate automated sustainability reports.
- Continuously refine packagin strategies based on data insigh

Expected outcomes:

- ✔ Measurable improvement in packaging sustainability
- ✔ Continuous cost savings through data-driven decisions

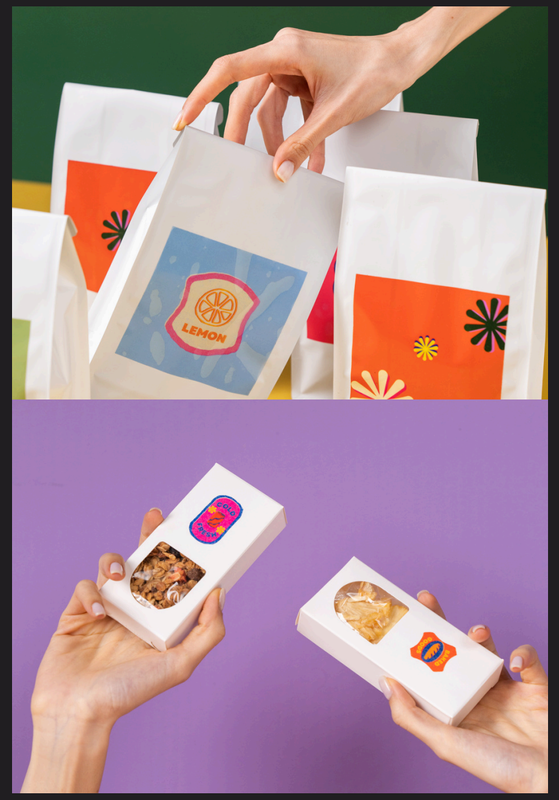
ROI PROJECTION

Category	Initial Costs	Annual Savings
Equipment	₹100, 000	
Labour	-	₹20,000
Materials & Shipping	-	₹30, 000
Waste Management & Compliance Fines	-	₹10,000

Assuming NatureFirst Innovations invests ₹100,000 in automated sustainable packaging solutions.

Total Annual Savings: ₹60,000

Payback Period: Approximately 1.67 years (₹100,000 / ₹60,000)



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THANK YOU