

ENVIRONMENT



Embarking our journey for greener future

We, at Vedant Fashions, consider sustainability as our ability to survive and thrive in the face of growing uncertainties. To address the critical concerns towards climate change, we are embarking our journey towards lower-carbon and greener future.

Our analysis identified a need for concerted action in two key areas:



Reducing emissions from brands' own operations

At Vedant Fashions, we endeavour to reduce the emissions from our own operations. We have energy efficient lighting and air conditioning system in place at our own premises.

To increase our use of sustainable transport, we have initiated the process of converting company owned four-wheelers into electric vehicles.



Encouraging sustainable consumer behaviour

The adoption of a more conscious approach to fashion consumption, changes in consumer behaviour during use and reuse of apparel. The beauty of traditional wear is that they have a long life, and sometimes, they are also passed down from one generation to another, making them perfect memory keepsake.

Hence, the shelf life of our product is much longer than the casual attire. These key levers endorse the circularity of the material through promoting reuse of the attire for longer period of time.

Waste Management

Our Commitments

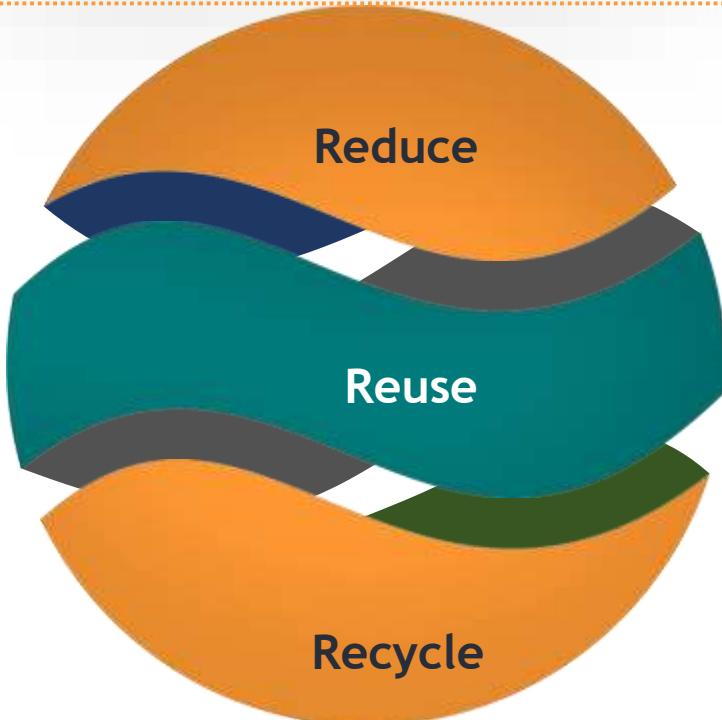
- Our waste management commitments prioritize sustainable practices, ensuring minimal waste generation through efficient processes and responsible consumption.
- We are dedicated to waste minimization and recycling, striving to reduce our environmental footprint and contribute to a cleaner, greener future.



Our actions

- Implemented waste reduction initiatives such as digital invoicing, promotion of paper/ cloth bags over plastic bags, no plastic bottles at the office, e-signing of documents etc.
- System accounting of waste generated.
- Disposal of hazardous waste through authorized vendors.
- Engaged an authorized EPR agency to collect, transport, and recycle plastic waste in compliance with the Plastic Waste (amended) Management Rules, 2022.

Our 3R approach



Introduce paper/cloth bags over plastic bags at stores

Donate deadstock to needy communities

Collect and recycle plastic waste through registered recycler



Key highlights (2024-25)



Plastic recycled
55,000 kg



Textile recycled
2,396 kg



Cardboard waste recycled
2,244kg