



# Brand Audit 2021 UNWRAPPED

## KARNATAKA'S TOP PLASTIC POLLUTERS

Bangalore | Coorg |  
Mysore | Bettahalasuru

Report Release  
February 2022





A group of people, including women and children, are working in a recycling facility. They are sorting through large piles of plastic waste, including bottles and containers. One woman is kneeling and examining a piece of waste, while another is sitting on a chair, possibly recording data. The facility has a corrugated metal roof and brick walls. The scene is busy and focused on environmental cleanup.

# WHAT ARE BRAND AUDITS?

Brand Audits are data-driven, citizen led initiatives in which plastic waste is documented to identify the companies responsible for plastic pollution

Conceptualised by: Break Free From Plastics (BFFP), the aim is to build a powerful global movement, for a future free of plastic pollution.



## Home Audits

Home audits reflect the composition of household plastic waste generation



## Clean-ups

Clean-ups of waste in public spaces reflect the composition of plastic waste that has ended up as pollution

# Methodology

There are broadly two types of brand audits, based on the source of plastic waste

## Audit

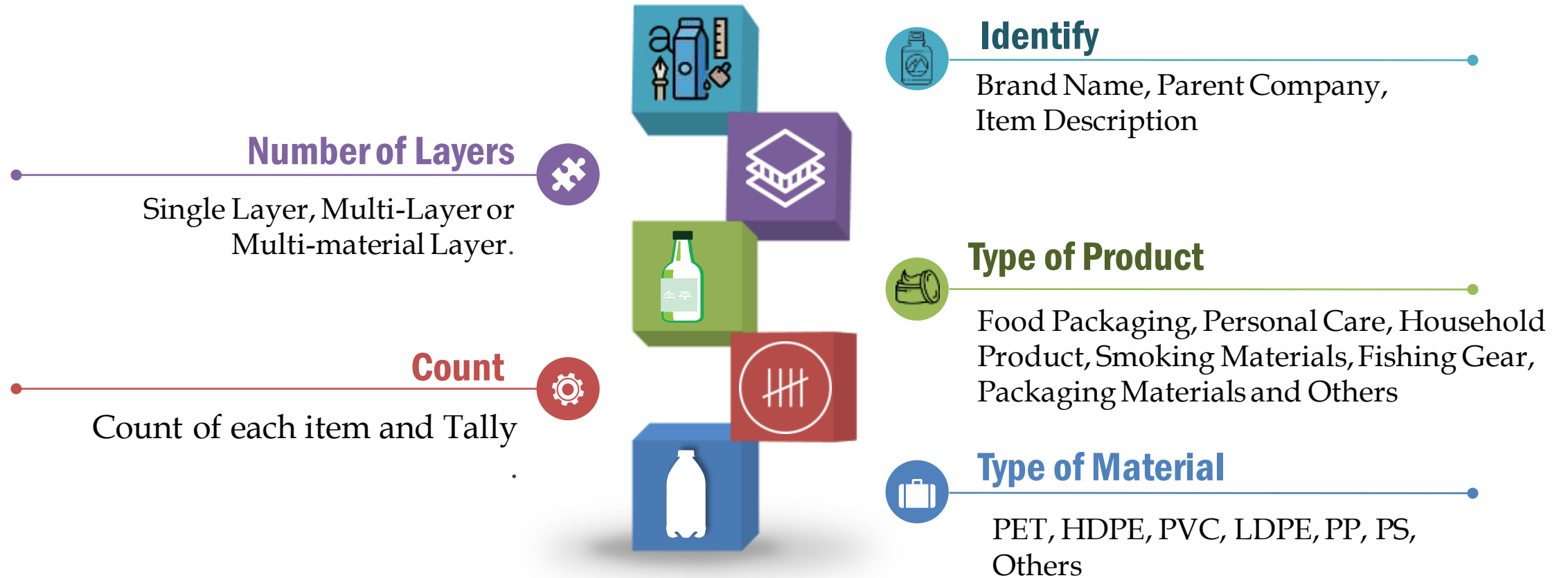
Once the plastic waste is collected, data on each piece of plastic is recorded.

- Brand name,
- Parent company,
- Product type,
- Plastic resin type, and
- Single or multi-layered plastic.



















# The Key Elements



# Know Your Plastics

<p>Polyethylene terephthalate</p>  <p><b>PET</b></p>	<p>High Density Polyethylene</p>  <p><b>HDPE</b></p>	<p>Polyvinyl chloride</p>  <p><b>PVC</b></p>	<p>Low density polyethylene</p>  <p><b>LDPE</b></p>	<p>Polypropylene</p>  <p><b>PP</b></p>	<p>Polystyrene</p>  <p><b>PS</b></p>	<p>Others</p>  <p><b>O</b></p>
						
<p>Soda &amp; Water bottles Medicine bottles,</p>	<p>Shampoo bottles, Oil bottles, Detergent Bottles</p>	<p>Plumbing pipes, wire covers</p>	<p>Milk Packets, Cling wraps, Plastic Bags, Squeeze bottles</p>	<p>Take-away food boxes, yoghurt containers, bottle caps, toys</p>	<p>Disposable Cutlery Thermacole</p>	<p>Sachets, Chips packets, Toothpaste, Tubes, Cigarette buds</p>
<p><b>Widely Recycled</b></p>	<p><b>Widely Recycled</b></p>	<p><b>Sometimes Recycled</b></p>	<p><b>Sometimes Recycled</b></p>	<p><b>Widely Recycled</b></p>	<p><b>Not Commonly Recycled</b></p>	<p><b>Not Commonly Recycled</b></p>

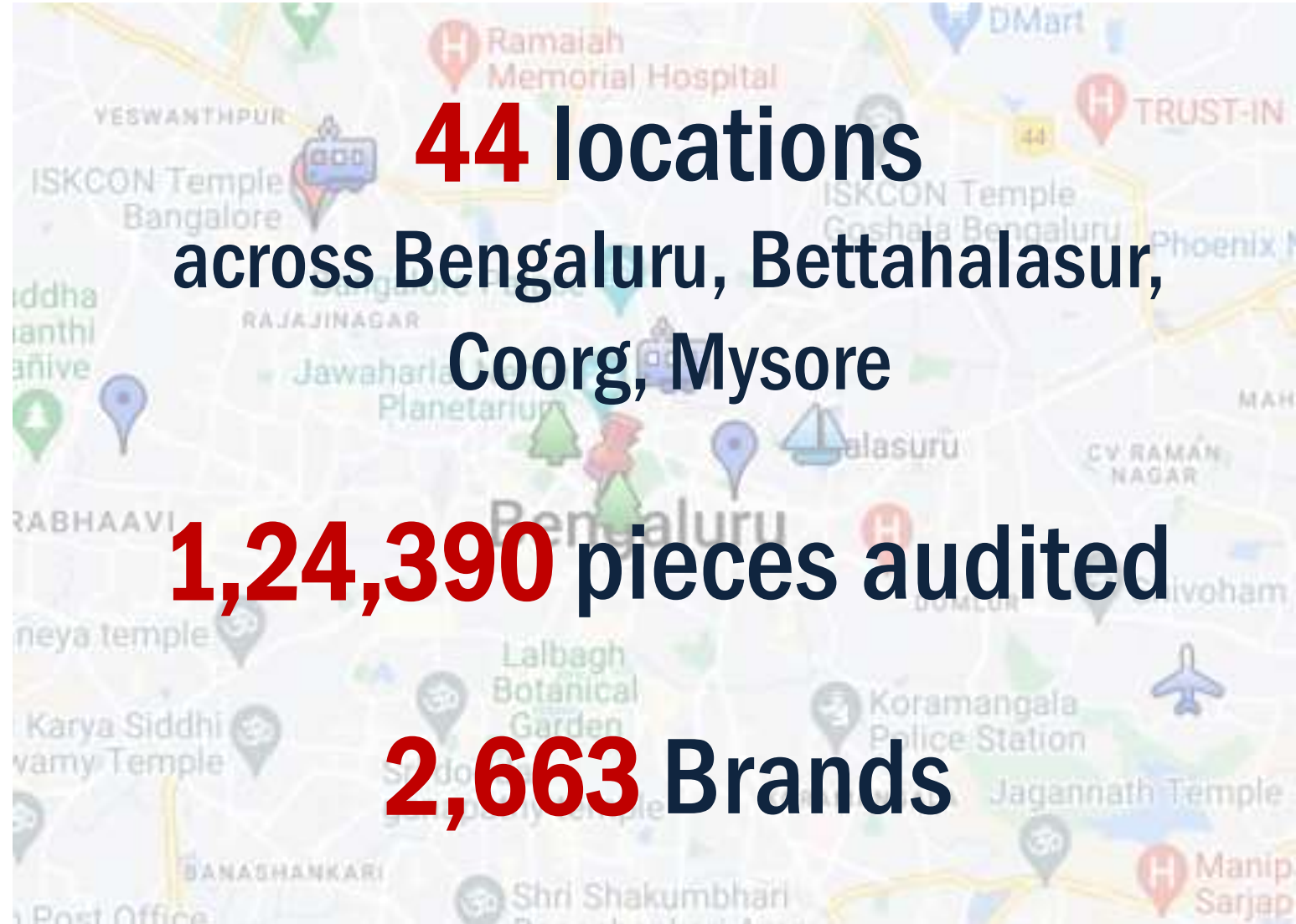


**3** Days

**44** locations  
across Bengaluru, Bettahalasur,  
Coorg, Mysore

**1,24,390** pieces audited

**2,663** Brands



**288** Volunteers



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<b>Bengaluru</b>	<b>74,616 pieces</b>	<b>60%</b>
<b>Bettahalasur</b>	<b>17,361 pieces</b>	<b>14%</b>
<b>Coorg</b>	<b>29,945 pieces</b>	<b>24%</b>
<b>Mysore</b>	<b>2,468 pieces</b>	<b>2%</b>



# Top Polluters - International Brands





# Top Polluters - National Brands



# Brand Audit: Product Packaging Types



**Food Packaging**  
**74,131**  
**59.6%**



**Personal Care**  
**8,852**  
**7.1%**



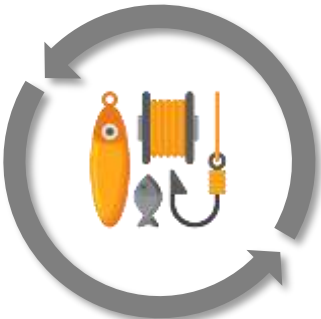
**Household Products**  
**8,431**  
**6.8%**



**Packaging Material**  
**24,766**  
**19.9%**



**Smoking Materials**  
**601**  
**0.05%**



**Fishing Gear**  
**13**  
**0.01%**

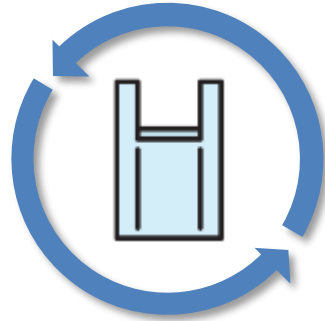


**Other Materials**  
**7,596**  
**6.1%**

# Brand Audit : Material Types



**HDPE**  
**9,272**  
**7.5%**



**LDPE**  
**41,086**  
**33%**



**O**  
**38,048**  
**30.6%**



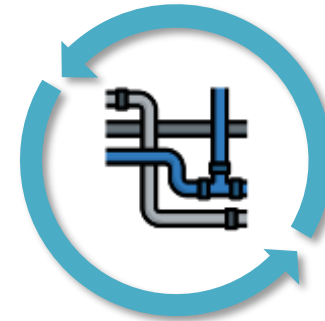
**PET**  
**14,985**  
**12%**



**PP**  
**19,743**  
**15.9%**



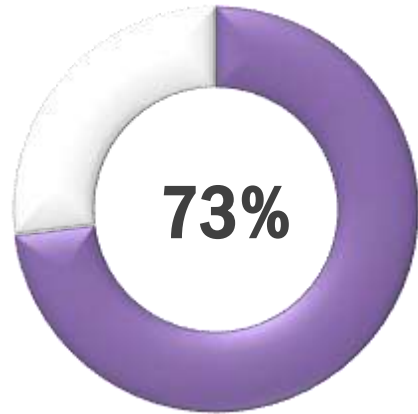
**PS**  
**949**  
**0.8%**



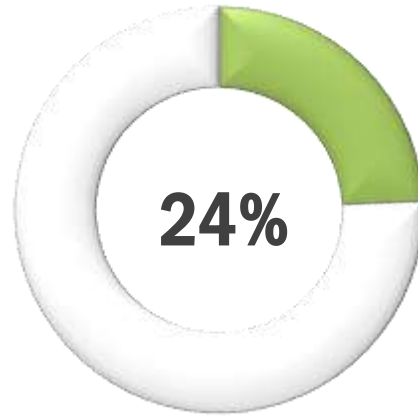
**PVC**  
**301**  
**0.2%**



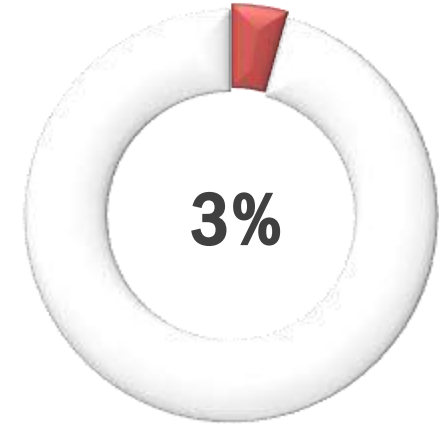
# Brand Audit : Layers



**Single  
Layer**  
90,688



**Multiple  
Layer**  
30,043



**Others**  
3,659

# BRAND AUDIT - COMPOSITION OF PACKAGING MATERIAL

	PET	HDPE	LDPE	PP	PS	PVC	Others	SL	ML	Others
FP	18.3%	1.3%	34.2%	10.8%	1.2%	0	34.2%	70.9%	28.2%	0.9%
PC	9.9%	42.6%	5.7%	16.3%	0.1%	0.02%	24.4%	64.3%	32.8%	3.4%
HP	5.1%	31.5%	18.7%	13.7%	0.3%	1.6%	29.1%	8.5%	11.8%	3.2%
PM	0.3%	6.5%	46.9%	34.4%	0	0.6%	11.3%	84.1%	38.6%	14.1%
SM	0	0	0	35.4%	0	0	64.6%	47.3%	38.6%	14.1%
O	0.6%	3.3%	27%	5.5%	0	0.1%	63.5%	54.9%	16.4%	28.7%

# Key Observations/ Inference

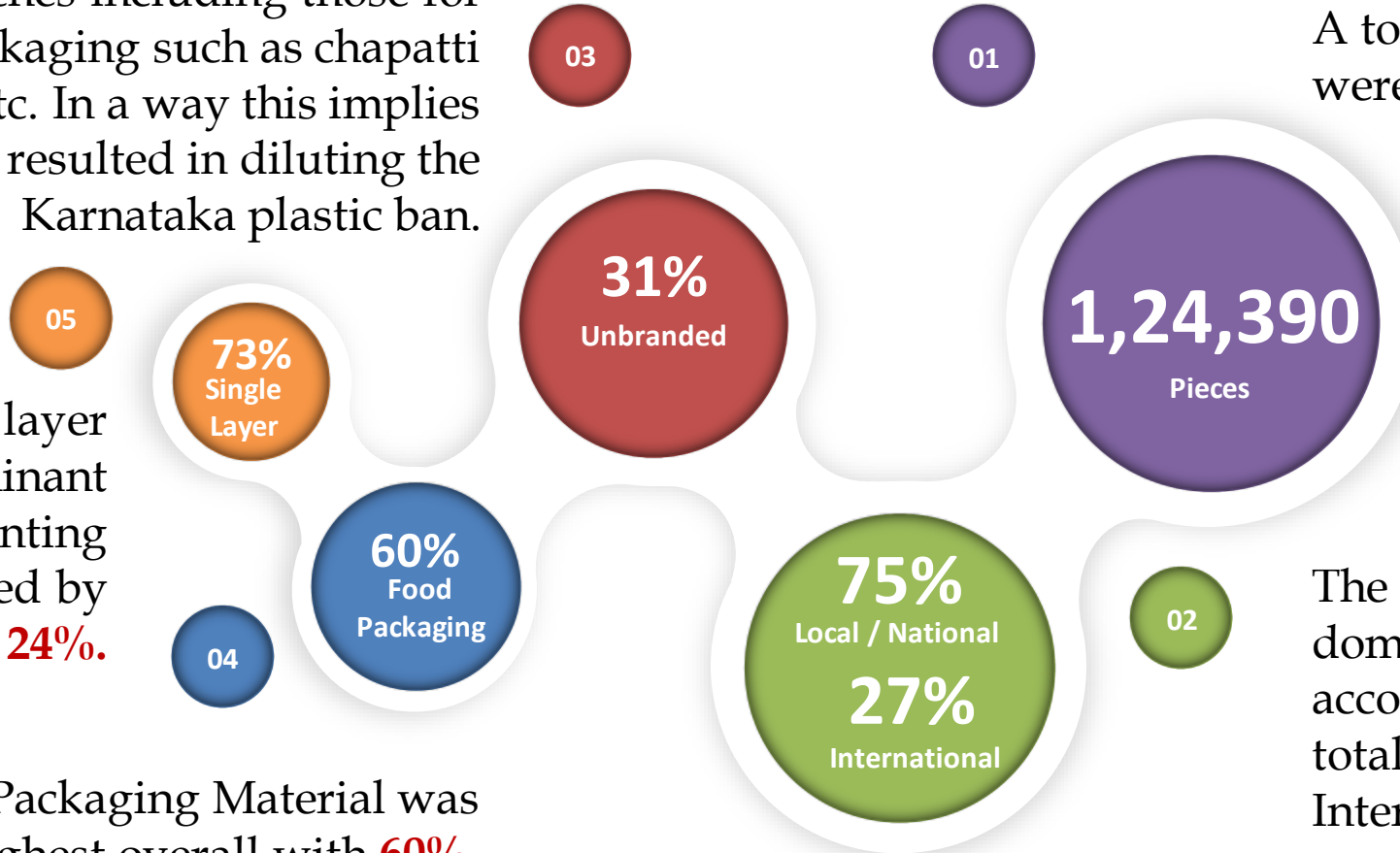
Unbranded products accounted for **31%** of the total pieces; this includes single use plastic items such as plastic bags, covers and pouches including those for dustbins, food packaging such as chapatti covers, or snacks etc. In a way this implies that COVID, has resulted in diluting the Karnataka plastic ban.

Overall single layer was the dominant packaging accounting for **73%**, followed by ML with **24%**.

Food Packaging Material was the highest overall with **60%**, followed by packaging material at **20%**.

A total of **1,24,390** pieces were audited.

The Local/National brands dominated the brand audit, accounting for **73%** of the total brands, and International brands **27%**.







LDPE packaging was the highest with 33%, with milk and curd items accounting for the bulk of it.

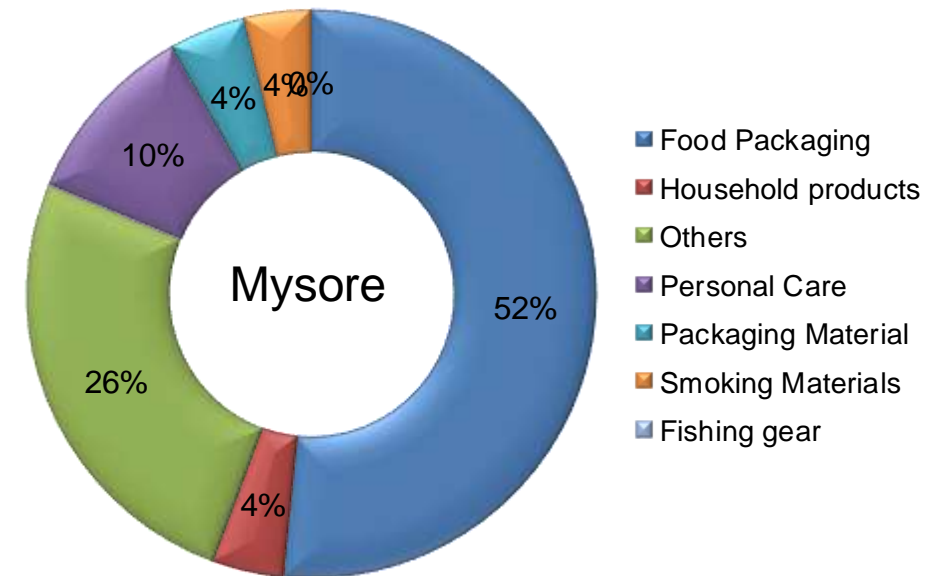
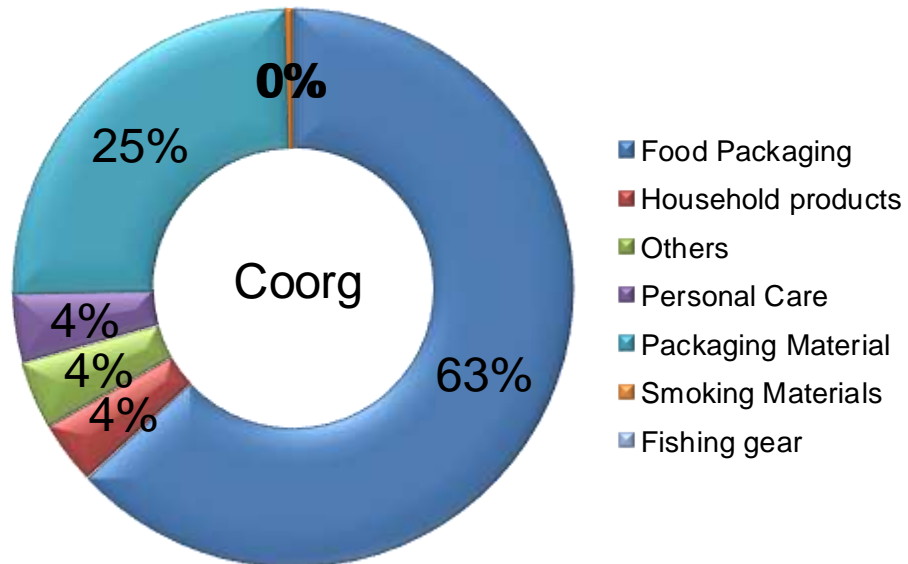
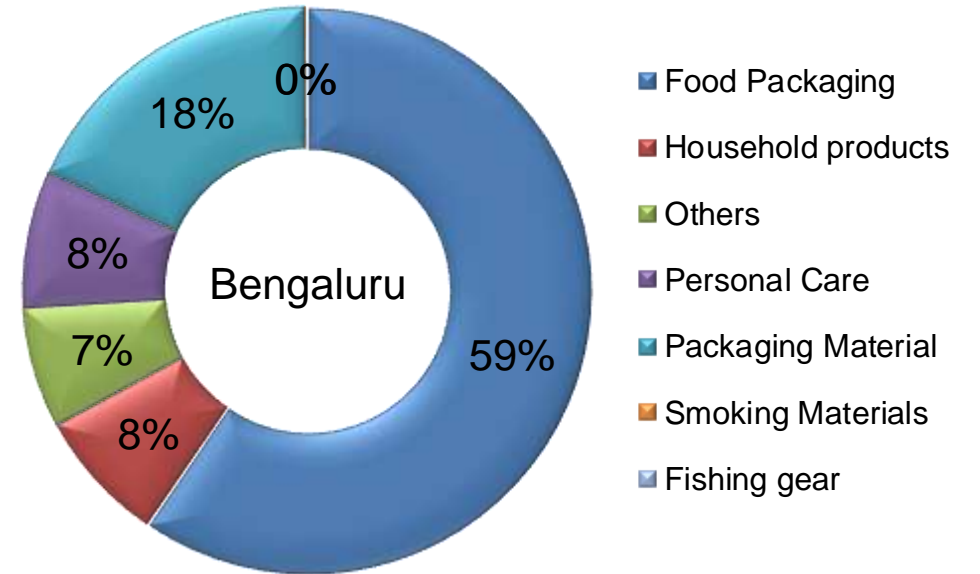
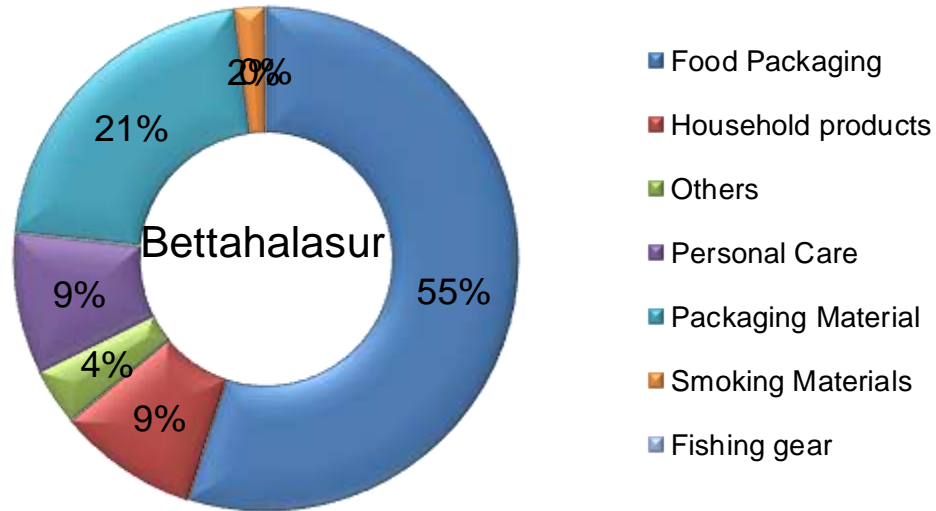
The second category under type of material was 'Others' which included multi-material, and other unidentifiable plastics at **31%**.

( Biscuit packets, chocolate wrappers shampoo packets, sachets, masks, and tetra packs)

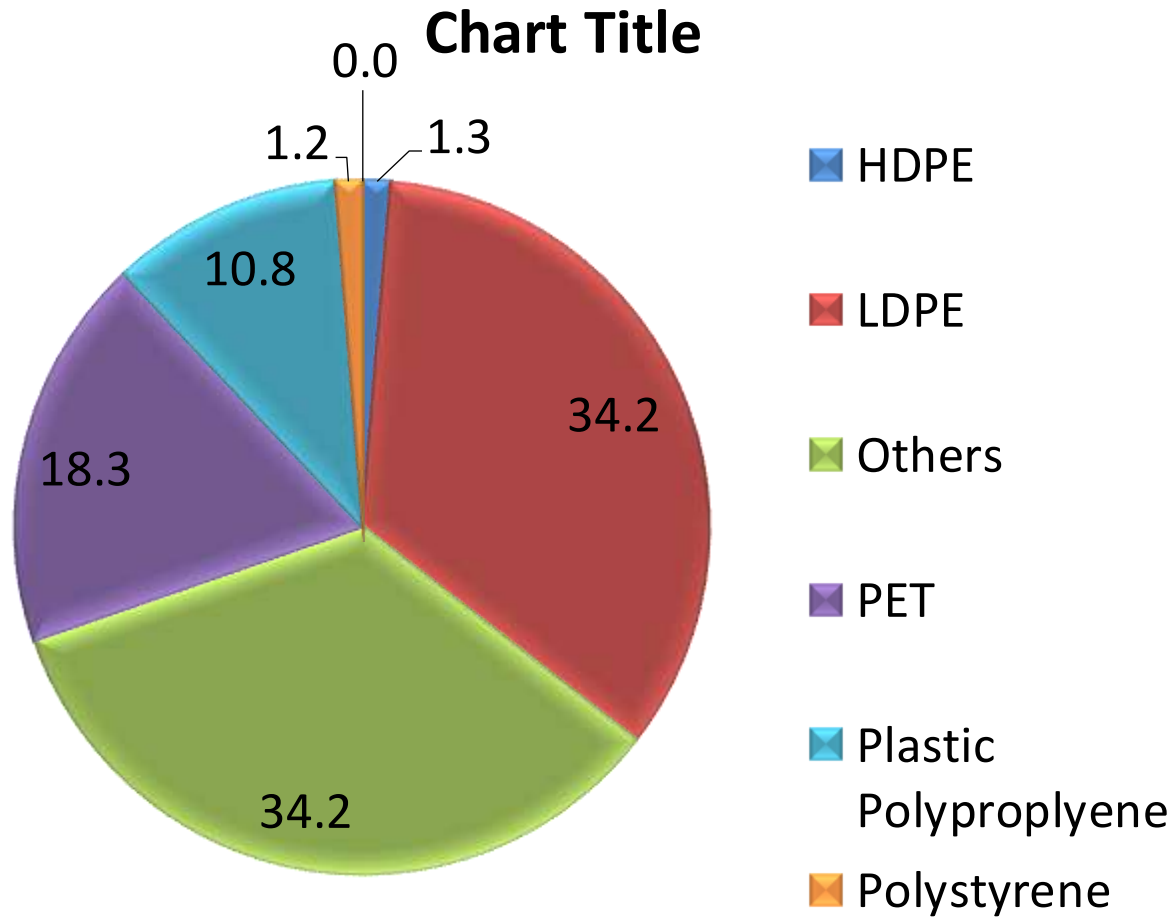
PP was third dominant category at 15%



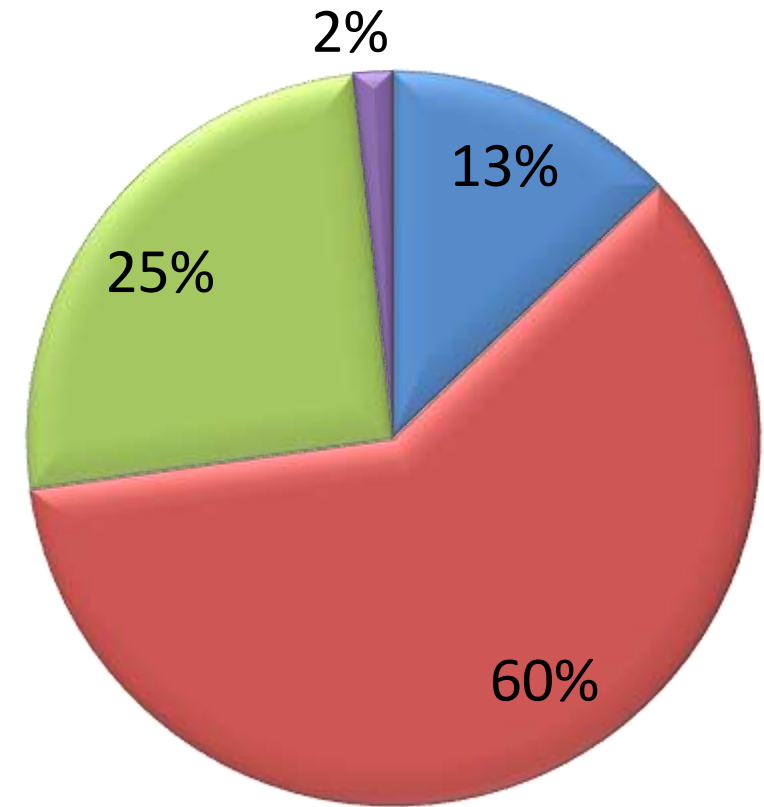
# Cities: Type of Product



# Food Packaging: Type of Material & City

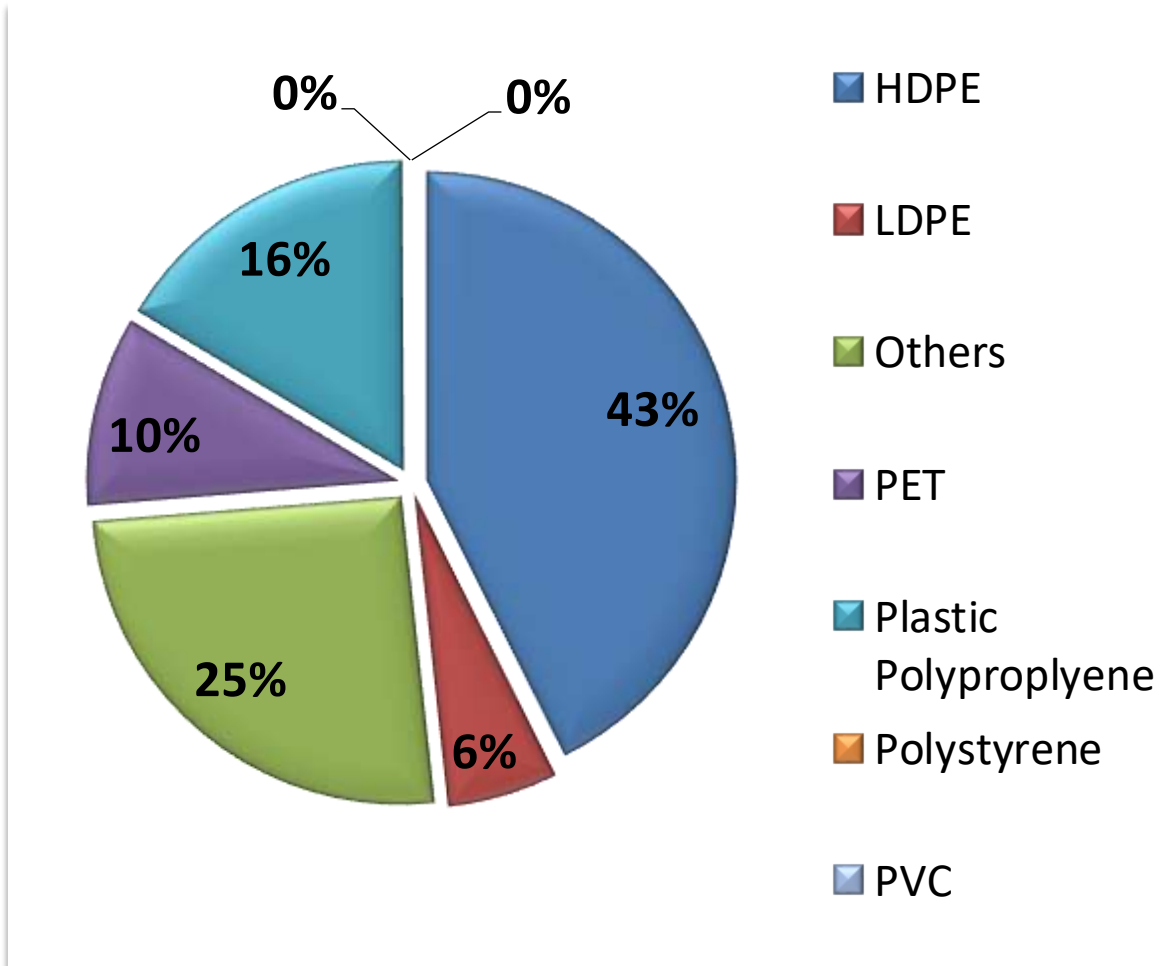


■ Bettahalasur ■ Bangalore ■ Coorg ■ Mysore

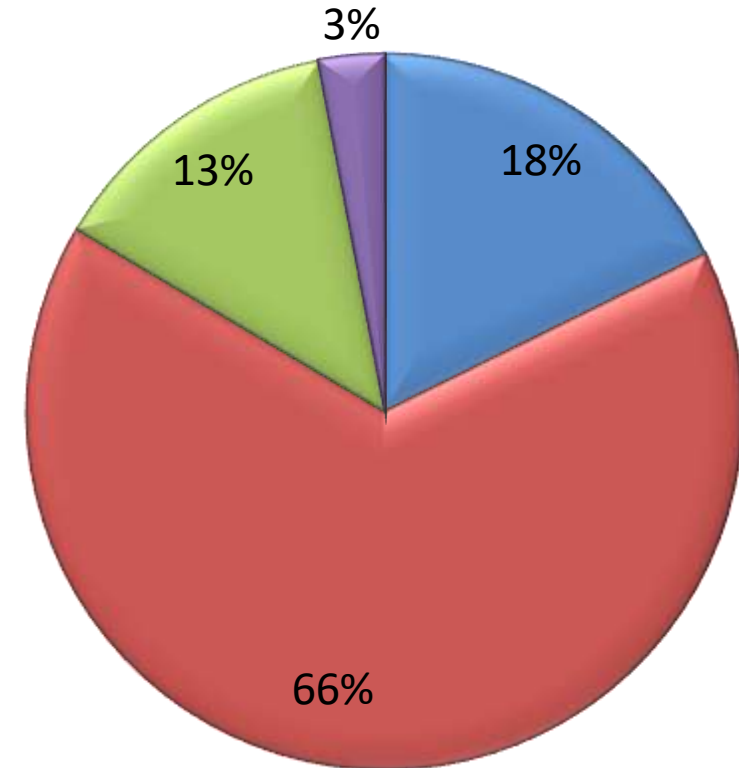




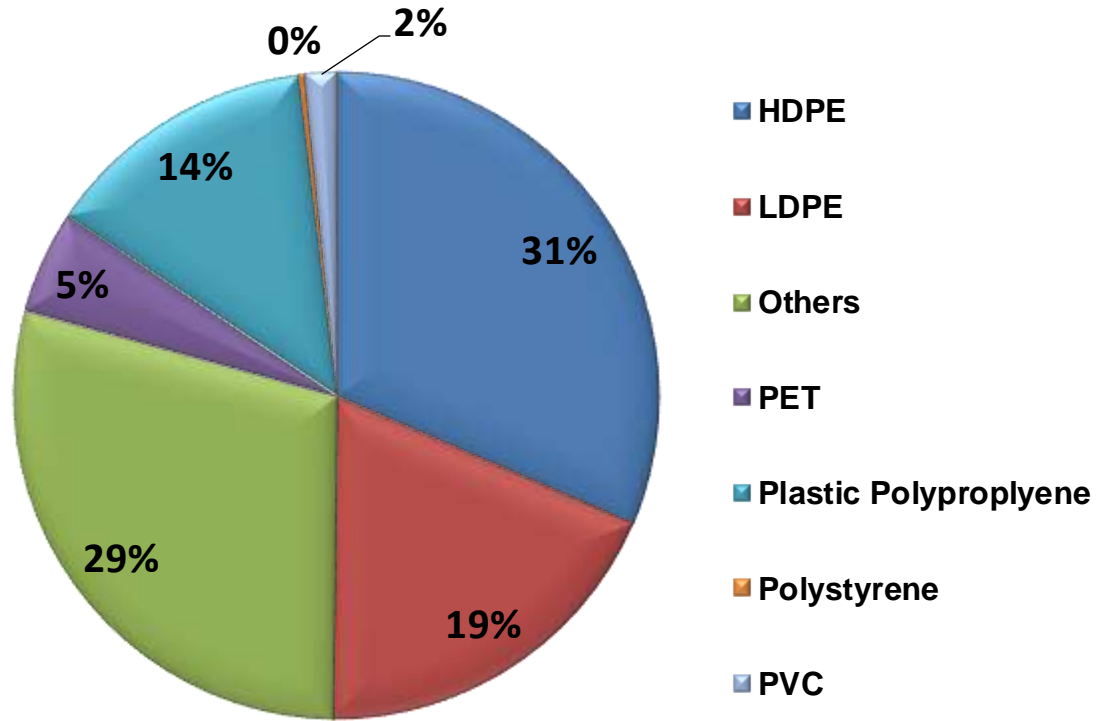
# Personal Care: Type of Material & City



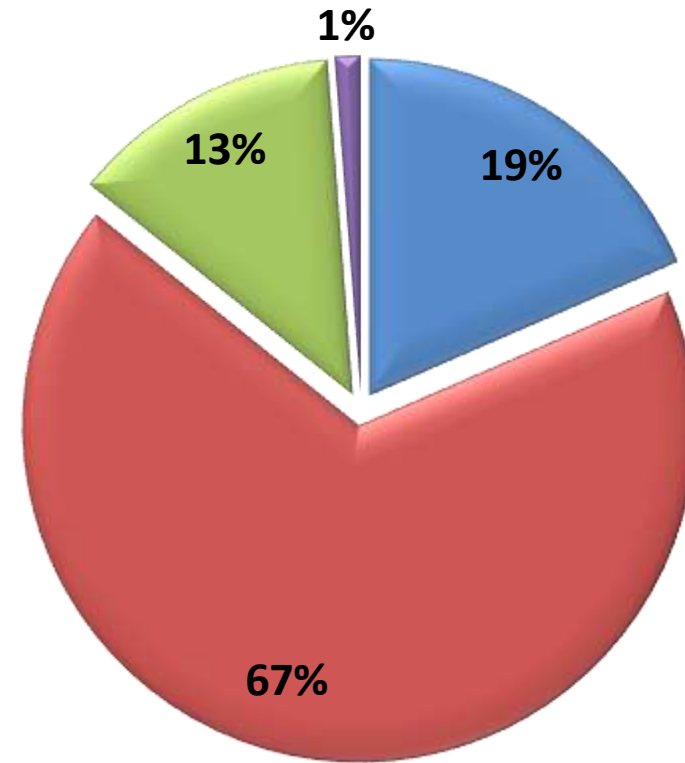
■ Bettahalasur ■ Bangalore ■ Coorg ■ Mysore



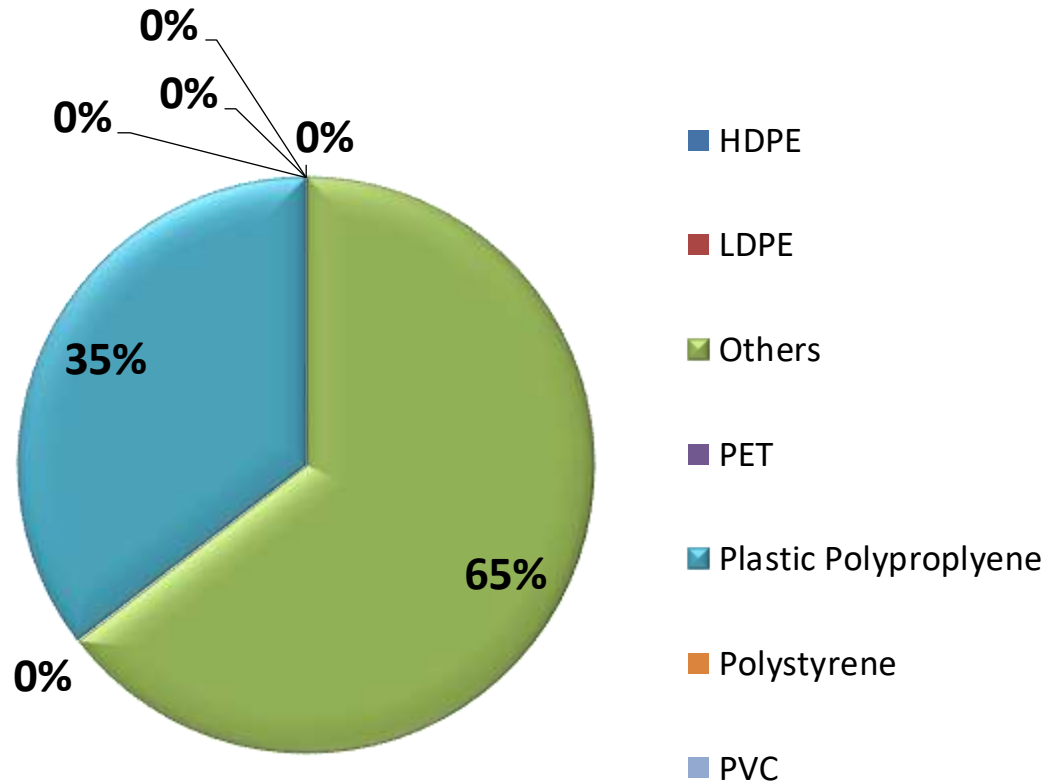
# Household Products: Type of Material & City



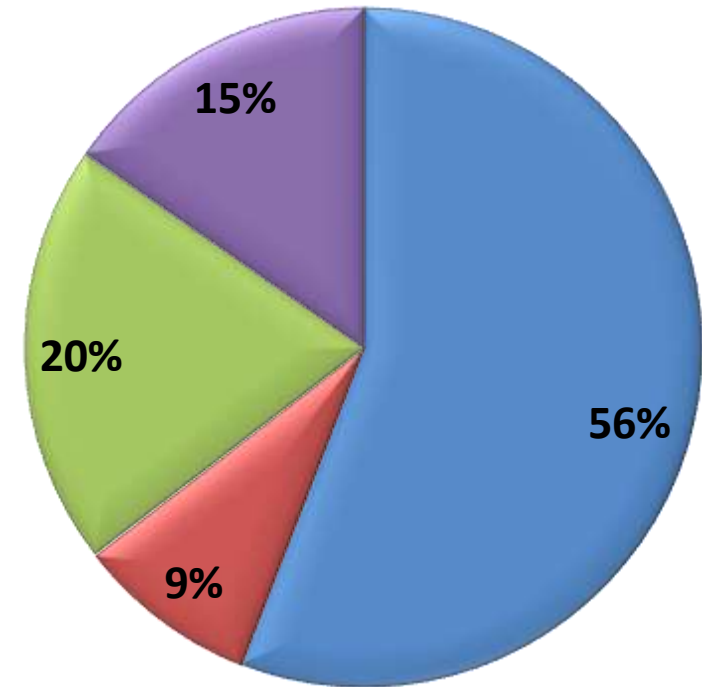
■ Bettahalasur ■ Bangalore ■ Coorg ■ Mysore



# Smoking Material: Type of Material & City

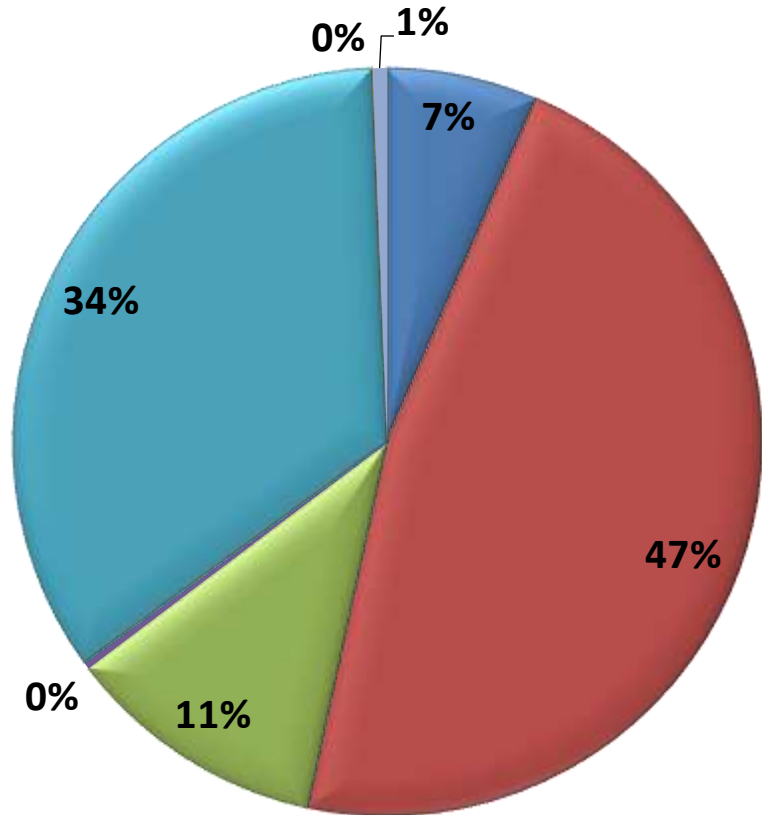


■ Bettahalasur ■ Bangalore ■ Coorg ■ Mysore

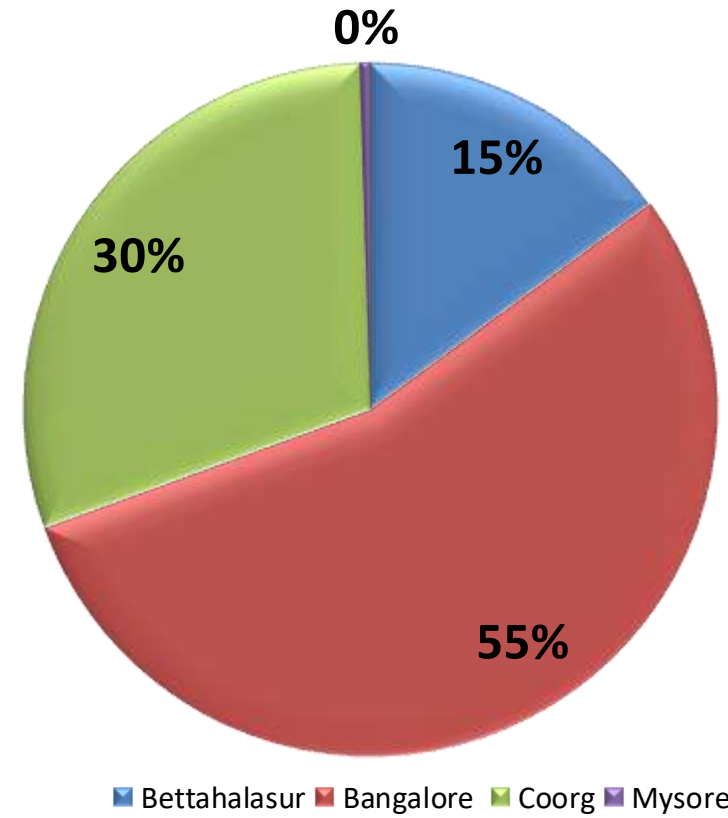




# Packaging Material: Type of Material & City

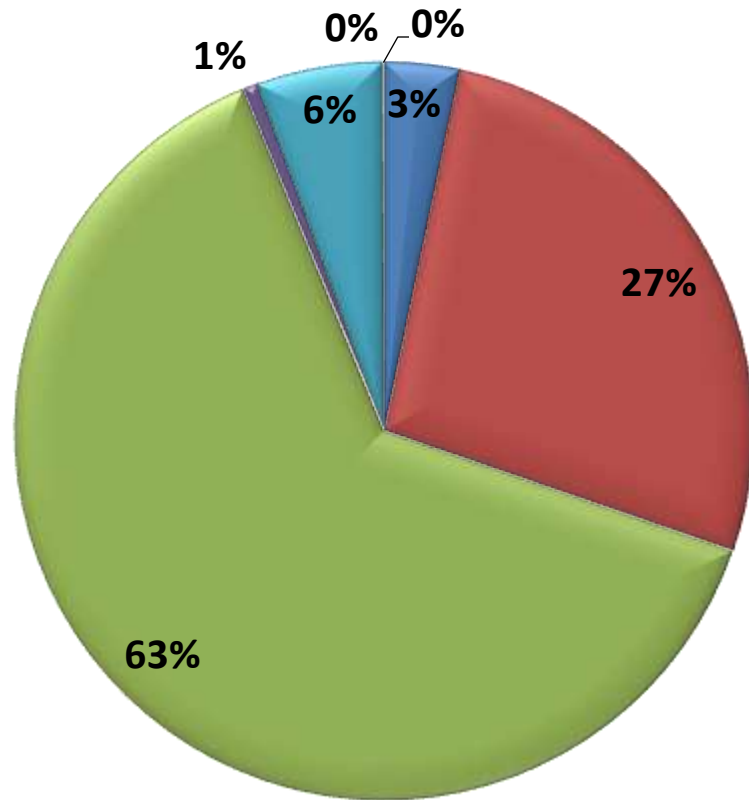


- HDPE
- LDPE
- Others
- PET
- Plastic Polypropylene
- Polystyrene
- PVC



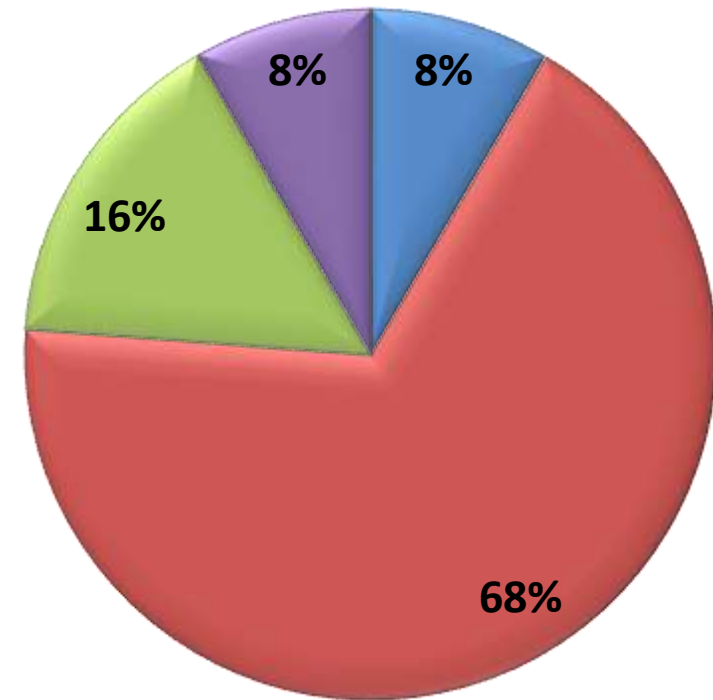
- Bettahalasur
- Bangalore
- Coorg
- Mysore

# Others - Type of Material - City



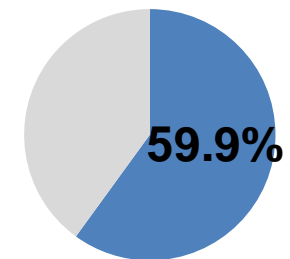
- HDPE
- LDPE
- Others
- PET
- Plastic Polypropylene
- Polystyrene
- PVC

- Bettahalasur
- Bangalore
- Coorg
- Mysore

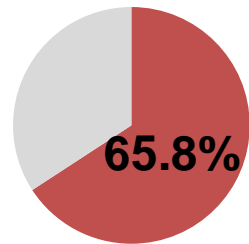




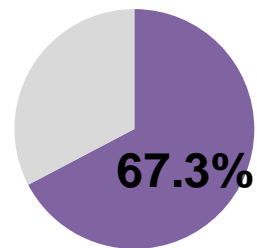
## Bengaluru - **74,616** pieces



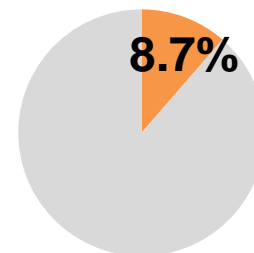
Food Packaging



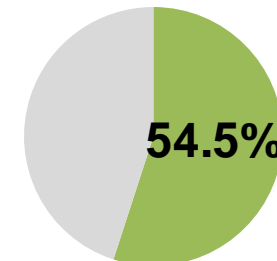
Personal Care



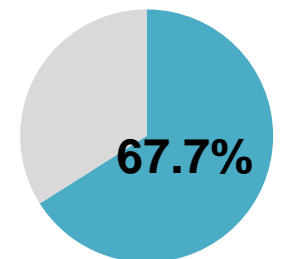
Household Product



Smoking Material



Packaging Material



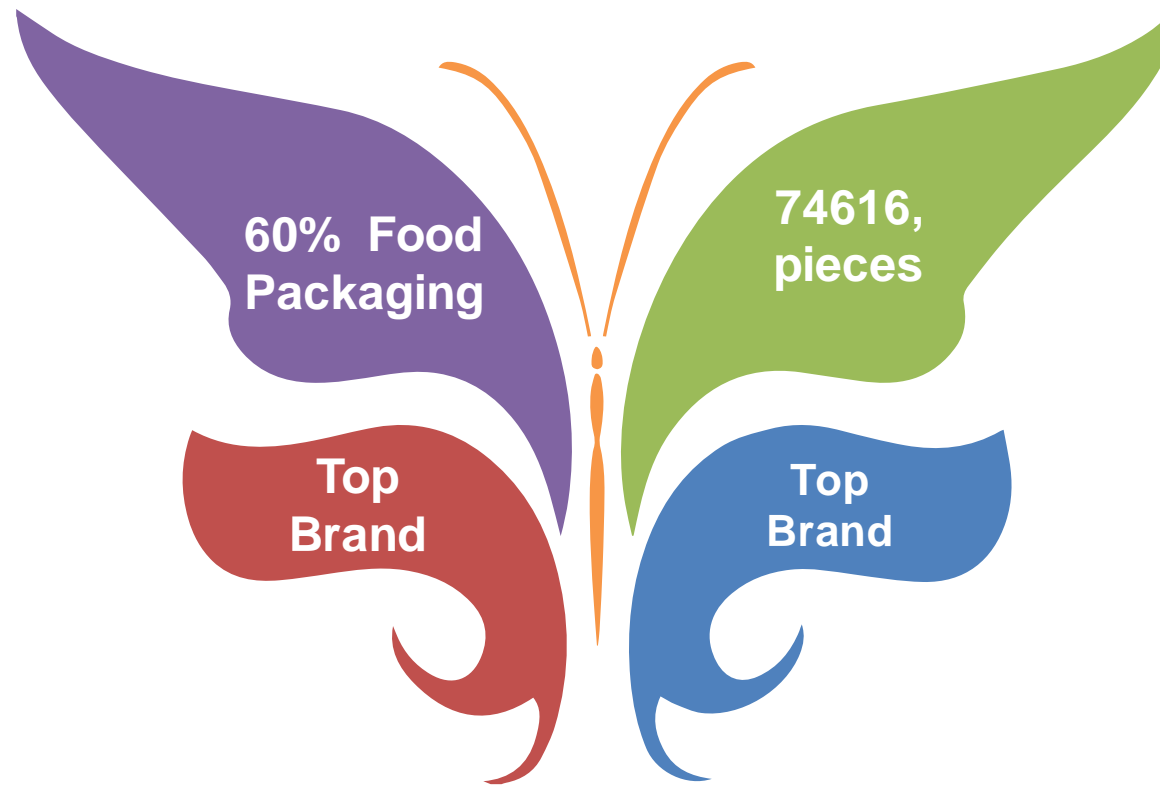
Others



# Observations: Bengaluru

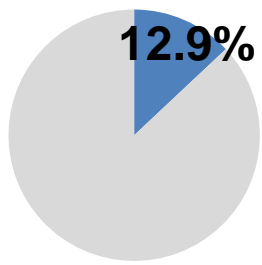
Food packaging was the third highest at **60%**, dominated by milk packaging (KMF, Dodla, Heritage, Milk Mist in the top **20** category) followed by packaging material at **18%**, with Amazon leading

Top International Brands: Unilever, Coco Cola, Reckitt Benckiser, Amazon

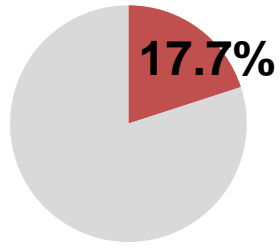


Household products dominated the list with **67.3%**, followed by personal care at **65.8%**

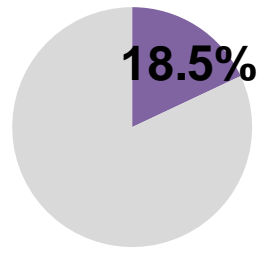
Top National Brands: KMF, ITC, Britannia, Heritage



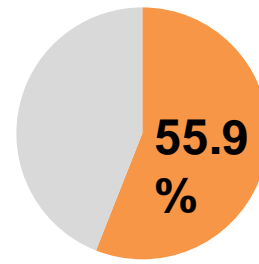
Food Packaging



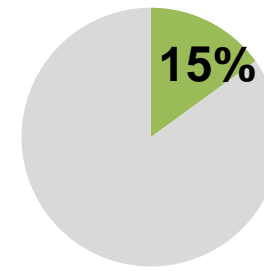
Personal Care



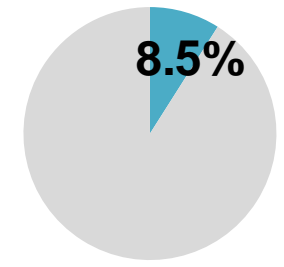
Household Product



Smoking Material



Packaging Material



Others



Bettahalasur – **17,361** pieces

# Observations: Bettahalasur

Dmart topped the list of packaging products

Top International Brands: Unilever, Pepsi, Mondelez

Top National Brands: Parle, ITC, ITC Tobacco, Dodla, Britannia, DMart



**17,361** pieces audited, smoking materials dominated the list across the 4 cities at **55%**, followed by personal care products at **17.7%**

ITC , Imperial Brand and Philip Morris International (Altria Group) tops the list of smoking material.

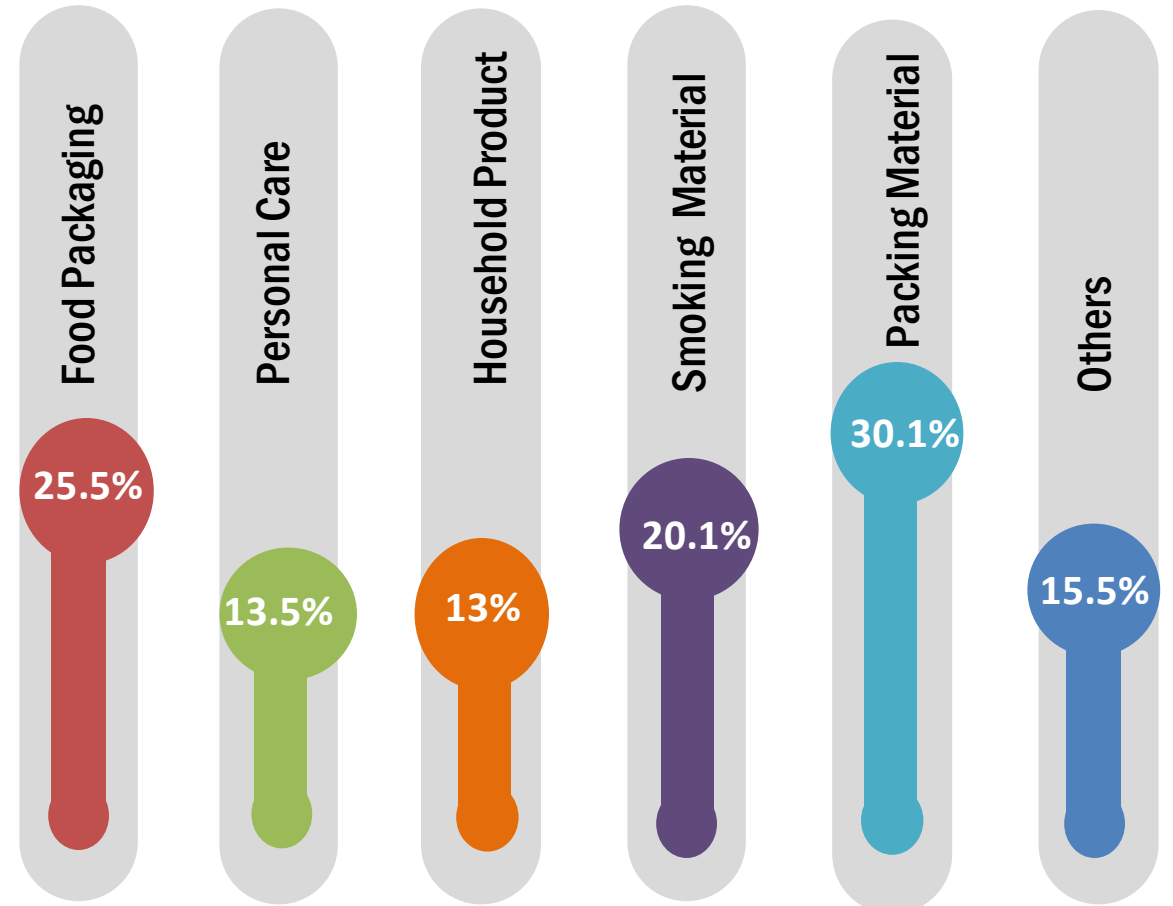
The popular brands of tobacco products included Scissors, Gold Flake, Players, Marlboro, Badshah Masala (by Jhaveri Industries), Swagat Gold (raw tobacco), Star Pan Masala, and Preet Bidi

Household products is the second highest category





# Coorg - 29,945 pieces



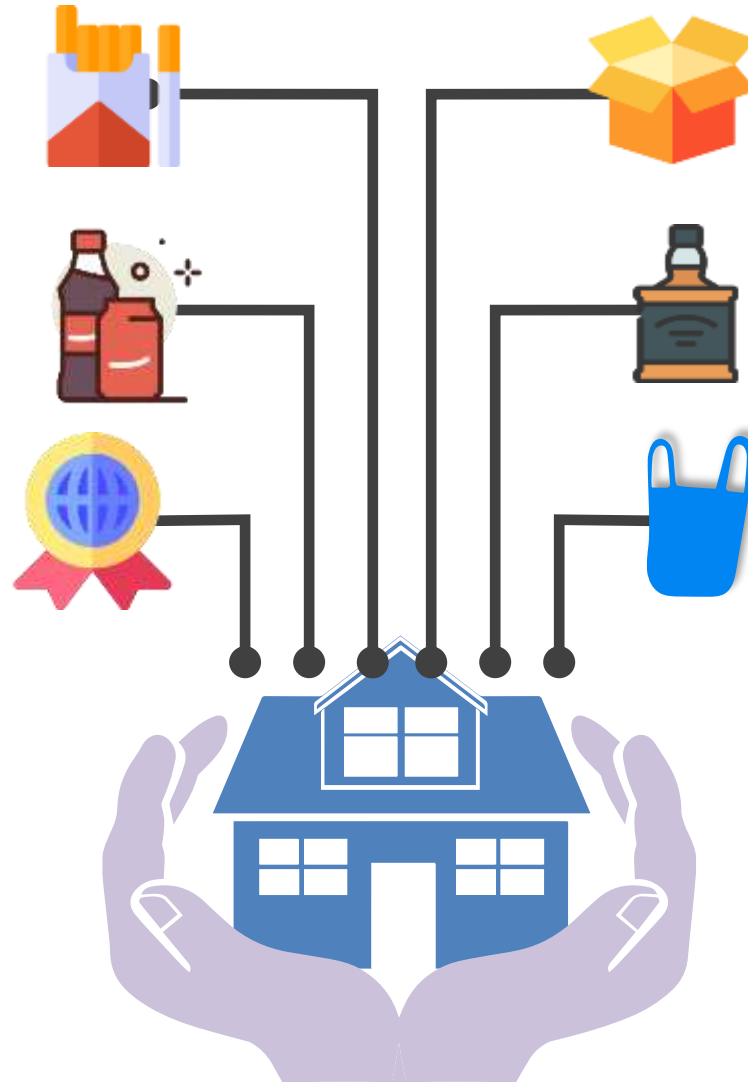
# Observations: Coorg

Smoking materials was a close third, with **20.1%** of the packaging.

Top International Brands: Pepsi

Top National Brands: KMF, Sipon, Parle, United Spirits, Bisleri.

**29,945** pieces audited



Food packaging was the second highest with **63%** with milk packaging and alcohol packaging topping the list

United Spirits and John Distilleries topped the list: (coming in top ten), followed by packaging material at **25%**

Packaging material was the highest in Coorg, with most of the material being unbranded and plastic covers.

# Mysore – 2,468 pieces audited



Food Packaging

1.7%

Personal Care

2.9%

Household Product

1.2%

Smoking Material

15.3%

Packaging Material

0.4%

Others

8.3%

# Observations: Mysore

Top International Brands: Nestle, Unilever, Pepsi, Mondelez

**2,468 pieces audited**

Top National Brands: CavinKare Private Limited, ITC, Parle, Govardhan, Britannia, United Spirits



Smoking material dominated the list at **15.3%**

Personal care category, shampoos, soaps, hair dye/colour, diapers were popular items with CavinKare and Unilever as the leading brands. The popular brands included Chik shampoo, Meera Shampoo, Indica hair dye, Lifebuoy, Ponds, Huggies, and Santoor (Wipro)







## For Companies



- Internalise the true cost of plastic production and plastic pollution and invest in sustainable systems.
- Reveal how much plastics are being produced, Imported. Data must be in public domain.
- Redesign packaging and delivery systems and stop promoting chemical recycling and co-processing as alternatives.
- Invest in reuse and refill infrastructure systems, and build capacities of the informal waste workers, to be able to engage and work in these new opportunities

## For Companies

- Inclusion of waste pickers: Brand owners must work directly with waste picker organisations
- Invest in infrastructure of decentralised systems such as DWCCs
- Create market-based incentives for recovery of nonviable plastics
- Compensate wastepickers at premium rates, and ensure protection against seasonal variations, and other externalities







## For Government

- Convene a meeting with all stakeholders, to work out a State level workable plan
- Framework to include waste pickers in operationalising EPR under the new PWM Rules 2022
- Review meeting on the Karnataka State Plastic Ban



## Further Details Contact:

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## Credits:

#break  
free  
from  
plastic



BANGALORE  
APARTMENTS'  
FEDERATION



# Thank you

