

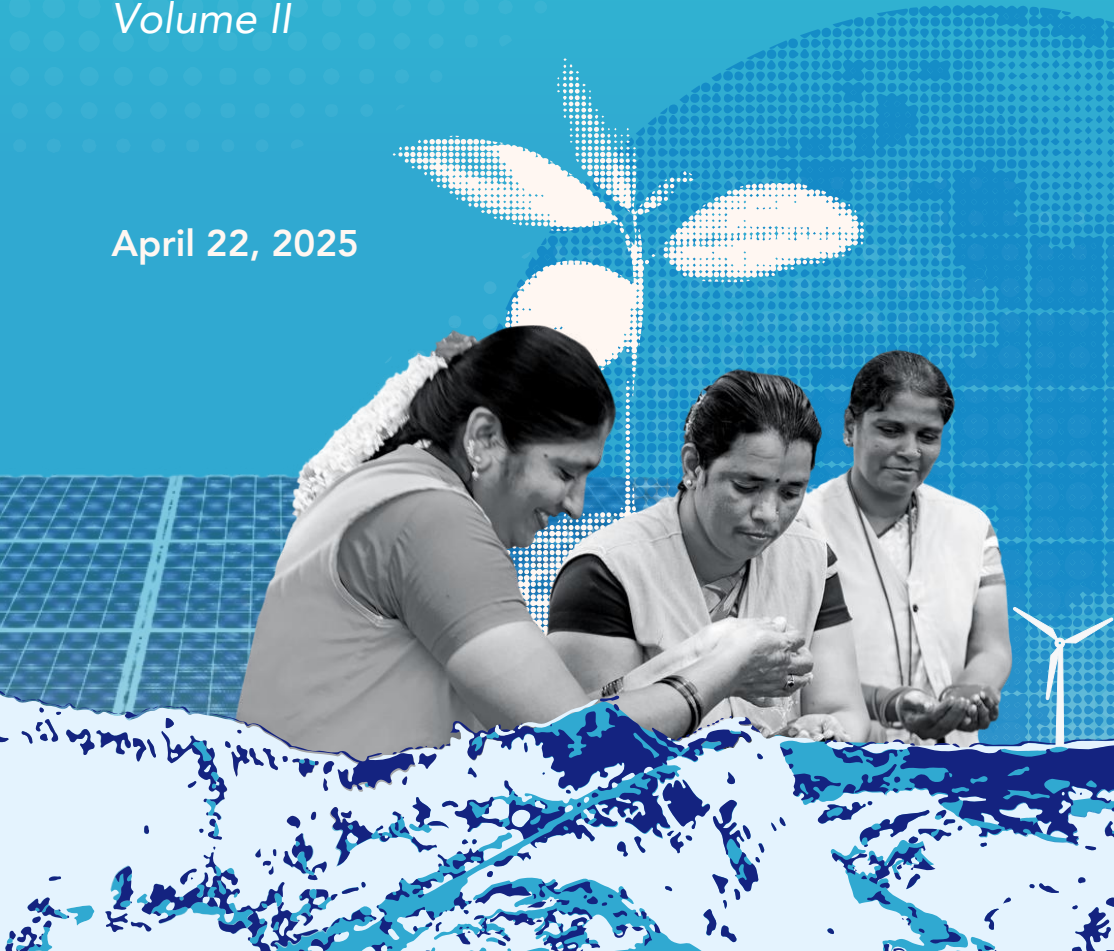
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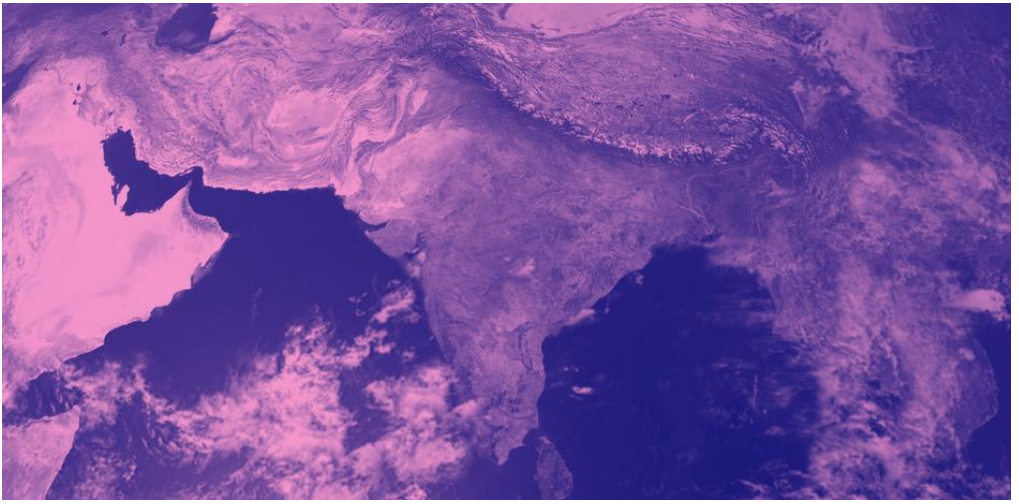
OUR POWER OUR PLANET

A Special E-zine for Earth Day

Volume II

April 22, 2025





Dear Readers,

Welcome to the second volume of Shahi's Earth Day Zine! Every year on April 22, people around the world celebrate Earth Day to recognize our connection with the planet and the choices that shape its future. The water we drink, the air we breathe, and the clothes we wear all depend on a healthy environment. Every action, no matter how small, makes a difference.

This edition takes you through our decarbonization journey, from its inception to the milestones we've achieved along the way, and the progress we continue to make.

As a part of Shahi, you have seen these changes unfold, from energy-efficient factories to innovations in materials and processes. This zine also features an exclusive 'Ask Me Anything' section with Anant Ahuja, a collective vision defined by you, storytelling, and even a playlist that blends sustainability with the sounds of nature.

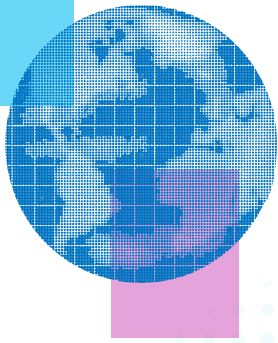
Read on, explore, and join us in reimagining what's possible for our planet.

Happy Earth Day!



**SCIENCE
IS ACTUALLY
USEFUL**

**HANDING IN
IS FOR
EVIDENCE BASED
POLICY**



WHY DOES EARTH DAY MATTER?

The world moved at nature's pace for aeons before Earth Day. Rivers ran clear, forests stood tall, and the air hummed with life. But industries grew, and so did pollution. By 1969, the signs were impossible to ignore.

Off the coast of California, an oil rig explosion in Santa Barbara spilled millions of gallons of crude into the ocean, coating beaches and killing wildlife. A man named Senator Gaylord Nelson saw the devastation and knew something had to change. He called for a national awareness day, which became the first Earth Day in 1970.



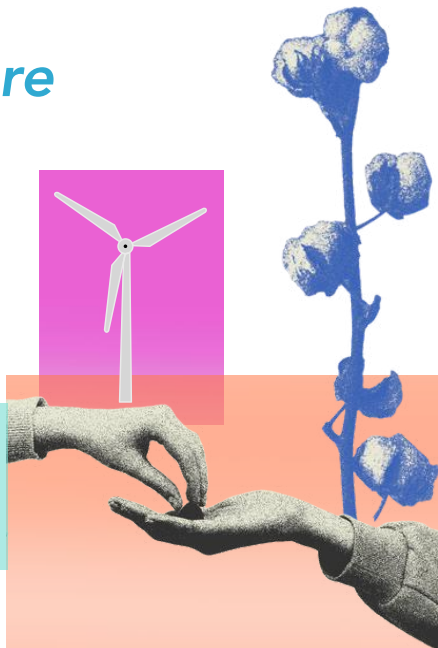
Millions took to the streets, demanding cleaner air, water, and a future where industries worked with nature, not against it. That moment sparked the world's most significant environmental movement. Laws were passed, companies were held accountable, and a new era of responsibility began.



For the apparel industry, this was more than just reducing waste; it was about rethinking everything. From the cotton fields to the cutting tables, every step leaves an impact. Today, responsible manufacturing is a necessity.

At Shahi, sustainability is woven into the ethos through our 'Responsible For Planet' framework. The value is embedded across every level of our operation.

Our 100,000+ employees share this sense of responsibility with us.



OUR POWER OUR PLANET

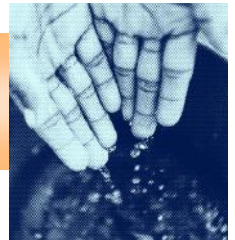
What This Year's Theme Means for Us

This year's Earth Day theme feels close to home.



"Our Power" is the strength we hold, individually and collectively as an organization, to shape a better future. It's in the everyday actions of our teams: fixing a leak, reducing waste, choosing sustainable materials, or finding smarter ways to use energy. These choices, however small, add up.

"Our Planet" a reminder that we share this responsibility. Our work is connected to the land, water, and people. Every step we take, on the factory floor or in the offices, impacts the environment in some way.



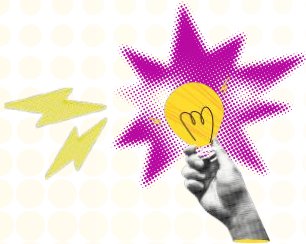
At Shahi, our people bring this theme to life.

Shahi's Journey Toward **CLEANER ENERGY**

This journey didn't begin with big declarations. It began when teams started paying close attention to how much energy factories used and where they could cut down. Eventually, it led to the initiation of a transition to cleaner energy.

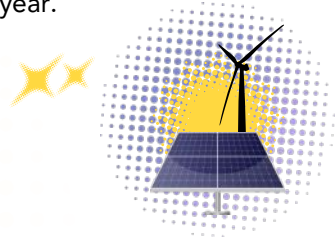
2013

Shahi conducted energy audits across multiple factories. Based on the findings, the teams replaced replaced **T8 lamps with LED lights** along with several other initiatives. This improved energy efficiency and lowered indoor temperatures.



2018

Shahi commissioned **solar (84 MW) and wind (8.56 MW) power plants** in Karnataka. These generate about **130 million kilowatt-hours of electricity** every year.



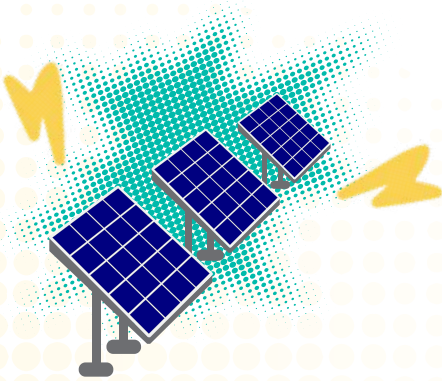
2022

All garment factories stopped using coal and **shifted to biomass** as a cleaner source of energy. We also began reporting our progress and environmental impact through our **annual Sustainability Report**.



2025

Two more textile mills **cut coal use by 50 percent**. **New solar projects** began in Karnataka, Uttar Pradesh, and Tamil Nadu.



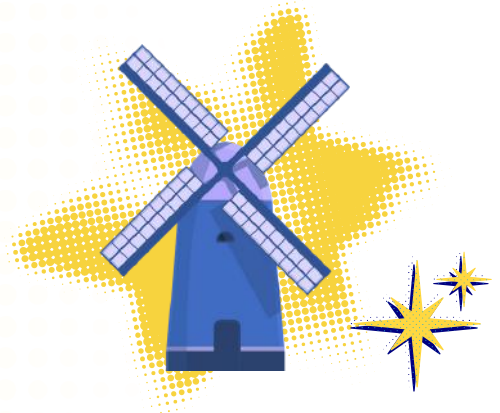
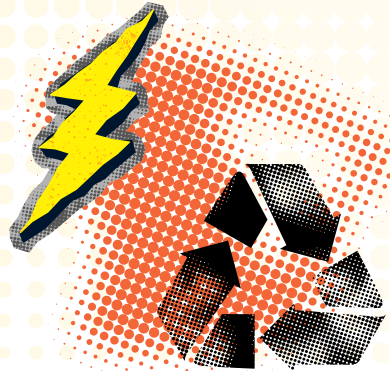
2023

Sarla Fabric Limited in Ghaziabad became Shahi's **first textile mill to stop using coal completely**.

2027

Shahi aims to **run entirely on renewable electricity** across all operations.

We also aim to **phase out coal in all textile mills completely**.



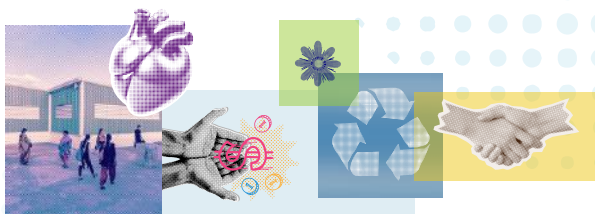


ASK ME ANYTHING:

Anant Ahuja, Director of ESG and Sustainability, Answers Your Questions

What are the biggest sustainability challenges in the apparel industry today?

The apparel supply chain is a global, distributed, and complex system. This makes change difficult. Sustainability is an emerging area of work that we are still redefining every year, so it is sometimes unclear what sustainability means in practice. Scaling sustainable technologies across regions is a big challenge. And while expectations around impact are rising, price sensitivity in the market puts real pressure on factories. At Shahi, our Responsible for People and Responsible for Planet framework guides our sustainability priorities. This allows us to focus on worker well-being, climate action, circularity, and responsible resource use without losing sight of the big picture.

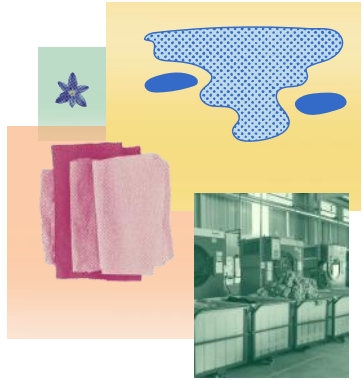


How does Shahi integrate worker well-being into its sustainability strategy?

We employ over 100,000 people, primarily women from rural areas. Their well-being isn't separate from sustainability; it is a part of the work we do. We see it as our responsibility to create high-quality, gainful employment for this demographic, where limited opportunities exist. We focus on investing in health, safety, inclusion, and growth. We work closely with specialists and external partners to guide us. For example, Good Business Lab, a not-for-profit research and innovation firm, which I co-founded, helps us design and test programs that improve lives and support our business goals. It's about creating quality jobs, with dignity and purpose, and scaling what works based on real data.

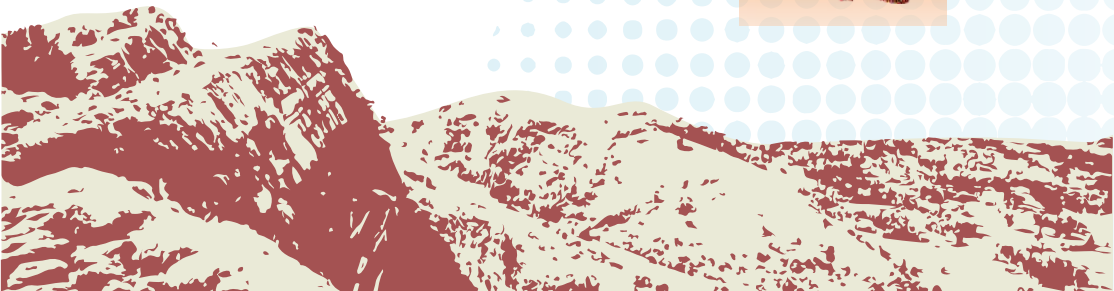
What key steps is Shahi taking to ensure a sustainable future, and how can employees contribute?

We are focused on reducing waste and using resources more efficiently—especially water, energy, and materials. We understand the need to invest in sustainable technologies, the same way we invest in machines for our manufacturing operations.



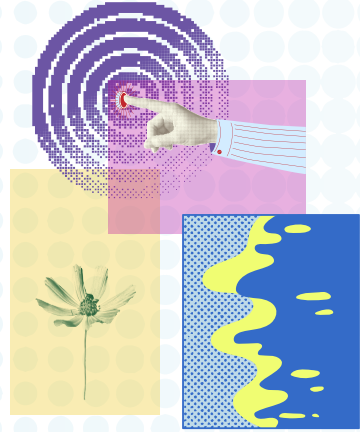
We have invested in sustainable materials and transitions to cleaner energy. We have also built waste management systems to cut down on waste. Some big goals we aim to achieve in the near term are 100% renewable electricity (we are almost there) and a complete coal phase-out across our textile mills (our garment factories have already achieved this).

Every employee has a role to play. Start by learning more about our impact and how your work connects to our goals. Awareness is key. The ESG-Innovation team is always open to collaboration—reach out, stay engaged, ask questions, and be part of the change



What does “success” look like for Shahi in terms of sustainability over the next 5–10 years?

We are aiming for real and measurable progress, which means better outcomes for workers, lower emissions, and responsible use of resources. Success would mean eliminating coal this year and shifting to 100% renewable electricity next year. We’re actively exploring new energy solutions like heat pumps, which use less energy to provide hot water and steam, and cleaner dyeing processes. Long term, we want to reimagine our production model and scale next-gen materials while building a truly circular, low-impact business.



Many believe sustainability may impact profitability. Could you share your thoughts on this perception?

While profit is important, it is not the only thing we track. As a manufacturer, we have to balance profitability with long-term sustainable value. Some investments do not show immediate Return on investment (ROI), but we have seen gradual returns. Our well-being programs have enabled better work retention, stronger attendance, and higher productivity. We have been able to observe these improvements only once we started measuring these outcomes carefully. We also focus on building a culture that is ready to adopt sustainable practices across the teams. And while some innovations require upfront investment, many sustainable solutions today are both resource-efficient and cost-effective. Technologies now exist that deliver proven ROI and environmental benefits. So part of our approach is always to work toward making sustainability solutions commercially viable.

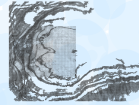
Well-being



Sustain



Planet



Responsible

Eco Friendly

Conservation

Environment



Innovate

Goals

future



People



Circular

Greener

Mindful

Renewable

Resilient

Zero-waste



Recycle



Empower

We invited you to share your vision for a sustainable future at Shahi. Your words reflected care for the planet, our communities, and the systems we rely on. Thank you for shaping it with us.

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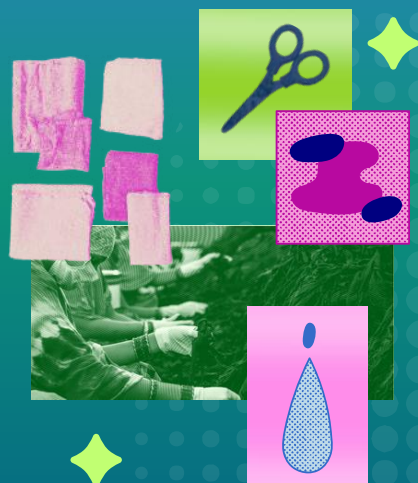
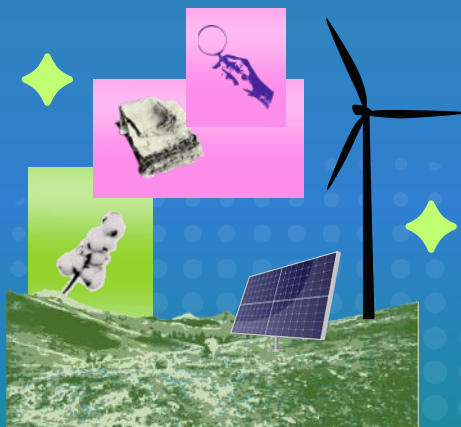
POSSIBLE FUTURES: Imagined by AI

What might the future of our industry look like? We explored two imagined paths with ChatGPT. One where sustainability leads. Another place where it lags. The future isn't set in stone. It's shaped by the actions we take today—on the shop floor, in our offices, and across our supply chain. Imagine two versions of tomorrow with us.

WHEN SUSTAINABILITY WINS

Our factories run on clean energy. Solar panels hum quietly overhead, wind farms stretch across open fields. Electricity doesn't come at the cost of the planet anymore.

Most of the cotton we use is grown in healthy, living soil, thanks to regenerative farming practices that give more than they take. Materials travel through our supply chain with traceability and care.



The cutting floor looks different now. What was once waste is now part of a closed loop. Dyeing units don't drain gallons of water or release harmful effluents. New processes do the job better with fewer resources.

Across teams, sustainability isn't something extra—it's part of how we work. People feel proud knowing they're contributing to something larger. It's not perfect, but it's progress. And we're part of it.

WHEN SUSTAINABILITY LOSES

The signs were clear—rising temperatures, stricter rules, and changing buyer demands. But the response was slow, scattered, and came too late.

In some factories, old energy systems stayed in place because the transition seemed too complex. Fuel prices spiked. Power outages became more frequent, and teams struggled to meet delivery deadlines.



Cotton shipments started to stall. Not because of demand, but because the farms were underwater or dried out. Climate shocks made planning impossible. Costs climbed. So did frustration.

Buyers began to step back. Not because they didn't want to work with us, but because their own goals demanded action we couldn't prove. Certifications expired. Partnerships grew cold.

Inside the company, people cared, but without the right tools, knowledge, or support, sustainability stayed on the sidelines. Good ideas went unheard. Small wins couldn't scale. And the larger shift we needed never took off.

The work didn't stop, but it became harder. Every decision felt like a race to catch up instead of a step forward.



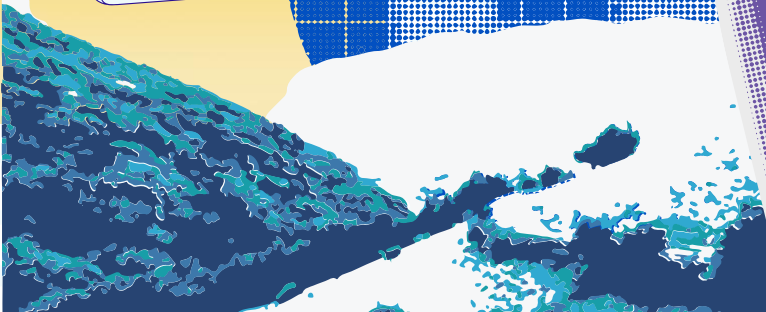
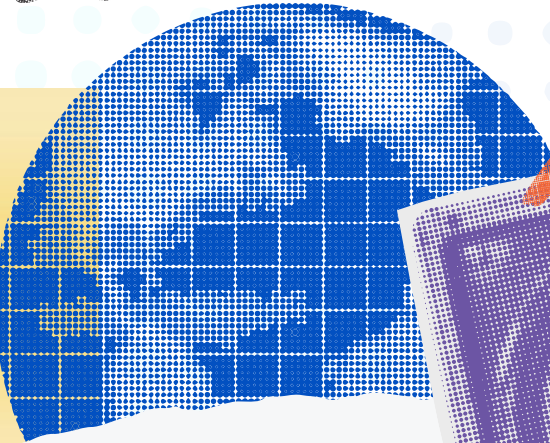
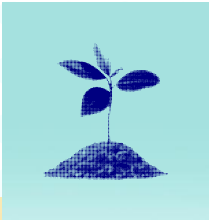


THE EARTH BOX

This playlist is a living, breathing ecosystem of music, a curated patch of sounds that connect us to the planet, to nature, and to the deep, resonant hum of existence.



[Listen on YouTube](#)



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