



SUSTAINABILITY - THE KEY TO A BETTER FUTURE

Andhra Pradesh Paper Mills Ltd (APPM) is today one of India's largest integrated paper and pulp manufacturer producing the highest-grade ECF paper certified by certified by the Forest Stewardship Council (FSC - COC), ISO 9001, ISO 14001 and OHSAS 18001 certifications. Promoted by L N Bangur, the Chairman of L N Bangur Group of companies, APPM sells its products under the well established brand name 'Andhra'



L N Bangur
Chairman

Andhra Pradesh Paper Mills Limited came under the Bangur Group in 1964 when the state government invited the family for their technical expertise and experience to expand operations. In 1987, L N Bangur became the owner of the company and in 2002 he successfully bought the residual government stake. The group also has two very successful companies, Maharaja Shree Umaid Mills Ltd and The Peria Karamalai Tea & Products Co., besides several other investment companies. L N Bangur is a guiding force at APPM and has paved the way for the rest to follow. His wife Alka Bangur, daughter Sheetal Bangur and son Shreeyash Bangur also are Directors on the APPM Board.

Technically, APPM is an 82 year old company and its past is intertwined to the lives and history of the people of Rajahmundry. Since taking over, L N Bangur formulated a policy that fosters this relationship where the onus is on sustainability in terms of raw material, technology, environment and growth. Farm Forestry was initiated as a part of this policy two decades back. This initiative has not only ensured abundant raw material supply for the company but has also helped hundreds of villages across Coastal Andhra in terms of both employment and profits, further strengthening the special relationship that APPM shares with all its stakeholders. Shreeyash shares, "In 1989, my father initiated our farm forestry effort. We started



with distributing 400,000 saplings that year. Till date, we have distributed over 800 Million saplings, amongst more than 40,000 farmers and have planted trees in over 115,000 hectares of land. The Chairman's vision was that we plant two trees for every one tree we utilize and today we have achieved much above that. This sustainability initiative will help us in all our future expansion plans."

APPM's farm forestry efforts that started as a policy have seeped into the character of the company and are now a major part of their CSR activity. The company undertakes several welfare programs in an understated manner that reflects in the unassuming character of the Chairman. Besides organizing mobile medical camps, distributing school books and building bus shelters, the company takes up various need based welfare programs periodically for the betterment of the underprivileged sections of society.

Sheetal talks of one such project, "There was a 120 year old check dam built by the British in the village of Mamidilova in Krishna District. The check dam was in a very dilapidated state and all the water that could have benefited three villages was flowing down the valley. Our coordinated efforts along with the Irrigation Department and the villagers have helped reconstruct the entire site. The 20,000 tons of wood which was being produced in the area will now straight away catapult to 70,000 tons translating in an additional income of over Rs. 10 crores to the farmers. There is no gimmick here. Today, with more acreage under irrigation, the villagers will benefit tremendously and we will too improve our raw material reserve if the villagers decide to sell the produce to us."

Sustainability initiatives at APPM don't stop with Farm Forestry. APPM was one of the first paper manufacturers in India to commission an ECF Pulp Mill. This has not only helped it achieve higher production but has also reduced

the environmental load substantially. Today, the technology standards, products and processes that APPM adopts are the latest and best in India and at par with any European or American manufacturer.

Shreeyash reaffirms, "Paper itself is a sustainable industry unlike electronics. If you look at the lifecycle of paper, you will see that it's a far more greener option both for writing/printing and packaging. Unlike electronic equipments made from plastics, paper can be fully recycled and is just not broken down into parts."

Investment in R&D is another important facet of APPM's core strategy. The company successfully introduced Colour Freeze Technology for the first time in India under its copier brand Copyrite. This technology helps in printing sharper images and more vibrant colours while printing. The company has also developed clonal Casuarina saplings that literally grow on sand thus, bringing the fallow coastal terrains under cultivation. Today, the company is the undisputable world leader in terms of the yields for the Casuarina species.

The foresighted investments in sustainability have paid rich dividends for the company which today can concentrate on further growth and expansion as it continues to invest in its future

