



## MARKS & SPENCER

Marks & Spencer (M&S) was founded over 130 years ago in the UK and currently has 900 stores in the UK and over 460 stores across 59 territories in Europe, the Middle East and Asia.

The iconic British brand opened its first store in India in 2001 and, in April 2008, signed a Joint Venture with Reliance Retail to form Marks & Spencer Reliance India Pvt Ltd.

Since 2008, the retailer has built a solid platform to accelerate its growth in India with 58 stores located in 27 cities across the country, including 3 standalone Lingerie and Beauty stores in Mumbai, Jaipur and Kolkata.

Since 2015, M&S lines are available on Myntra and Flipkart.

### RESPONSIBLE MEASURES

- Plan A is the name M&S has given to its ethical and environmental goals. It was launched in 2007 as a 100 point, 5 year plan. Having achieved the major aim of making its UK business carbon neutral, the retailer has now introduced Plan A 2020, which consists of 100 new, revised and existing commitments, with the ultimate goal of becoming the world's most sustainable major retailer. The three thrust areas are: responsible sourcing, waste

reduction and helping communities and the retailer works with partners, employees and customers around the world to achieve the goals.

- Plan A touches on every aspect of how M&S does business and the products it sells – from raw materials to the manufacturing process; its logistics network to its store estate; to the local communities it serves and how it helps its customers live more sustainably.
- M&S develops the capacity of its people to deliver Plan A locally in all the countries beyond the UK and Ireland where it operates stores. As its pilot market, India is central to this and the company has worked with Forum of the Future to research the key social and environmental issues in India. It has identified many common basics such as energy efficiency, waste and recycling, as well as some opportunities on community and engaging customers on Plan A. It has appointed a Plan A manager in India to help roll out Plan A initiatives across the country.
- South Extension was the first retail outlet in India to be awarded Platinum LEED rating. Bengaluru was M&S's first sustainable learning store to open in internationally, features lighting which is 15% more efficient and water saving technology that uses 30% less water.
- M&S works with 10 Eco factories in India, which are equipped with the latest technology to reduce their carbon footprint as a part of M&S's Plan A initiative to create a globally sustainable business by saving water and using less electricity compared to other factories.
- M&S strengthens relations with communities and suppliers in India by using sustainable cotton, employing Fair-trade practices and rigorous recycling efforts to achieve company goals.
- The retailer has identified 23 different Plan A qualities for its clothing & home products with the goal of having at least one Plan A quality in all its clothing & home products by 2020.



► Farmers in Warangal M&S works with

## IMPACT

As many as 78% of M&S products that are made in India have at least one Plan A attribute. To help achieve its aim of sustainable sourcing of at least 70% of the cotton it uses globally, the retailer has partnered with WWF and the Better Cotton Initiative (BCI) in Warangal and Karimnagar. Working together with over 18,500 farmers, the retailer has been successful in reducing the use of synthetic fertilizers and pesticides up to 37% and 15% reduction in the use of water. The farmers have also benefited by earning almost 114% higher net income, 44% higher profits and have reaped 18% higher yield. 🌱