

EPR Plan and Collection Mechanism

Company Background

Panasonic Corporation, Headquartered in Osaka, Japan, is one of the largest electronic product manufacturers in the world, comprising of over 634 companies from AV to home appliances, to industrial solutions and other consumer electronic products. The company was founded in the year 1918 by Mr. Konosuke Matsushita. Since its founding, the company has expanded globally and recording consolidated net sales of 7.55 trillion yen for the year ended March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers.

Panasonic in India: Panasonic India commenced its operations in India in the year 2008 and the head office is located at Gurgaon. Panasonic India has been on a high growth market for the past eight years. India has been designated as the regional hub to drive growth and build deeper inroads into the fast emerging Asiatic, Middle Eastern and Western economies.

- **Workforce** of 13,000 people across India currently
- **Market outreach:** Panasonic currently has 1,184 unique service centres providing one-stop solutions, 250 brandshops and 31 branch offices

Group Companies

- **Panasonic Appliances (PAPIN):** Established in 1988 for manufacture, import, marketing and sales of kitchen appliances and small domestic appliances. PAPIN is headquartered in Chennai, Tamil Nadu
- **Panasonic AVC India [PAVCI]:** Established in 1996 to manufacture CRT TVs and Flat Panel TV's. PAVCI is based in Noida, UP
- **Panasonic Energy India [PECIN]:** Established in 1972, for manufacture and sales of dry cell batteries. PECIN is based in Baroda, Gujarat.
- **Panasonic Carbon India [PCIN]:** Established in 1982, for manufacture and sales of carbon rods. PCIN is based in Chennai, Tamil Nadu



- **Anchor Electricals:** Headquartered in Thane, Mumbai Anchor Electrical Private Limited started nearly five decades ago and became a subsidiary of Panasonic Electric Works (now Panasonic Corporation) in 2008. It is one of the largest domestic manufacturers of electrical construction materials with 3 manufacturing locations & 9 manufacturing units and boasts of 55 domestic bases and has employee strength of about 10,000. Its sales and operating profit are steadily growing. It ended the last financial year with net sales of Rupees 20.4 billion. It has a dominant market share in wiring devices and it is constantly expanding its product range and growing market share in Switchgear, Lighting, Indoor Air Quality Equipments, Ceiling Fans, Wires and Cables. Anchor aims to double this in the next three years from the existing and some new product categories.
- **Firepro Software Pvt. Ltd.** acquired in 2011, provides complete security solutions.

Divisional Sales under Panasonic India

- **Panasonic Marketing India (PMIN):** CE (TV, Audio, Home Theatre), HA (AC, WM, Ref., MWO, Beauty Care, Vacuum cleaner, Water Purifier) & Digital Imaging (Camera & Movie)
- **System Sales Division (SSD):** Makes available display, projectors, telephones, PBX/KTS, fax machines, security and networking products.
- **Panasonic Industrial Devices Sales India(INDD)** or making available compressors, motors for air conditioners and refrigerators, various batteries and many other industrial applications, components for printed circuit boards, flat and plasma panel for flat TV and plasma TV, heat exchanger for BTS relating applications, equipment's for manufacturing industry.
- **Panasonic Automotive Systems India(PASI):** Specializes in sales and support of in-car equipment and systems that provide comfort, such as multimedia equipment, safety, environmental protection and power management solutions

Divisional Factory under Panasonic India

- **Appliances Company India:** Factory for manufacture of Kitchen Appliances and Small Domestic Appliances
- **Panasonic Welding Systems India:** For manufacture of Arc Welding equipment's and related products based in Gurgaon, Haryana

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Form-1

Panasonic

- The collection point official returns the perforated portion of the registration form as an acknowledgement.

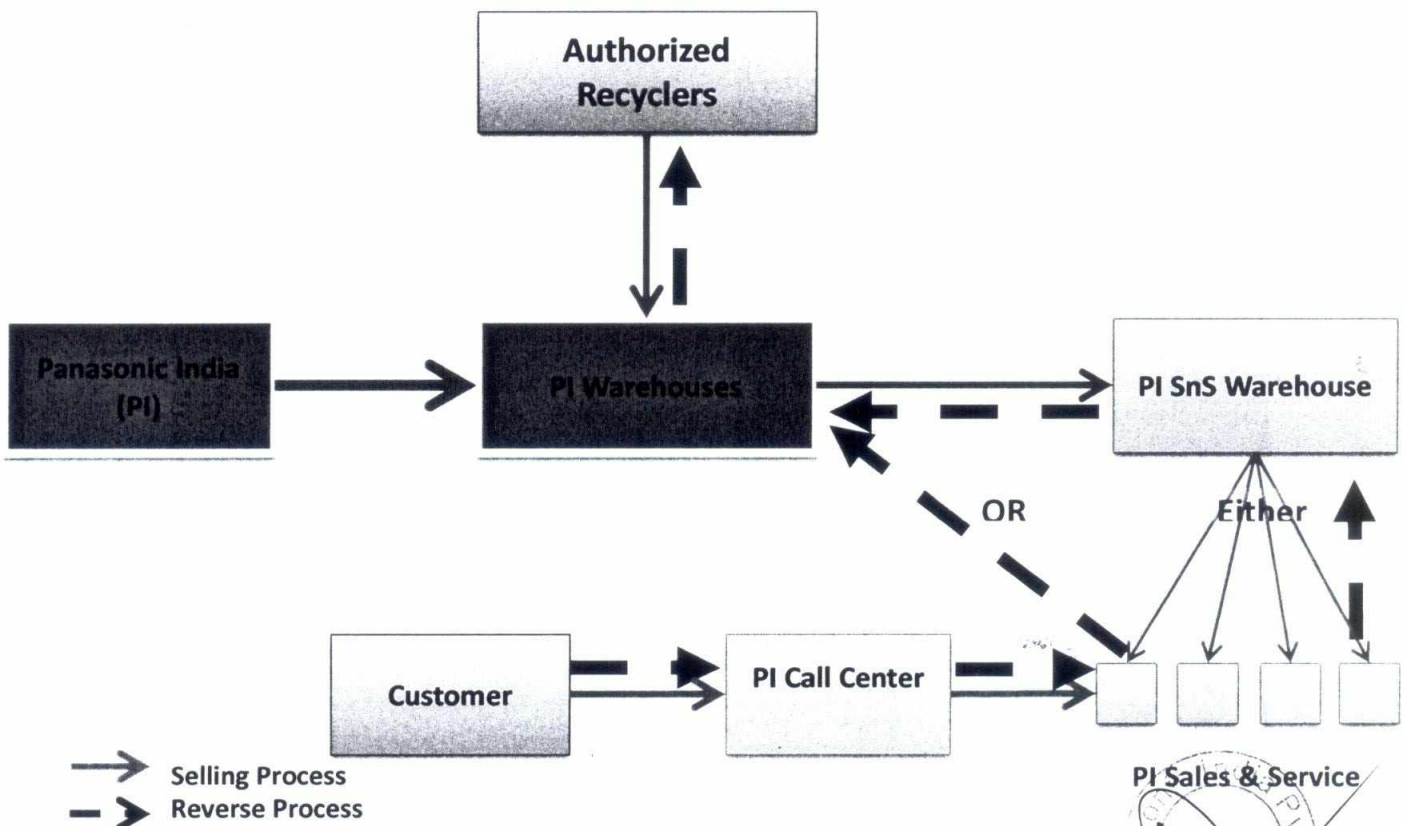
If the product is a large appliance

- Log a recycling request at the toll-free number **1800 103 1333 or 1800 105 1333** and find out further details.

Conditions


1. Products offered for recycling are not eligible for Exchange Offers
2. The free service for recycling End-of-Life (EOL) Products can be availed by consumers for Panasonic branded products only under 'I Recycle' Program'
3. Consumers need to deposit the small products to the nearest Collection Point for which no pickup will be arranged.
4. Panasonic reserves the right to modify / change any part of the 'I Recycle' Program' at any time at its sole discretion.
5. All disputes related to or arising out of this program are subject to jurisdiction of the competent courts in Delhi only.

Collection Flow Chart – Panasonic India IPR Framework



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S.No.	Items	Documents Attached
7	EPR plan - As per ' Implementation Guidelines for E waste (Management)Rules 2016	
7.1	Brief on general scheme of collection	<p>Panasonic will recycle all electronic waste generated out of its manufacturing and trading activities in India and channelize it to authorized recyclers or dismantlers.</p> <p>We will set up individual and collective take-back systems So that everyone knows and understands this process, we will spread awareness through advertisements, posters, publications, Information booklets on EOL disposal, hazardous constituents and the effects of improper recycling, and spreading the symbol for channelization of e-waste.</p> <p>We will also comply with all applicable laws related to e-waste management.</p> <p>For further details please refer the Annexure-A</p>
7.vi	Specific Collection schemes (buy-back, exchange, DRS, ect.)	For further details please refer the Annexure-A
viii	Awareness Plan - Details of publications, advertisements, and posters numbers of workshops, training programme ect.	<p>In all ads creatives we are putting I-Recycle logo. Additionally we have also prepared and placed I-RECYCLE logo at all Authorized Service centre of Panasonic India for creating environment awareness among the bulk consumer and consumer.</p>
		<p>Please refer the Annexure – A</p>
		<p>1. I-Recycle logo</p> <div style="text-align: center;">  </div>

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2. Help us Poster

Panasonic

HELP US RECYCLE

Dispose of electronics a global concern

Help us recycle and reuse

Panasonic committed to protecting the environment

Help us realize a safer, cleaner planet

Partner with RECYCLE Program

Return the product to be recycled to:

- Collection Center
- Neighborhood Electronics or Computer
- Panasonic Service Center

Do NOT dispose your e-waste in household disposal bins

Help us become the Greenest Company in the Electronics Industry

www.panasonic.com

MANUFACTURING OFFICE: Panasonic India Pvt. Ltd. 17 Floor, Ambience Island, 10A-B, Gurgaon - 122 002, Haryana, India. Tel: +91-124-4791300 Fax: +91-124-4791305

3. I-Recycle logo on Ad print.

Join the LEAGUE OF LEGENDS

Freedom to Repair 51% OFF

Ultra-Slim Technology. Unbeatable Gaming.

Official Worldwide Partner of the Rio Olympic Games 2016

Life smart

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Andheri (E) - 400 093

Tel: 91 22 3041 8888

Gujarat

Panasonic Energy India Company Limited.

GIDC, Makarpura

Vadodara 390 010

Gujarat.

Tel: 0265 2642661-62

Madhya Pradesh

Panasonic Energy India Company Limited,

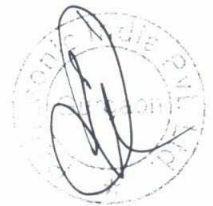
Plot No. 112, Sector III,

Pithampur Industrial Area,

Dist. Dhar – 454 774 M.P., India.

Phone: 07292 256107/511

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EPR Plan and Collection Mechanism

Panasonic India 'I Recycle' Program

E-waste: A concern, an opportunity

Around the world, e-waste is a rising concern. Every year, 20-50 tonnes of e-waste is generated around the world. A lot of it is reusable and recyclable, if only it were channelized properly. And a lot of it is hazardous, unless disposed properly.

As citizens of the world, you and I have a responsibility to help deal with this.

With virgin resources of raw materials facing rapid depletion, e-waste can actually turn into an alternate source. For that, we need to have a system in place for recycling.



Panasonic's mission

The mission of Panasonic is to become the Greenresponsible Company in the Electronics Industry making the "environment" central to all its business activities and bring forth innovation by way of green life innovation and green business innovation.

It's not just a mission; it's a way of life.

Panasonic: The environment's best friend

Environment is at the centre of Panasonic's activities globally. Worldwide, we are a green company, committed to:

- Live in harmony with the environment and strive to achieve zero emission across all business activities.
- Develop and improve preventive measures and compliance with law, and promote continuous implementation.
- Effectively use and conserve natural resources to realize a recycling based society
- Build a closed and cooperative relationship with society.

Our responsibility towards e-waste recycling

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'I Recycle': Panasonic's comprehensive e-waste recycling program



I - Connects with Panasonic's eco tag line 'I am doing my bit'

Recycle – Panasonic goes one step ahead of the requirements of E-Waste (Management and Handling) Rules, 2016, notified by the MoEFCC. It not only channelizes electronic waste to authorized recyclers but also ensures its **environmentally sound recycling**.

Replacing Panasonic India's currently existing 'Voluntary End-of-Life Recycling Program', the 'I Recycle' Program has come into place from May 1, 2012. The program reinforces Panasonic's commitment to protect the environment and makes it very easy for consumers to recycle their electronic waste.

What can be recycled?

- Office e-waste
 - Telephones (all types)
 - Electrical and electronic typewriters
 - Fax machines
 - Printers, including cartridges
 - Copying equipment
 - User terminals and systems
 - Notebook and notepad computers
 - Featured and Mobile Phone
- E-waste generated from manufacturing of electrical and electronic equipment at the Panasonic factories in India
- E-waste generated from service centres and brand shops of Panasonic India
- The End-of-Life (EOL) products—those that have run out their utility to us—received from the consumers
 - Air conditioners excluding centralized air conditioning plants
 - Washing machines
 - Refrigerators
 - TV sets based on CRT, LCD, LED technology

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How 'I Recycle' works



1. Start here

Each Panasonic product in India comes with a product information booklet. This carries instructions on how to dispose the product when it reaches the end of its life.

Look for the Wheelie Bin logo and the instructions (which are included in English as well as Hindi) as shown below:

[India Only]



For the purpose of recycling to facilitate effective utilization of resources, please return this product to a nearby authorized collection center, registered dismantler or recycler, or Panasonic service center when disposing of this product.

What the Wheelie Bin symbol means: The symbol says don't dispose your e-waste into the municipal waste collection bins. That's because these wastes are hazardous in nature and need to be recycled in a special way.

How to dispose a product

If the product is small

- Carry it to the nearest collection point.
- Fill in the recycling registration form provided by the collection point official.
- The collection point official will validate the condition of EOL before accepting.
- The collection point official returns the perforated portion of the registration form as an acknowledgement.

If the product is a large appliance

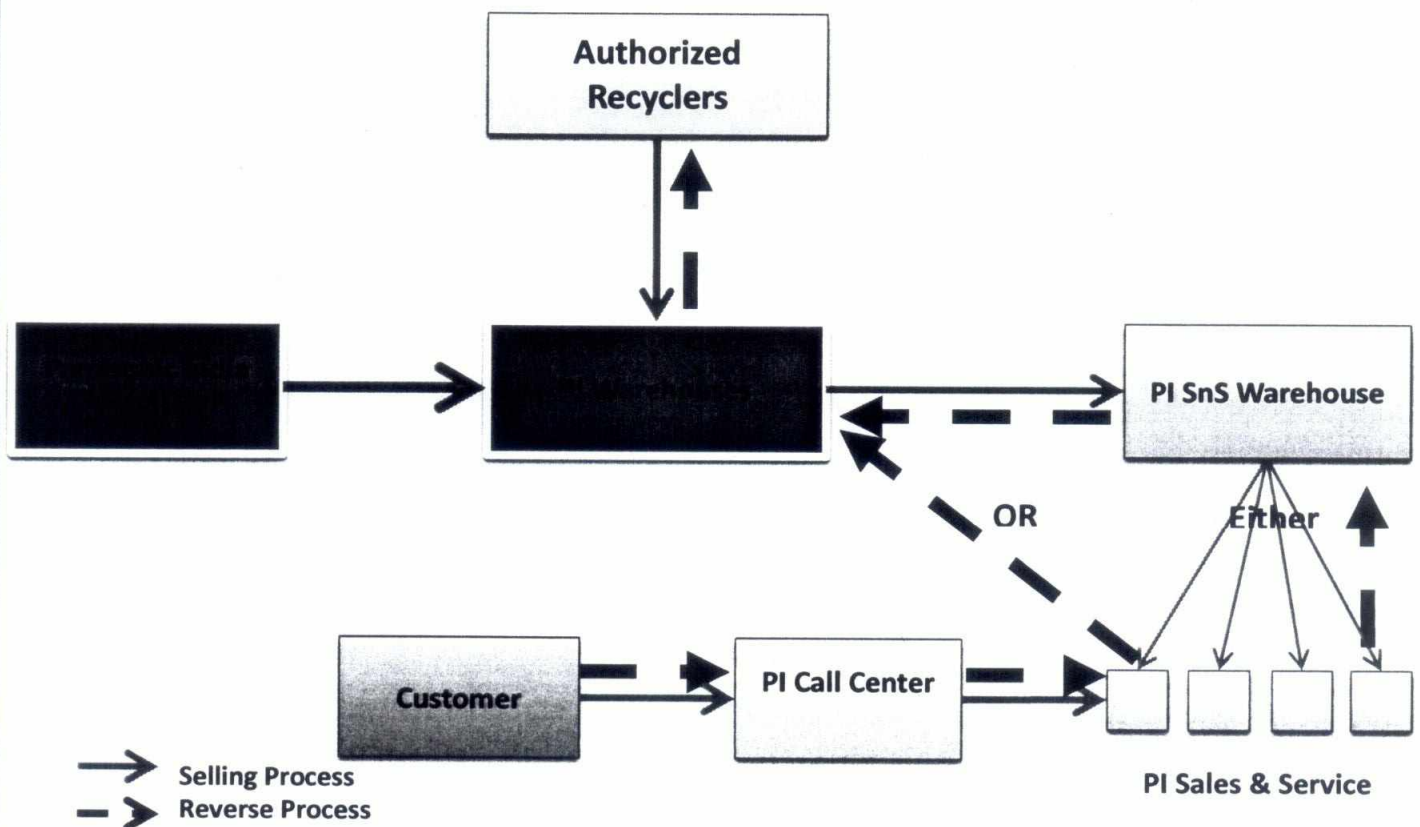
- Log a recycling request at the toll-free number **1800 103 1333** or **1800 105 1333** and find out further details.

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4. Panasonic reserves the right to modify / change any part of the 'I Recycle' Program' at any time at its sole discretion.
5. All disputes related to or arising out of this program are subject to jurisdiction of the competent courts in Delhi only.

Collection Flow Chart – Panasonic India IPR Framework



Request Recycling Information

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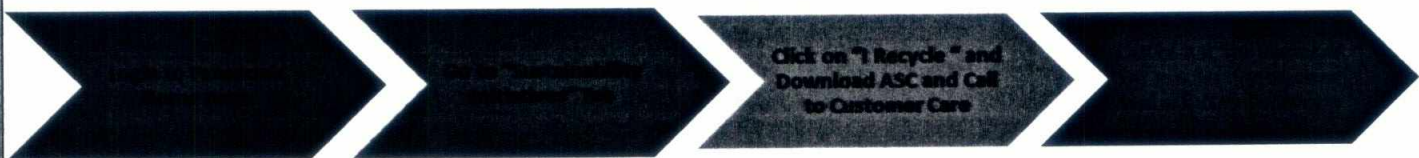
Panasonic India provides recycling information for products sold after 2007.
For more information on recycling, please click

<http://www.panasonic.com/in/corporate/sustainability/panasonic-india-i-recycle-program.html#>

Panasonic India: Take Back Programs

As a responsible producer of Electrical and Electronics products, Panasonic India offers various take back programs that allow our customers and suppliers to return excess used products or materials. These programs help protect the environment and provide valuable services to our customers. All returns are managed via the Panasonic India Customer Care services.

Registration and Process instructions are included under the Take Back program descriptions below:



<http://www.panasonic.com/in/corporate/sustainability/panasonic-india-i-recycle-program.html#>

Dispose of your Used /Waste Electrical and Electronic Equipment (WEEE) Responsibly & Economically

The proper disposal of used or WEEE is a concern for all businesses. Improper disposal can lead to harmful environmental impacts, and safety or security risks due to incorrect handling of data on retired systems. Panasonic India offers cost effective, secure and environmentally responsible options to assist you in the disposal of Old / WEEE

- ✓ ● No charge for pick up, transportation, and recycling of retired systems
- ✓ ● Reduced risk with complete disk wipe capabilities on select systems
- ✓ ● Save money and earn credit when returning back WEEE/Old equipment to Panasonic Authorised Service Centre
- ✓ ● Convenience of pick up at your location at no cost to you
- ✓ ● Peace of mind knowing equipment is recycled in compliance with environmental and regulatory standards

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- For detail please refer the below mentioned link

<http://www.panasonic.com/in/corporate/sustainability/panasonic-india-i-recycle-program.html#>

Direct approach to Panasonic India E-Waste Recycling service provider patterns listed below:

1. Tes AMM India Pvt Ltd., <http://www.tes-amm.com/en-US/>
2. E-Parisaraa Pvt. Ltd. , <http://ewasteindia.com/>
3. Eco Recycling Ltd. , <http://ecoreco.com/>

Annexure - B

Estimated budget for Extended Producer Responsibility and allied initiatives to create consumer awareness:

S.No	Description	BP for 2016-17	Proposed BP for FY 17-18
	E-Waste Management & Recycling	5,00,000	28,50,000



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Details of proposed awareness programmes.



In order to harmonized the unorganized sector for recycling e-waste there is a need to initiate sustained mechanism to create awareness

Towards this, Panasonic India has launched an Awareness Programme on Environmental Hazards of Electronic Waste under 'CSR Initiative' as **Learn Sell and Earn.** Under this program PI will be organizing workshops/ seminars at schools/ colleges/ Resident Welfare Associations (RWAs)/ Bulk Consumers/ Brands Shops and e-waste campaign from media engagement etc.

Detailed environmental activities

S No	Activity	Description
1	<p><u>Street Play</u></p> 	<p>A 5 to 10-minute play to be staged by local artists highlighting the hazards of electronic waste</p> <p>Effort will be to make it entertaining and informative and catering to the profile of that area for better reach</p> <p>It has been decided to take a maximum of six artistes and identify a spot where maximum people can assemble and watch</p>
2	<p><u>Journey of E waste</u></p> 	<p>The show will be conducted by our Resource Person who will take the audience comprising students or/and RWA members on a roller-coaster ride detailing the journey of electronic waste, that if not properly dumped, would result in danger to the living beings'</p> <p>The journey will be fully loaded with</p>

		environment-friendly visuals
3	<p><u>WHO AM I</u></p> 	<p>An Interactive game designed for all age groups and will be played with school kids, RWA members, and the special group of recyclers, re-users, wholesalers, buyers and sellers of the e-waste material. <i>(depending on the availability of the people)</i></p> <p>Not to forget the government officials for whom the game has certain modifications to keep their interest in mind.</p>
4	<p><u>E waste Antakshari</u></p>	<p>A novel prose-poetry antakshri, to be played as per the principles of commonly played home antakshri with each member of two teams speaking consecutively picking the last syllable of the previous member-speaker.</p> <p>This entertaining participatory item will display the common man's perspective of the e-waste</p>
5	<p>Cross Word. Riddles</p> 	<p>This will be 10 min program</p> <p>We will choose our eco warrior who will be the Role Model for the City and with small support He will be spreading our message in other area and also the support of Local media.</p>
6	<p>E waste Management</p>	<p>Tie up of the RWA-KABARI -RYCYCLER</p> <p>With support of Resource person and Nukkad Natak Team.</p>

7	<p>Kahani E Waste Ki</p> 	<p>Story Telling to JUNIORS at Schools</p>
8		<p>'1 Recycle': Panasonic's comprehensive e-waste recycling program: Training program for Service team including Customer care executive and at Brand Shops.</p>

Form-1

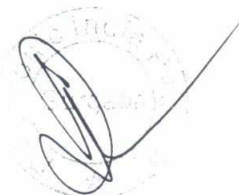
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Panasonic Collection Points / CENTERS :

Region	Location	Address
EAST	Kolkata	Panasonic India Pvt Ltd ,CFA:TCI Supply Chain Solutions, DAG, No-358,359,360, Sankrail Industrila Park, Near MAX warehouse, Village- Bhagawatipur Dhulagori, Sankrail, Howrah -711302(W.B)
	Patna	Panasonic India Pvt Ltd, C/O Allied Agency, Plot No - 486, Naya Tola, Roy Colony, Karbala More, Phulwari Sharif, Patna – 801505
	Ranchi	Panasonic India Pvt Ltd, Aditya Logistics , K K Breweries Pvt LTD compound, Tatisilway industrial Area, Phase11 Near Tatisilway, PS Ranchi, Jharkhand, Pin-835103
	Guwahati	Panasonic India Pvt Ltd, GULSHAN GRAND, 3RD FLOOR, NR.DISPUR SUPER MARKET, DISPUR, GUWAHATI-781006
	Bhubaneswar	Panasonic India Pvt Ltd. CFA : Sarada Agencies (P) Ltd, Plot No.- S-3/75/1, Mancheswar Industrial Area, Land Mark- Back Side of Magnum, Bhubaneswar - 751010 ODISHA
SOUTH	Chennai	PANASONIC INDIA (P) LTD, NO:56,KATHIRUVEDU VILLAGE, GNT ROAD ,PUZHAL, CHENNAI - 600 066. TAMIL NADU
	Cochin	Panasonic India Pvt Ltd. Door # XV1/441,442,443 Near vegetable Market, Jubilee Road, Nettor PO, Cochin-682040

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Form-1

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	Bangalore	PANASONIC INDIA PVT LTD. NO42/1/B.OPP- OLD COMMERCIL CHEAK POST. ARSHINAKUNTE,NELAMANGALA TALUK. BANGALORE RURAL DIST -562123
	Hyderabad	Panasonic India Pvt. Ltd., c/o M/s.Sree Enterprises, C&F , Survey no.157,158 &159, Dulapally Road,,Quathbulapur. Mandal, Ranga Reddu District, Secunderabad-500014
WEST	MUMBAI	PANASONIC INDIA PVT. LTD Richland Commercial Hub, Opposite Grand-Bee- Hotel, Building No A-2(1-10) Bhiwandi-Nashik Hi-Way. Village - Vadpe, Bhiwandi. Dist : Thane, - Pin - 421 302.
	AHMEDABAD	PANASONIC INDIA PVT. LTD C/o Gujrat Trading Company Unit No. 1, Anmol Laxmi Industrial & Logistic Park, Opp :- BPCL Oil Depot, Village-Kanera, Next To Bareja, NH No-08 Kheda -387540
	INDORE	PANASONIC INDIA PVT. LTD C/O LIFE CARE LOGISTIC PVT. LTD, SURVEY NO. 260/2/1, 263/1, 2632/2, GRAM: ASRAWAD BUJURG, NH-59, NEMAWAR ROAD,INDORE (MP) – 452016
	ZIRAKPUR SPWH	PANASONIC INDIA PVT. LTD. HADWAST NO 234. OPPOSITE BRITANIA GODOWN, PHABHAT GODOWN AREA, TEHSIL- MOHALI, ZIRAKPUR, PUNJAB-140603

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Form-1

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NORTH		
	JAI PUR SPWH	PANASONIC INDIA PVT. LTD. E-156, Road No -11H, Viswakarma Industrial Area Jaipur-302013
	DELHI SPWH	PANASONIC INDIA PVT. LTD. Godown No-2, Khasra No-352, GT Karnal Road, Alipur New Delhi-110036, Ph No 09716911821
	GZBD SPWH	PANASONIC INDIA PVT. LTD. C/O Maneet Marketing Indo Bulger Food Compound, Delhi Meerut Road Ghaziabad - UP,201001

Further, more detail please refer the below mentioned link for list of Authorized Service centre- cum- collection centre

<http://www.panasonic.com/content/dam/Panasonic/corporate/in/about-panasonic/sustainability/panasonic-india-i-recycle-program/Collection Points for Take Back program 20150928.pdf>

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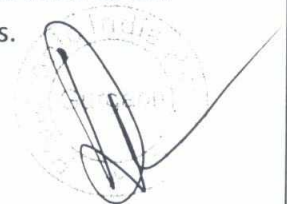
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2. E-Parisaraa Pvt. Ltd. , <http://ewasteindia.com/>

3. Eco Recycling Ltd. , <http://ecoreco.com/>

Factory Locations

Haryana

Panasonic India Pvt. Ltd.
Plot no. 1, Bid Dadri, Dadri
TOE, Jhajjar,
Teh: Jhajjar, Distt: Jhajjar
Haryana 124103.

Uttar Pradesh

Panasonic AVC Networks India Co. Ltd.
C-52, Phase-II
NOIDA – 201301
Uttar Pradesh

Chennai

Panasonic Carbon India Co. Ltd.
77(Old No. 35), Nungambakkam High Road,
Third Floor, Nungambakkam,
Chennai 600 034
Tel: +91-44 28275216

Panasonic Home Appliances India Co Ltd.,
N H No.5 Sholavaram Village
Ponneri Taluk
Chennai – 600067
Tel: +91 -44 26330133

Mumbai

Anchor Electricals Pvt. Ltd.
Steel House, B Wing
Plot No. 24, Mahal Industrial Estate
Mahakali Caves Road, Near Paper Box

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