

# **CAROLINE – RESPONSIBILITY FOR OTHERS**

## **Speaker key**

CA Caroline Drummond

CA We were the first company to launch concentrated liquids under the sub-brand Small & Mighty. What this does, is, it reduces greenhouse gasses because the product becomes concentrated and smaller, so the greenhouses gasses associated with transport of getting the product to the supermarket where you purchase it. It also reduces the amount of packaging, the amount of waste and the amount of water in the product. In India we launched a product called Surf Excel Quick Wash, and what that product does is, it uses two buckets less water for the hand-wash market than equivalent products, which in a country hit by water scarcity is extremely important.