



GRI
WE'LL GET YOU THERE

THE
GREEN
IMPACT

GROW FOR GENERATIONS

A word from the Managing Director



It is a profound honor to stand before you today as we embark on a journey that transcends mere innovation—it's a testament to our commitment to shaping a future where sustainability is a way of life. **The GREEN IMPACT** marks a pivotal moment in our journey towards sustainability, a step forward which brings us closer to the future that we envision. **A greener future. A brighter future.** A future where harmony with nature is not just a goal, but a reality.

A shift towards a **people-centric approach** is essential in the global context. Recognizing the interconnectedness between human well-being and environmental health, businesses must prioritize the needs and aspirations of communities worldwide.

By empowering individuals and communities to embrace sustainable practices, businesses can create a more **inclusive and sustainable** future for people around the globe. Whether it's through education and awareness programs, capacity-building initiatives, or community engagement efforts, there are numerous avenues for businesses **to foster positive change.**



“

Innovation for sustainability within the Specialty Tire industry and others is not just about doing business; it's about building a brighter, more resilient future for generations to come. As they say, with great power comes great responsibility and being an industry that drives the world forward, **we are all collectively responsible**. By embracing sustainability as a guiding principle and adopting a people-centric approach, businesses can play a pivotal role in driving positive change and creating a more prosperous and sustainable world for all.

”

Prabhash Subasinghe
Managing Director- GRI



The journey towards a greener world

Product Carbon Footprint Verification



BUREAU

VERITAS



GRI Tires' unwavering commitment to environmental stewardship and its dedication to developing eco-friendly tire solutions was assessed. The utilization of sustainable materials and its implementation of innovative manufacturing processes have culminated in a significant reduction in its carbon footprint, paving the way for a more sustainable future for the tire industry.

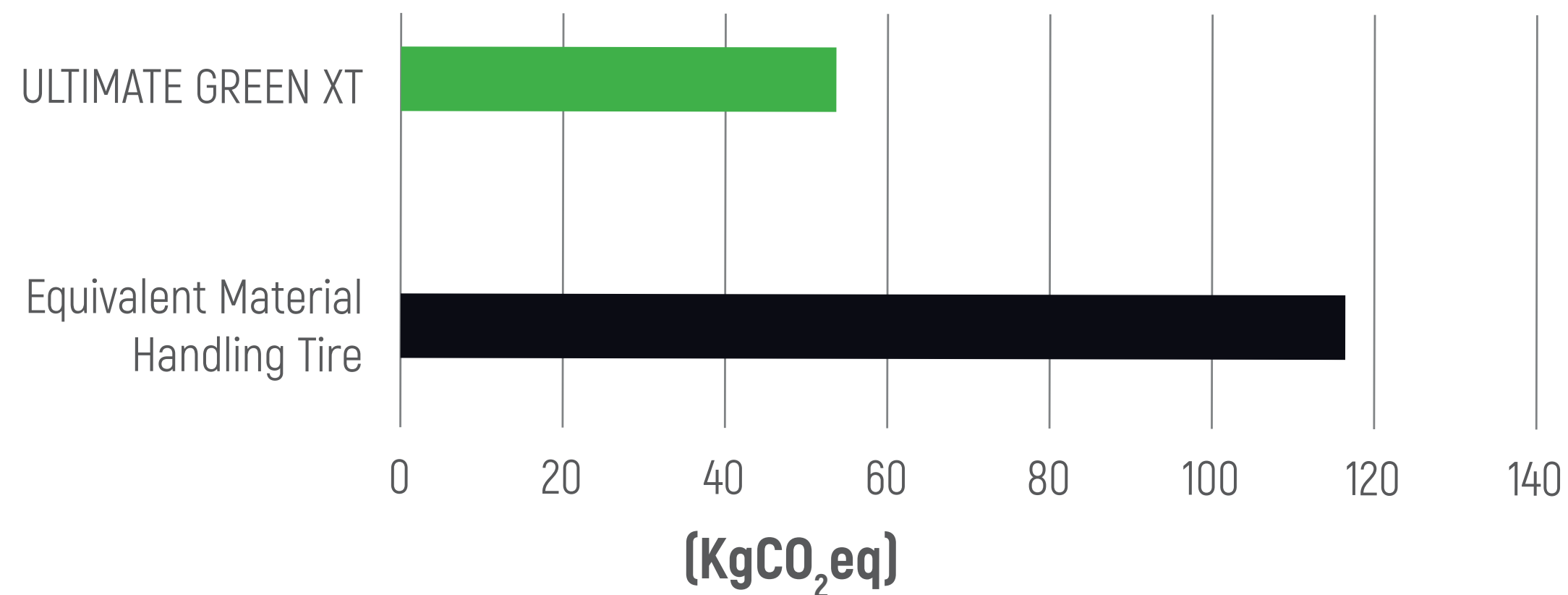


CARBON FOOTPRINT ANALYSIS

ULTIMATE GREEN XT

The **ULTIMATE GREEN XT Material Handling tire registers a carbon footprint of only 52.1 KgCO₂eq.**

The **ULTIMATE GREEN XT** tire epitomizes GRI's commitment to reducing carbon footprints while enhancing performance. By implementing strategic initiatives such as the integration of sustainable materials and the adoption of renewable energy sources like solar power, GRI has achieved an impressive **55.7% reduction in carbon emissions** compared to the Equivalent Material Handling Tire in the industry.

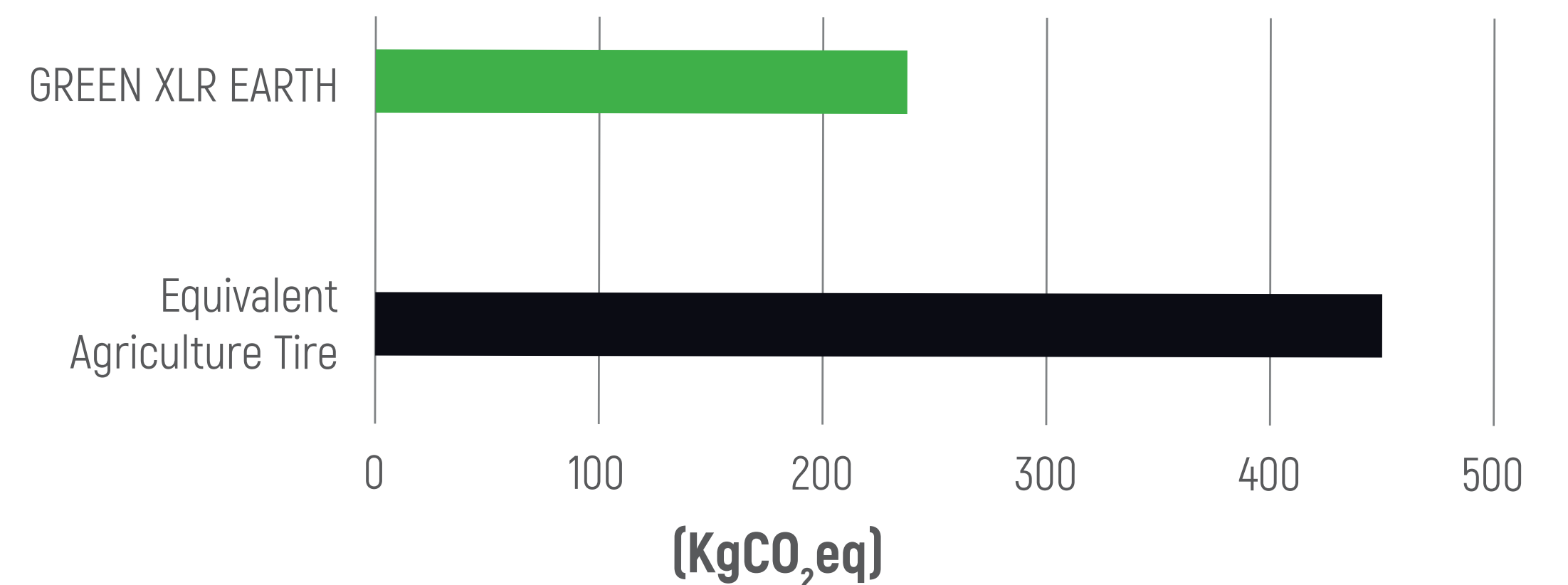


(Kilograms of Carbon dioxide emitted to the atmosphere from cradle to gate per item produced)

GREEN XLR EARTH

The **GREEN XLR EARTH Agriculture tire registers a carbon footprint of just 242.3 KgCO₂eq.**

GRI has achieved an impressive **44.8% decrease in carbon emissions** compared to the Equivalent Agriculture Tire in the industry. This significant reduction highlights GRI's comprehensive sustainability strategy, ensuring that every aspect of tire production reflects a pledge to a more environmentally friendly future.



(Kilograms of Carbon dioxide emitted to the atmosphere from cradle to gate per item produced)

Sustainable Sourcing

Where it all begins: The Natural Rubber Plantations

Immersed in the lush landscapes of Sri Lanka's natural rubber plantations, the GREEN IMPACT participants gained firsthand insights into the tire production process. Highlighting the integral role of local communities, GRI showcased how it empowers these individuals, fostering sustainable practices and livelihoods.



“Unlocking the boundless courage of a woman is the key to unlocking a better world”

As a part of the GREEN X CIRCLE initiative, GRI recently conducted an extensive training program for women on home finance management and these remarkable women from the rubber farming community were also a part of the GREEN IMPACT. GRI are proud to have supported them with the essential skills to navigate the complexities of today's economy with confidence and resilience.



“

We greatly value the programs that are conducted by GRI. It is not only about our day-to-day livelihood, but about planning the future of our families. I am proud to be a part of the GRI family.

”

Mrs. Sumithra Jayarathna
Rubber farming community

Sustainable Production



GRI's Manufacturing Excellence: The Specialty Tire Production Plants

Venturing into GRI's Specialty Tire manufacturing plants, where our Environmental Friendly tires come to life, Participants gained insights into the innovative processes and sustainable practices driving our commitment to environmental stewardship. From energy-efficient operations, waste-water harvesting systems to sustainable boiler operations and more, GRI showcased its dedication to pioneering greener practices throughout the tire production process.



Sustainable Products

Pioneering a better tomorrow

THE NEXT GENERATION

GRI's commitment to sustainability reached new heights at The GREEN IMPACT as we proudly revealed the NEXT GENERATION of GRI's environment friendly tires with a higher content of Sustainable Materials.



ULTIMATE GREEN XT

Now Made With

93.5%

Sustainable Materials

GREEN XLR EARTH

Now Made With

87.3%

Sustainable Materials



The culmination of it all: The GREEN IMPACT Summit

The pinnacle of The GREEN IMPACT event, as the Summit convened in Colombo, Sri Lanka.



Exploring Sustainability in the Rubber, Agriculture and Specialty Tire Industries A Panel Discussion

Here, a convergence of expertise unfolded, as industry leaders, environmentalists, scientists, journalists, and rubber specialists brought their collective wisdom to the forefront. Through dynamic panel discussions and collaborative sessions, ideas sparked, and solutions flourished, underscoring the event's mission to drive meaningful change and propel sustainability forward.



United Nations Global Compact

In the past and in the present, GRI has driven itself to shape a brighter future for all. We understand that much remains to be done for our people, our planet, and generations to come. Along with other likeminded corporates, GRI is now a member of the prestigious UN Global Compact Network, exemplifying our unwavering dedication to sustainability, and marking a step forward in our sustainable journey.



GRI

WE'LL GET YOU THERE

www.gritires.com



Scan here for the recap video