



केन्द्रीय प्रदूषण नियंत्रण बोर्ड  
CENTRAL POLLUTION CONTROL BOARD  
(पर्यावरण एवं वन मंत्रालय, भारत सरकार)  
(MINISTRY OF ENVIRONMENT & FORESTS, GOVT. OF INDIA)

**SPEED-POST / E-MAIL**

F.No.B-11011/UPC-II/PWM(Direction)/2021

15543

Date: 03.02.2021

To,

**M/s. Pepsico India Holding Pvt. Ltd.**  
Level 3-6, Pioneer Square, Sector 62,  
Nr. Golf Course Extension Road,  
Gurgaon 122101

**Sub:- DIRECTION UNDER SECTION 5 OF THE ENVIRONMENT (PROTECTION) ACT, 1986 FOR NON-COMPLIANCE OF PLASTIC WASTE MANAGEMENT RULES, 2018**

**WHEREAS**, the Central Government has notified the standards for discharge of environmental pollutants from various categories of industries under the Environment (Protection) Act, 1986 and the rules framed there under;

**WHEREAS**, the Ministry of Environment, Forest & Climate Change has notified Plastic Waste Management Rules, 2016, as amended 2018, which inter-alia prescribe specifications with regard to registration of Producers/Brand Owners/Importers and manufacturing of plastic carry bags, sheets, or like stipulate procedures for Plastic Waste Management;

**WHEREAS**, vide Registration No. B-17011/7/UPC-II-PWM(MLP)/2018(PIHPL) dated 08-04-2019, **M/s. Pepsico India Holding Pvt. Ltd.** has been registered as a Brand Owner with CPCB for collection and channelization of 18690 Tons of plastic waste as per Provisions of Plastic Waste Management (PWM), Rules, 2018;

**WHEREAS**, as per condition no.7 mentioned in registration certificate issued by CPCB, **M/s Pepsico India Holding Pvt. Ltd.** is required to submit Quarterly Progress Report (QPR) for disposal of Multi-layered packaging/plastic waste in prescribed format;

**WHEREAS**, as per CPCB's letter no. B-17011/7/PWM(MLP)/2020 dated 23-06-2020, **M/s. Pepsico India Holding Pvt. Ltd.** was required to submit Quarterly Progress Report (QPR) duly endorsed by concerned Urban Local Body (ULB)/SPCB/PCC;

**WHEREAS**, Original Application no. 28/2020 regarding violation of obligation under Rule 9 of the Plastic Waste Management Rules, 2016, by **M/s. Pepsico India Holding Pvt. Ltd.** in terms of principle of Extended Producer Liability have been filed in Hon'ble NGT, PB, New Delhi;

**WHEREAS**, vide reports submitted in the matter of OA no. 28/2020 in June, 2020 and September 2020, CPCB has informed Hon'ble NGT that **M/s. Pepsico India Holding Pvt. Ltd.** has not provided any information regarding submission of QPR;

**WHEREAS**, **M/s. Pepsico India Holding Pvt. Ltd.** has submitted QPRs for the period of January to December, 2019 in July, 2020 and it has been observed that documents submitted by the unit as QPR do not provide information for evidence based assessment of implementation of Action Plan for fulfilment of EPR liability by the industry and documentary proof of involvement of ULBs for collection & channelization of waste is not provided;

**WHEREAS**, Hon'ble NGT in its Order dated September 10th, 2020 in OA no. 997/2019 and 28/2020 has directed CPCB to take action against the non-complying units;

'परिवेश भवन' पूर्वी अर्जुन नगर, दिल्ली-110032

Contd..2..

'Parivesh Bhawan', East Arjun Nagar, Delhi - 110032

दूरभाष/Tel. : 43102030, फॅक्स/Fax : 22305793, 22307078, 22307079, 22301932, 22304948

ई-मेल/e-mail : cpcb@nic.in वेबसाइट/Website : www.cpcb.nic.in

**WHEREAS**, vide letter dated 08-10-2020 M/s. **Pepsico India Holding Pvt. Ltd.** Limited was served a Show Cause Notice by CPCB for Levying of Environment Compensation for non-compliance of provisions of PWM Rules, 2018;

**WHEREAS**, Vide letter dated 15-10-2020, **M/s. Pepsico India Holding Pvt. Ltd.** submitted QPR for the period of January 2019 to December 2019. The submitted documents are not endorsed by ULBs/PCCs for collection and channelization of plastic waste. Further, the firm was provided with a list of supporting documents required for QPR by CPCB vide letter No. B-17011/7/UPC-II-PWM(MLP)/2020/9832 dated 09-11-2020;

**WHEREAS**, Vide letter dated 27-11-2020, **M/s. Pepsico India Holding Pvt. Ltd.** submitted QPR for the period of January 2020 to September 2020 and reported a collection of 11,194 Tons of plastic waste out of which only 750 Tons is endorsed by ULBs against the EPR target of 18,690 Tons;

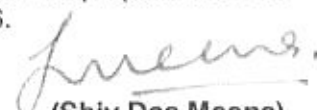
**WHEREAS** in compliance of NGT Directions dated Sep 10, 2020 in OA 247/2017, CPCB has framed the Guidelines for Environment Compensation for violation of PWM Rules; and

**WHEREAS** as per the above Guidelines, Environmental Compensation to be levied @Rs.5000/- per ton of plastic waste introduced by the Brand Owner for which EPR liability has not been fulfilled for the period under consideration.

**NOW THEREFORE**, in view of above and in exercise of the powers vested to Chairman, Central Pollution Control Board (CPCB) under Section 5 of the Environment (Protection) Act, 1986, the following directions are proposed to be issued to your unit:

- a) The unit shall pay Rs. 8,97,00,000/- (Rs. Eight Crores and Ninety Seven Lacs Only) within 15 days in CPCB A/c No. 532702050000164 (Bank Name: Union Bank of India, IP Extension Branch, Vikas Marg Extn., Delhi, IFSC: UBIN0553271) as Environmental Compensation charges to CPCB for violation of PWM Rules.
- b) The unit shall fulfil Extended Producer Responsibility (EPR) in accordance with provisions of PWM Rules, 2018.

You are hereby given an opportunity to respond within 15 days of issue of this Direction, failing which CPCB shall be constrained to levy Environmental compensation as proposed above without giving any further notice in accordance with provision of EPA, 1986.

  
(Shiv Das Meena)  
Chairman

Copy to:

1. **Joint Secretary (CP Division)**  
**Ministry of Environment, Forests & Climate Change,**  
Indira Paryavaran Bhawan, Jor Bagh  
Road, New Delhi, 110003

: For kind information please

2. **Incharge, IT Division, CPCB**

: For uploading on CPCB website

  
(Prashant Gargava)  
Member Secretary