

IHCL partners with Forest Essentials to unveil sustainability initiative

Forest Essentials has partnered with Indian Hotels Company Limited (IHCL) to roll out a pioneering sustainability initiative that's redefining eco-conscious hospitality in India. In an industry-first move, the collaboration introduces refillable, biodegradable ceramic dispensers and bulk liquid amenities across all Taj properties—drastically reducing single-use plastic waste without compromising luxury.

At the heart of this programme is Forest Essentials' signature Aloe Vera and Neem blend, celebrated for its soothing and purifying qualities. In addition, five bespoke blends—each crafted exclusively for Taj's iconic Palaces—have been developed to reflect the heritage, identity, and sensorial spirit of each property. This allows guests to connect with the destination through a unique, place-inspired bathing experience.

Impact at Scale

By replacing single-use bottles with refillable ceramic dispensers, IHCL and Forest Essentials have achieved a 61% cut in plastic consumption, saving 3,787 kilograms every month. The ceramic dispensers themselves are biodegradable and designed in harmony with Taj's sustainability ethos.

The initiative also brings notable resource efficiencies:

- 13% reduction in water usage
- 31% drop in electricity consumption
- Significant decrease in packaging and label waste

Collectively, these measures deliver a lower carbon footprint, setting a new benchmark for sustainable luxury hospitality in India.

All products are crafted from ethically sourced Ayurvedic ingredients, with full transparency and traceability. Forest Essentials' supply chain empowers local women in Uttarakhand—providing livelihoods through the production of soaps, Ubtans, and oils, and preserving traditional artisanal skills.

“We are happy to extend our partnership with Forest Essentials to launch an exclusive line for the Taj portfolio,” said Taljinder Singh, Senior Vice President, IHCL. “In line with our Paathya ESG+ framework and our goal to eliminate single-use plastic, this collaboration embeds sustainability into every detail of the guest experience.”

Samrath Bedi, Executive Director, Forest Essentials, added: “This milestone reflects our commitment to environmental stewardship and conscious luxury. The new refillable format retains our signature quality while strengthening our sustainability credentials.”

Neha Gadi, Head of Institutional Sales, Forest Essentials, noted: “Aligned with the ethos of Paathya, this partnership serves as a scalable blueprint for the future of responsible luxury.”

A New Standard for Luxury & Responsibility

With this initiative, Forest Essentials and IHCL present a compelling model for sustainable hospitality—one that blends tradition, elegance, and environmental responsibility. In doing so, they’ve shown that planet-positive practices can elevate, rather than compromise, the luxury guest experience.