

The Sustainability Cloud **DIGEST**

Enterprise software platform for ESG and climate action.



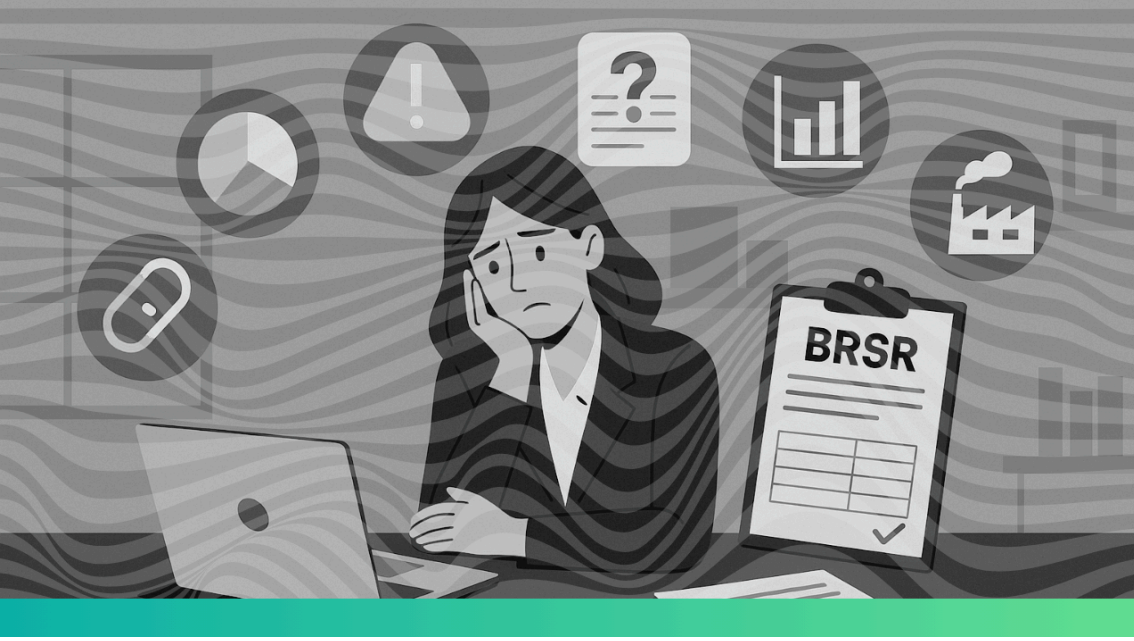
Dear Reader,

This August, sustainability is under sharper focus with greenwashing crackdowns intensifying. India's Parliamentary Committee has proposed an ESG oversight body to curb greenwashing, signalling a move from voluntary disclosure to legal accountability. Meanwhile, Shein faces a €1 million penalty for misleading sustainability claims. The EU has also reaffirmed its CBAM implementation timeline. But first, read our guide to avoid ESG errors in your BRSR reports.

From Our Blogs

[Avoid These 5 BRSR Filing Mistakes](#)

With BRSR now a compliance mandate, reporting errors can damage credibility. We explain the top five mistakes companies make and how to avoid them.



Policy Tracker

[India eyes ESG oversight body to counter Greenwashing](#)

A Parliamentary Standing Committee recommended amending the Companies Act and setting up a dedicated ESG authority to ensure stricter enforcement of sustainability claims and corporate accountability. [Read more...](#)



[EU confirms no delay in CBAM timeline](#)



The European Commission has confirmed the Carbon Border Adjustment Mechanism (CBAM) will fully roll out on Jan 1, 2026, with no delays. Small importers (<50 tons/year) will get exemptions. [Read More](#)

[CEAT's 90% sustainable tyres hit the Road](#)



CEAT has launched India's first passenger car tyre made with up to 90% sustainable materials. Developed at its Halol R&D center, the tyre features patented bio-based innovations and will be available from September 2025. [Read More](#)

Client Speaks

[Pee Vee Impex solves CBAM's regulatory hurdle to expand](#)

"With over 15 years in steel exports to the EU, CBAM posed a significant challenge for us. TSC NetZero simplified the complex CN codes, corrected our reporting errors, and ensured full alignment with importers. Their fast, reliable support helped us meet tight deadlines, map our carbon footprint, and stay on track toward our net zero goals. The software significantly reduced our man-hours and compliance expenses, streamlining operations and improving overall efficiency. TSC NetZero also gave us real-time visibility into our emissions data, allowing us to make informed decisions and improve sustainability performance."

[Read the full case study](#)

- **Puneet Bansal**, CEO, Pee Vee Impex

Climate Controversy

[The greenwashing fine of €1 Million](#)



Italian regulators have penalized fashion giant Shein for misleading sustainability claims, underlining the global crackdown on unverified green marketing. [Read more...](#)

Company Update

The Sustainability Cloud was at the prestigious National Sustainability Conference, 2025 hosted by The Institute of Company Secretaries of India, where we discussed the future of ESG through the prism of AI.

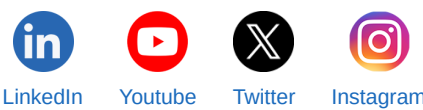


We can help you decarbonise your business.

Schedule a call to discover how The Sustainability Cloud can help.

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