



REIMAGINING INDIA'S ~~WASTE~~ *resources* **FOR A CIRCULAR FUTURE**

Impact Report 2023 - 2024





Our growth has to be sustainable and also must ensure that it does not make environment non-livable for the posterity.

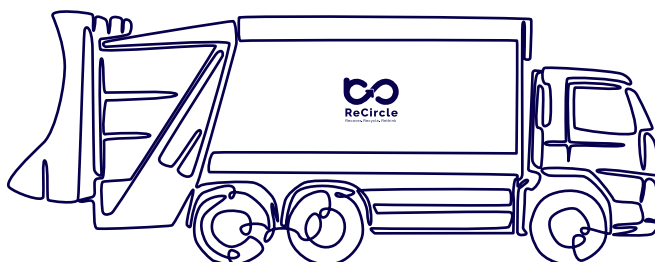
Former President of India - Dr. A.P.J. Abdul Kalam

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FOREWORD

The first time I learned about Rahul Nainani and Gurashish Singh Sahni's organisation, ReCircle (formerly RaddiConnect), was while I was working as the Head of Circular Economy at the United Nations Development Program (UNDP) in India. At the time, I was interested in connecting with waste segregators in the plastic waste management sector, and found the name "RaddiConnect" intriguing, passionate and catchy.

Eight years later, I continue to serve on ReCircle's Board of Advisors and support the Founders. Over the years, I have witnessed the team's commitment to learning, growth, and adapting to industry changes. ReCircle's inclusive model, which successfully combines processes and profit with purpose, has helped the organisation become a category leader.

What sets ReCircle apart is their focus on involving people in innovative initiatives, such as Diwali collections, empowering Safai Saathis (waste pickers), and digitizing India's waste supply chain. They achieve this by collaborating with all key stakeholders—corporates, waste collectors, processors, and informal

waste workers (Safai Saathis). This inclusive and community approach ensures a more efficient and sustainable waste management system.

ReCircle's nimble execution strategy has fostered a unified and passionate team, positioning the organisation for future growth in today's triple planetary crises to three interrelated global environmental challenges that threaten human well-being and the health of the planet. Addressing biodiversity loss, climate change, and pollution. ReCircle has made impressive strides by diverting nearly one lakh cubic meters of waste from landfills, reducing the need for virgin material production, and achieving significant milestones detailed in this report.

We are currently facing a global dilemma and growing insecurity around waste management. In this context, organisations like ReCircle offer a significant opportunity, ideas and modernisations for our country. Their success underscores the potential of innovative solutions in waste management and sustainability, particularly in the face of industry challenges.

Although waste is inevitable, ReCircle's long-term vision, strong value systems, consultative, and participatory approach will enable them to overcome obstacles into opportunities and drive meaningful changes in the ecosystem. I'm excited to see them lead the way in waste management and ethical circularity. It's

been more than a joy to be a part of their journey. Wishing one and all in ReCircle to be more passionate, sensitive of what they are doing to propel the movement towards VIKSIT BHARAT.



Prabhjot Sodhi, MBE

Sr. Program Director (Circular Economy) & Director MRAI(Hon.) For Jal Shakti Ministry
GOI, Thematic Partner-Plastics & Dry waste (Pan India) and State Lead for Goa,
Gujarat and Odisha, Center For Environmental Education (CEE)

FOUNDER'S NOTE

In 2016, NASA's image of a fire at Mumbai's Deonar landfill highlighted India's escalating waste crisis, with the site receiving over 3,700 tons of waste daily and a life expectancy of just 38 years for nearby residents. This stark reality drove us to start ReCircle with a mission to transform India's waste management and promote a world where no resources are wasted.

As a data and supply chain company, our focus is on digitizing India's waste supply chain by collaborating with stakeholders from brands and collectors to processors and informal waste workers (Safai Saathis). To support this, we created ClimaOne, an innovative climate-tech platform offering real-time plastic credit tracking and end-to-end traceability, strengthening our leadership in advancing the circular economy. After driving circularity in plastic waste, expanding into textiles seemed like a natural progression. In 2023, we researched the textile waste ecosystem in India and identified how we could contribute to addressing another growing environmental challenge.

We measure success by the impact we create: diverting over 161,858 MT

of waste from landfills and oceans across 310 cities, benefiting 3,590+ Safai Saathis. Beyond our societal and environmental impact, we made strides in other core focus areas. We launched Mumbai's first semi-automated Material Recovery Facility and partnered with 60+ progressive brands. We showcased our vision at the Clinton Global Initiative, GSMA MWC (Barcelona), and GSMA M360 APAC Summit (Seoul), while raising our pre-Series A round from Flipkart Ventures, 3i Partners, and Acumen Fund Inc., highlighting growing investor confidence in India's clean-tech ecosystem.

Looking ahead, we aim for end-to-end circularity in plastics, expand textile waste recovery, and build more partnerships, while increasing capacity for our Safai Saathis and collection partners.

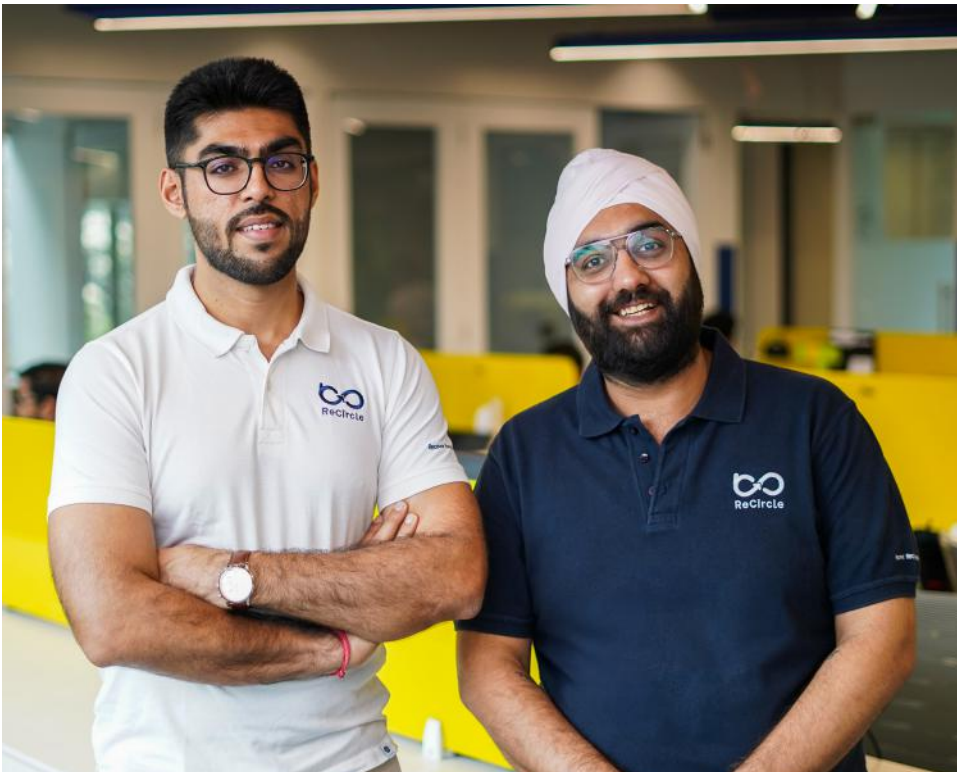
We understand that building something truly meaningful takes time. From the very beginning, our goal has been to give our very best—every step of the way. We're here to inspire millions of Indians, and to create something even more incredible than we ever imagined back in 2016.

“

Is our trash someone else's problem?

This is the mindset we set out to change when we launched in 2016. Today, our mission is to transform India's waste management ecosystem and promote a world where no resources are wasted by focusing on ethical circularity.

Rahul Nainani
Co-Founder & CEO



Rahul Nainani
Co-Founder & CEO

Gurashish Singh Sahni
Co-Founder & COO

01

Executive Summary

When we founded ReCircle, our vision extended beyond solving the pressing issue of waste disposal. We saw an opportunity to transform the way the world perceives waste - no longer as an end, but as a resource waiting to re-enter the value chain. This belief in the power of circularity, where materials are endlessly recovered and repurposed, has shaped our mission and guided every step we take.

With a focus on collaboration, innovation, and impact, we continue to drive a shift towards a circular economy where environmental responsibility creates social progress and economic opportunity for all.



Captured at the Conveyor Belt at our Material Recovery Facility (MRF), Dahisar, Mumbai

TRANSFORMING WASTE, LIVES, AND LANDSCAPES*

161,858.80 MT

Waste diverted from polluting landfills and oceans.

3,590+

Livelihoods impacted directly OR indirectly through sustainable practices.

400+

Collection partners building a robust circular economy network.

310+

Cities, towns, and villages transformed into waste recovery hubs.

45+

Waste processing partners ensuring efficient and ethical waste management.

8+

Years of driving *ethical circular economy*.

* as of FY 2016-2024



WASTE RECOVERED BY CATEGORY*



120,477.58 MT
Recyclable plastic



36,903.80 MT
Non-recyclable plastic



1,242.81 MT
Paper



497.99 MT
Glass



11.66 MT
Textile waste



1,199.01 MT
Wet waste



1,555.95 MT
Other

* as of FY 2016-2024



Captured at Hopper at our Material Recovery Facility (MRF), Dahisar, Mumbai

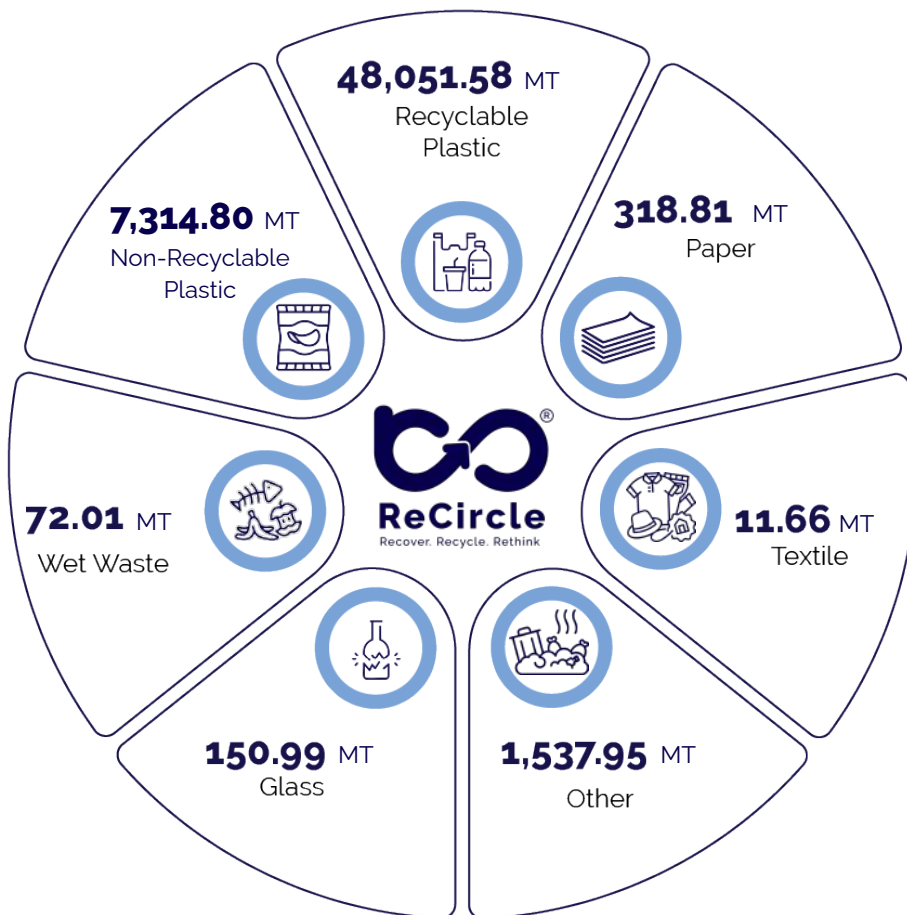


Captured at Hopper at our Material Recovery Facility (MRF), Dahisar, Mumbai

RECIRCLE'S ACCOMPLISHMENTS (2023-24)

This year, collaborations, innovative waste recovery, and community empowerment showcased ReCircle's commitment to sustainability and ethical circularity. We recovered **57,457.80 MT** of waste, **35%** of which has been managed to date.

WASTE RECOVERED BY CATEGORY*



* as of FY 2023-2024

RECIRCLE'S ACHIEVEMENTS THROUGH THE EXTENDED PRODUCER RESPONSIBILITY SERVICE

Our *Extended Producer Responsibility (EPR)* service delivered significant results by enabling the recovery of **46,956.61 MT** of materials. This accounted for **82%** of all waste managed during the year.

Efficient Material Processing

ReCircle's Material Recovery Facility in Mumbai processed **4,959.51 MT** of waste, maximising resource value through efficient sorting and recycling.

Collaborative Achievements



Alliance to end plastic waste

In partnership with the Alliance to End Plastic Waste, we recovered **3,609 MT** of plastic waste, advancing our mission to reduce pollution and promote circular economy practices. This collaboration also empowered **518** Safai Saathis, who are integral to this effort, by formalizing their roles, offering stable livelihoods, and integrating them into the waste management ecosystem.



Metro shoes collaboration

Our collaboration with Metro Shoes diverted an outstanding **1,300 MT** of Old Discarded Footwear (ODF) from landfills, giving these materials a renewed purpose and ensuring they no longer contribute to environmental degradation.



Starbucks collaboration

With Starbucks, we reached a significant milestone by recovering **50.2 MT** of waste, showcasing the potential of partnerships in driving meaningful environmental impact.

Zero Waste Initiatives

Our Zero Waste initiatives focused on cultivating sustainable practices, resulting in the recovery of **18.3 MT** of waste from offices and public events, further demonstrating our dedication to ethical circularity.

Building Inclusive Livelihoods

At ReCircle, our Safai Saathis are the backbone of our waste management efforts. Through their relentless efforts, resources are recovered, repurposed, and given new value. This year, **91%** Safai Saathis have reported an increase in their incomes, while **63%** have seen improvements in their skills and performance, reflecting the tangible impact of our interventions.



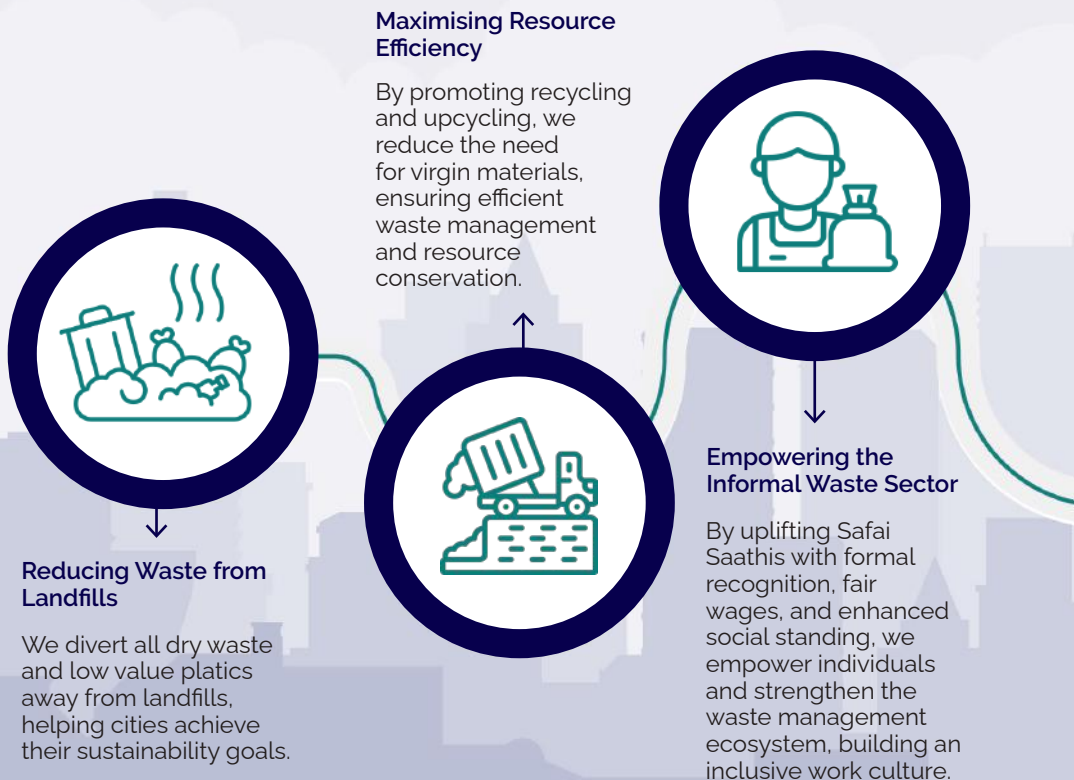
Throughout our near decade-long journey our focus has remained clear: to build systems that create dignity, equity, and growth for those at the heart of the waste management ecosystem. By enhancing livelihoods and providing opportunities for learning, we are enabling our Safai Saathis to secure their futures, support their families, and find pride in their work.

Gurashish Singh Sahni
Co-Founder & COO



CONTRIBUTING TO SWACHH BHARAT MISSION URBAN 2.0: CLEANER CITIES, BRIGHTER FUTURES

The Swachh Bharat Mission Urban 2.0 envisions transforming cities across India into “garbage-free cities” (GFCs) by 2026, with a focus on sustainable waste management, reducing plastic pollution, and creating cleaner urban environments. ReCircle is proud to be a key player in helping turn this vision into reality. Here's how we're making a difference:



By integrating innovative technologies, fostering inclusive practices, and promoting ethical circularity, we are not just reducing waste but paving the way for cleaner cities and a brighter future.

Aligned with India's Swachh Bharat Mission we empower stakeholders by promoting sustainable practices, adopting innovative technologies, and building inclusive partnerships to tackle critical waste challenges.



Helping Businesses Meet EPR Compliances

We help businesses fulfil their Extended Producer Responsibility (EPR) obligations, ensuring that plastic waste is managed responsibly.

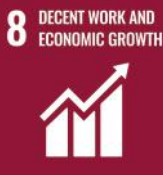
Leveraging Technology for Transparency

Our ClimaOne platform brings transparency and accountability to waste management. With real-time tracking and traceability, we ensure waste is handled responsibly.

Driving a Circular Economy

We transform waste into valuable resources, creating a circular economy that reduces landfill and supports the "garbage-free city" vision of SBM-U 2.0.

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS



ReCircle enhances economic productivity in waste management through innovation, diversification, and formal partnerships, all while complying with labour laws.



ReCircle integrates small enterprises into value chains, promoting income generation through enhanced waste recovery while ensuring transparency and compliance via technology.



ReCircle improves waste recovery across the nation, minimizing cities' environmental impact through responsible waste management.



ReCircle advances sustainable waste management through reduction, recycling, and awareness initiatives, backed by grants to achieve higher recovery rates.



ReCircle promotes climate awareness, sustainability, and waste reduction, boosting recovery volumes with investor grants.



ReCircle prioritizes preventing ocean waste by increasing collection rates through focused awareness campaigns.



ReCircle mobilizes resources, builds public-private partnerships, and secures investor and grant support to achieve sustainability goals through a growing network of formalized partners.



RECIRCLE'S COMMITMENT TO ETHICAL CIRCULARITY

At the heart of ethical circularity is a simple yet powerful idea: waste nothing. Instead of the traditional "take-make-dispose" model, circularity keeps materials in use for as long as possible through reuse, recycling, and regeneration. It's about creating systems that not only conserve resources but also protect the planet's ecological balance.

ReCircle champions this approach by offering waste management solutions that bridge the gap between economic progress and ecological responsibility. Our services span from business-focused strategies (B2B) to community-driven collection initiatives (B2C), ensuring that sustainability isn't just a goal, but a practice. Whether helping businesses meet their sustainability targets or empowering individuals to dispose of waste responsibly, we are dedicated to minimising environmental harm.

ReCircle is dedicated to recognising the vital role of Safai Saathis by building an inclusive business model. We integrate informal waste collectors, striving to formalise their roles and enhancing their incomes.

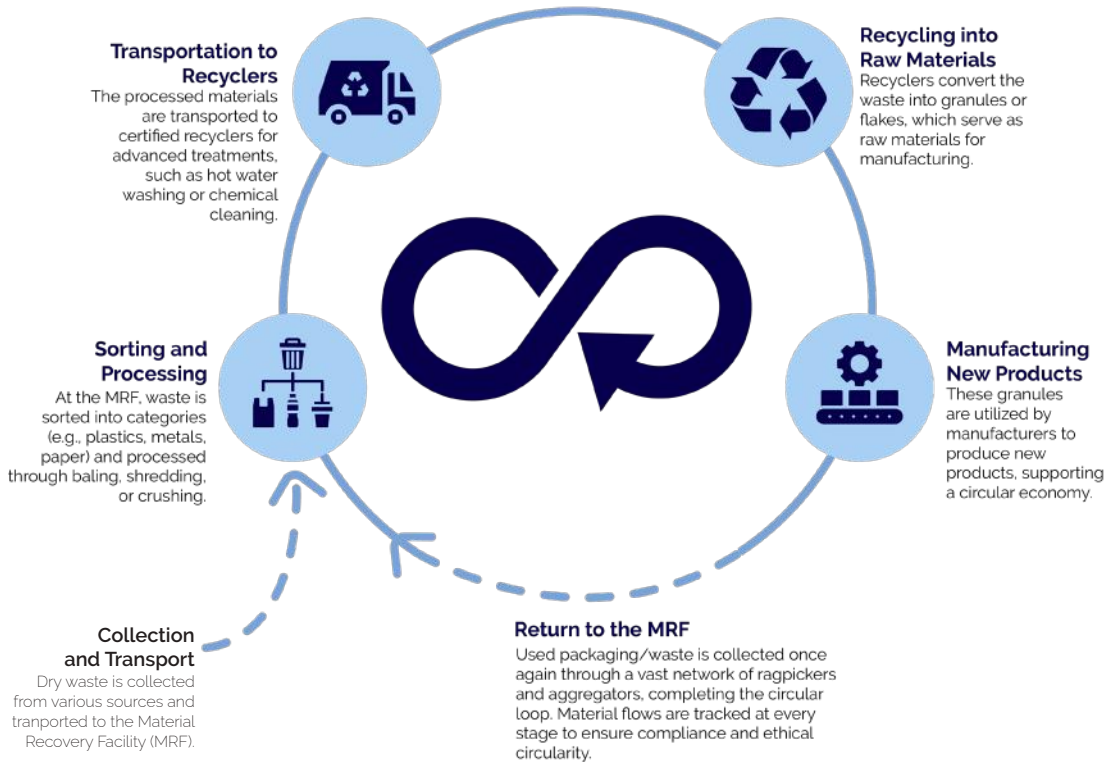
Through innovative programs that prioritise recycling, transparency, and waste offsetting, ReCircle is driving a circular economy that is grounded in ethics, responsibility, and transparency.

“

For us, it's not just about economic growth; it's about making sure that growth is in harmony with the environment & people.

Girish Agrawal
Advisor HR & Impact

REIMAGINING RESOURCES: ETHICAL CIRCULARITY MODEL



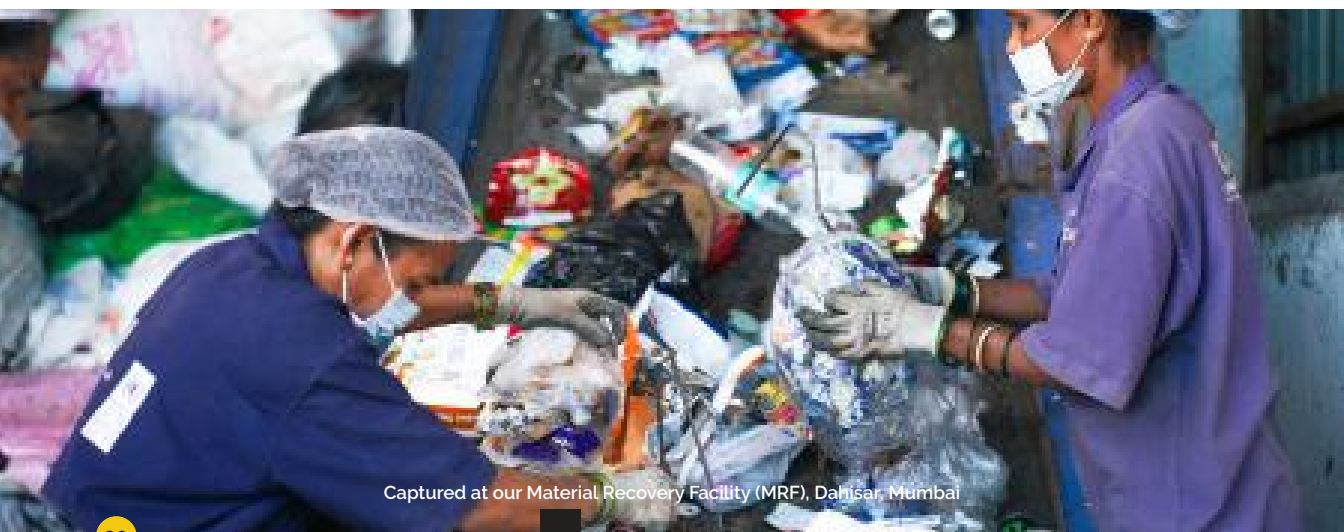
02 About ReCircle

REDEFINING WASTE FOR A CIRCULAR FUTURE

India ranks among the largest producers of plastic globally, yet it imports a staggering **4.65 billion*** plastic bottles annually. This highlights a critical gap in waste recovery—one that calls for immediate, transformative action. At ReCircle, we have been bridging this gap since 2016, working tirelessly to turn waste challenges into opportunities for progress. What began as a grassroots initiative has grown into a leading force in India's circular economy. With strategic partnerships across businesses, governments, and communities, ReCircle transforms plastic and other waste streams into valuable resources—reducing landfill dependency and unlocking environmental and economic value.

Headquartered in Mumbai, we are driven by a simple yet powerful belief: waste is not the end of the line; it's the beginning of a new chapter where it finds purpose again.

Source: <https://www.omdena.com/blog/top-plastic-recycling-organizations-and-companies>



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

TODAY, RECIRCLE RECOVERS AN IMPRESSIVE:

6,600 KG

waste every hour, from

26

states, with a network of

218

collection partners, and

19

processors



VISION

See a world where no resources are wasted by pursuing and promoting ethical circularity.



Divert waste away from landfills and oceans



Formalise the marginalised waste industry in India



Enable a circular economy, where waste is recognised as resource.



MISSION

To accelerate the world's transition to a circular economy.

DRIVING VALUE THROUGH SERVICES

Our services are designed to drive sustainability, offering customised solutions for businesses and individuals, all focused on strengthening environmental resilience.

PARTNERING FOR A GREENER FUTURE

ReCircle helps businesses do more than just manage waste—we turn it into a resource that fuels sustainability goals. Our business solutions make it easy for companies to take meaningful steps towards responsible consumption. We drive change through:

Extended Producer Responsibility (EPR)



Our EPR solutions are designed to help businesses seamlessly meet regulatory mandates while driving measurable environmental impact. Through transparent processes and traceable results, we empower companies to go beyond compliance, contributing meaningfully to a sustainable future.

“*Deliver on your ESG goals backed with EPR compliance.*”



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

Plastic Neutral Program (PNP)



ReCircle's Plastic Neutral Program (PNP) empowers businesses by addressing their plastic footprint with measurable and transparent solutions. With credible data, verifiable certifications, and compelling impact stories, our PNP enables businesses to demonstrate progress, engage stakeholders, and lead the way towards a circular economy.

“ *Demonstrate accountability with voluntary plastic credits.* ”

Zero Waste Events & Zero Waste Offices



Zero waste offices

ReCircle partners with businesses and office spaces to integrate sustainable practices into daily operations. We offer customized waste segregation systems, engaging workshops, and detailed impact reports to help teams reduce waste and drive positive environmental change.

Zero waste events

ReCircle transforms public events into zero-waste experiences. We provide custom waste management, on-site recycling stations, and ensure recyclables reach certified facilities. After the event, our impact reports show how much you've contributed to a sustainable future.

“ *Create a waste-free experience, everyday or at major events.* ”



Captured at Zero Waste Event, Mumbai

EMPOWERING COMMUNITIES TO MAKE A DIFFERENCE

Everyone has a role to play in creating a cleaner, greener future and it is made possible through our services. It is designed to make responsible waste management easy and impactful for all. Here's how we're turning everyday actions into lasting change:

Collection drives



ReCircle serves over **30,000 households** with regular collection drives, gathering recyclables like paper, plastic, metal, glass, e-waste, clothes and multi-layered packaging (MLP). These materials are taken to our Material Recovery Facility in Dahisar, where our dedicated Safai Saathis carefully sort, segregate, and prepare them for recycling.

“Together, we ensure waste doesn't end up in landfills but finds a second life, building a culture of environmental stewardship.”

Community engagement and awareness program



ReCircle's community engagement initiatives encompass awareness drives such as beach cleanups, workshops, and zero-waste training sessions in schools, colleges and corporate hubs. These programs empower individuals to adopt sustainable practices, fostering a collective commitment to environmental stewardship. By actively involving communities, ReCircle cultivates a culture of responsibility and action toward a greener future.

“By empowering communities to rethink waste as resources, we are creating a better future.”



Captured during Welinkar Institute of Management Students at our Material Recovery Facility (MRF), Dahisar, Mumbai



Captured at Navy Colony, Mumbai



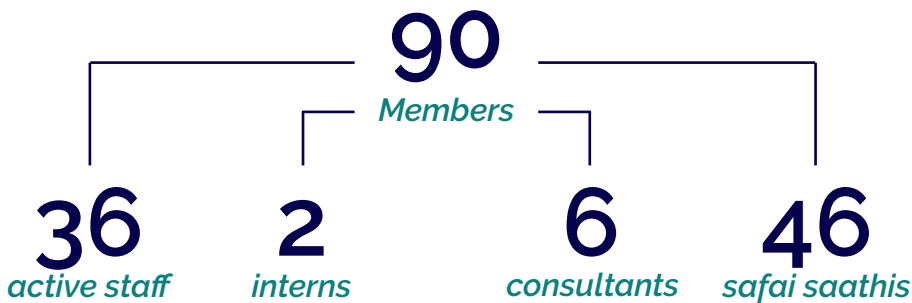
Captured at Tata Parsi Colony, Mumbai

THE PEOPLE TURNING IDEAS INTO ACTION

Our Team

Innovators in Action

Our team at ReCircle is our greatest strength. From compliance specialists and finance professionals to project managers and social impact strategists, we've built a dynamic team that thrives on collaboration and innovation. Together, we are pushing the frontiers of sustainability and shaping the future of waste management. With every community we reach across India, our team is turning sustainability visions into tangible, real-world action. The collective drive of our people fuels our progress, ensuring each step we take brings us closer to a cleaner, more sustainable future.



Captured at ReCircle's offsite, Lonavala

“

Every rupee I earn feels empowering. I can now prioritize my family's needs without overthinking every expense. From buying essentials to saving for the future, these changes make me proud of the work I do and the security it brings.

Anonymous Safai Saathi
at ReCircle MRF

Safai Saathis

Backbone of ReCircle

Our Safai Saathis, exhibit diversity in action, bringing shared commitment to ensure recyclable materials are diverted from landfills and oceans and given a second life.

A network of over **3,590 Safai Saathis** active across **310+ locations**, tirelessly collecting, sorting, and segregating materials. Their dedication not only powers ReCircle's operations but also demonstrates the social transformation we aim to achieve in waste management.



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

“

We have excellent facilities where we work, and the company is also very good. We thank them from our side. ReCircle gives us regular payments, due to which I can save money.

Bijla Tai
Safai Saathi

Building Livelihoods and Financial Resilience

91%

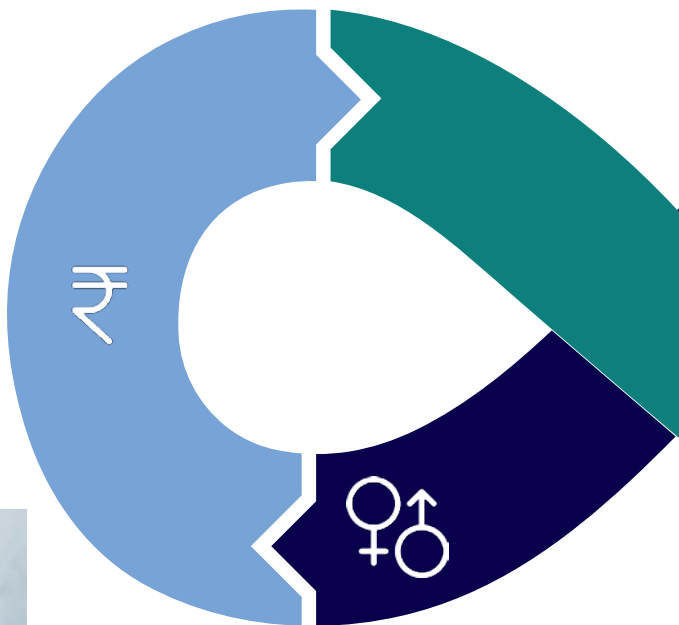
Safai Saathis reported increased income since joining ReCircle.

more than 50%

Safai Saathis improved their ability to cover household expenses.



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai



Gender Inclusion

43%

of Safai Saathis are women, reflecting ReCircle's focus on inclusivity.

44%

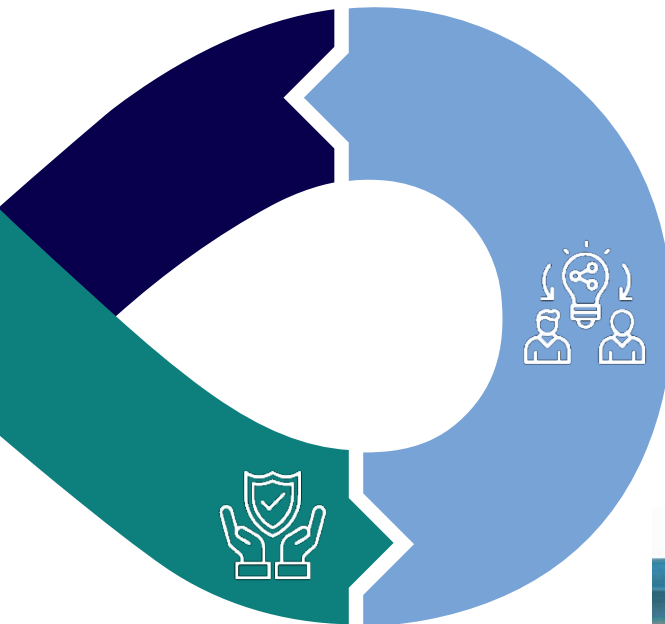
of women Safai Saathis report significant improvements in their savings.

Source: ReCircle Impact Performance Report by 60_decibels (data limited to Safai Saathis at MRF Dahisar)

“

It's very good at ReCircle because people here treat everyone nicely and there is no discrimination. The cleanliness is good, and they have provided us with a jacket and gloves for safety.

Sandeep Pawar
Safai Saathi



Enhancing Skills and Knowledge

72%

Safai Saathis gained a better understanding of plastic recycling.

63%

Safai Saathis report improved job performance.

Promoting Safety and Well-Being

56%

Safai Saathis strongly agree they are treated with respect at work..

63%

Safai Saathis feel safe in their workplace

72%

of women Safai Saathis strongly agree they have access to health insurance and social security.



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

PARTNERS ALLIES FOR BETTER FUTURE

Investors



Grant & CSR Partners



Diverted **3,609 tons** of low value plastic from the environment and promoted recycling, co-processing, and community empowerment.



ReCircle was part of the Top **30 Start Ups** at IIT Kanpur - Start-up Innovation & Incubation Centre (SIIC) Swachhata Startup Challenge & received the grant support.



Collaborated to transform **1,300 tonnes** of old discarded footwear into valuable resources, redefining waste management in the footwear industry through innovative recycling and co-processing methods.



The project reduced landfill contributions, expanded recycler networks, introduced advanced tech-driven reporting systems, and implemented robust health & safety standards at Material Recovery Facilities.



“

India's challenges require Indian solutions innovative inclusive and impactful.

Social Activist - Mayank Gandhi

Rakesh & Nassim at our Material Recovery Facility, Dahisar, Mumbai

03 Key Milestones

A REFLECTION OF OUR GROWTH STORY

AWARD & RECOGNITIONS



In recognition of its exceptional contributions to sustainable business practices, ReCircle was honored with the Circular Business Model - Evolved Category Award at the 7th FICCI Circular Economy Symposium & 4th Circular Economy Awards 2024. This prestigious award highlights ReCircle's innovative approach to the circular economy, particularly its advancements in adopting and evolving circular business models that drive both environmental and economic benefits, promoting long-term sustainability and positive industry impact.



Rahul Nainani at the
M360 APAC Summit

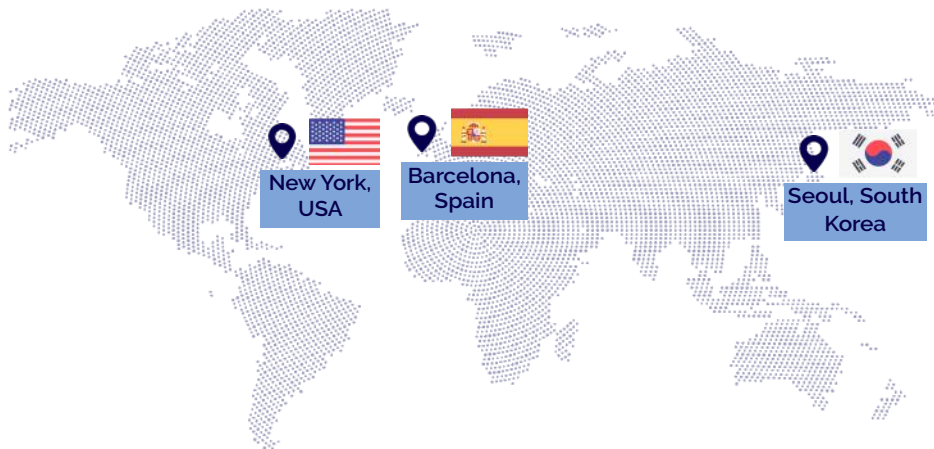


Gurashish Sahni at the CGI Business Showcase



Rahul Nainani
at the Pitching Hub of 4YFN
at Mobile World Congress

CONFERENCES EXPANDING INFLUENCE AND INNOVATION



New York, USA

Event:
Clinton Global Initiative
Greenhouse

Focus:
Climate Innovation &
Inclusive Economic
Growth

Key Highlights:
Co-Founder & COO
Gurashish Singh Sahni
presented ReCircle's
transformative business
model, showcasing our
sustainable impact.

Barcelona, Spain

Event:
MWC Barcelona 2024

Focus:
Green Tech Program

Key Highlights:
Co-Founder & CEO Rahul
Nainani and Entrepreneur
in Residence Rohan
Mantri presented
ReCircle's work in plastic
circularity to corporate
leaders at MWC 2024 x
4Y4N conference.

Seoul, South Korea

Event:
M360 APAC Summit

Focus:
Collaboration, Innovation
& Digital Transformation

Key Highlights:
Co-Founder & CEO Rahul
Nainani contributed to
key discussions on AI,
5G, and digital inclusion
across the Asia-Pacific.



MEDIA SPOTLIGHT AMPLIFYING RECIRCLE'S IMPACT

In 2023-2024, our pioneering efforts in innovation, certifications, and community initiatives captured widespread media attention, solidifying our role as a leader in sustainable solutions.



Total Coverage

75+ mentions across major
platforms and industry publications

Top Platforms

THE ECONOMIC TIMES



Global Reach



Aarti Tai at our Material Recovery Facility (MRF), Dahisar, Mumbai

04

Paving the Path to Ethical Circularity

RESHAPING THE WAY WE THINK ABOUT WASTE

At ReCircle, we envision waste not as a conclusion but as the beginning of a transformative journey - a journey where discarded materials are reimagined as catalysts for environmental restoration and economic opportunity. By redefining waste as a resource, we aim to reshape the narrative around sustainability, fostering a future where recovery and reuse become second nature.

Our approach is anchored in two synergistic pillars. First, we collaborate with organisations to design and operationalise robust systems for waste recovery and recycling. These partnerships not only mitigate environmental impact but also embed sustainability into the core of business operations. Second, we empower individuals to recognise their role in this ecosystem by championing the everyday practices of responsible waste management. Together, these actions are nurturing a cultural transformation-one that prioritises conscious choices and collective accountability.



Safai Saathi Sorting the Dry Waste



Safai Saathi Sorting the Dry Waste



Safai Saathi at the Conveyor Belt



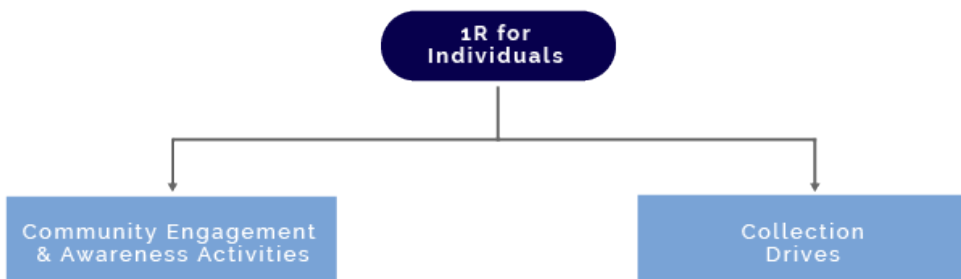
Safai Saathi at the Baling Machine

At ReCircle, our philosophy - *Recover, Recycle, Rethink* - represents a shared journey toward a circular tomorrow.

Our *Recover and Recycle, 'The 2R approach'* transforms waste into opportunity, recovering hidden value and ensuring responsible recycling that aligns with sustainability goals.



Our *Rethink, 'The 1R approach'* inspires a profound shift - rethinking waste as a resource and fostering mindful consumption.



Together, these *interconnected efforts empower businesses & communities* to redefine waste and embrace a sustainable future.

RECOVER & RECYCLE 2RS FOR THE MINDFUL BUSINESSES

Partnerships Driving a Circular Future

Collaboration remains the cornerstone of ReCircle's mission to transform waste management into a catalyst for sustainability and progress. By partnering with leading corporations, institutions, and organisations, we reimagine the lifecycle of materials—diverting them from landfills and recovering their inherent value for responsible recycling.

These strategic alliances enable our partners to seamlessly integrate sustainability into their operations while contributing to global Sustainable Development Goals (SDGs). Whether it's reducing environmental impact or fostering social equity, every partnership is a step toward a more sustainable tomorrow.

At the core of these collaborations is our ethical circularity model, a framework that prioritizes accountability, transparency, and measurable impact. Together, we're not just redefining waste—we're redefining possibilities for a circular economy that benefits businesses, communities, and the planet.



Captured at the Tata Power Receiving Station, Dharavi, Mumbai



We design our services to help organisations of all sizes to promote the responsible use of resources. From waste recovery to environmental compliance, we provide a seamless pathway to not just meet regulations but become leaders in creating lasting environmental impact.

Together, we're reshaping industries and paving the way for organizations to leave behind a legacy of positive impact. Through our responsible and transparent approach, we're changing the game in waste management.

“

Strategic partnerships play a pivotal role in advancing a circular economy. By fostering collaboration across industries and communities, we can drive systemic change in waste management, transforming challenges into scalable and sustainable solutions.

Rahul Nainani
Co-founder & CEO



EXTENDED PRODUCER RESPONSIBILITY

The introduction of India's Extended Producer Responsibility (EPR) rules in 2016 was a transformative moment for sustainability, aiming to hold companies accountable for managing the plastic waste they generate. Yet, fragmented systems, lack of awareness, and enforcement challenges left many organisations struggling to meet compliance while balancing sustainability goals and operational efficiency.

ReCircle bridged this gap by delivering comprehensive, tech-enabled solutions that enable impactful waste recovery and responsible recycling pan-India. Our efforts ensure that accountability translates into tangible, measurable outcomes, driving systemic change in the waste management ecosystem.

In 2023-2024, we partnered with **60 industry leaders**, including **Hindustan Unilever Limited, Dabur Limited, Mondelez International, and Hindustan Coca-Cola Beverages**, facilitating the recovery and recycling of waste that would have otherwise burdened landfills and polluted natural ecosystems. Through our transparent processes, state-of-the-art infrastructure, data-driven insights, and dedication to driving a circular economy, we are setting new benchmarks for EPR compliance and sustainability in India.



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

EPR Category Waste Segregation



Extended Producer Responsibility
(EPR) Impact Snapshot (2023-24)

Total Waste Recovered
46,956.61 MT

Brands Making a Difference with EPR in FY 2023-24





Digital Platform Enhancing Tracking and Traceability

ReCircle introduced ClimaOne to address the gap that hindered companies from effectively enforcing EPR. This groundbreaking digital platform, developed with GSMA's support, is redefining India's waste management landscape by setting new standards for transparency, traceability, and accountability.

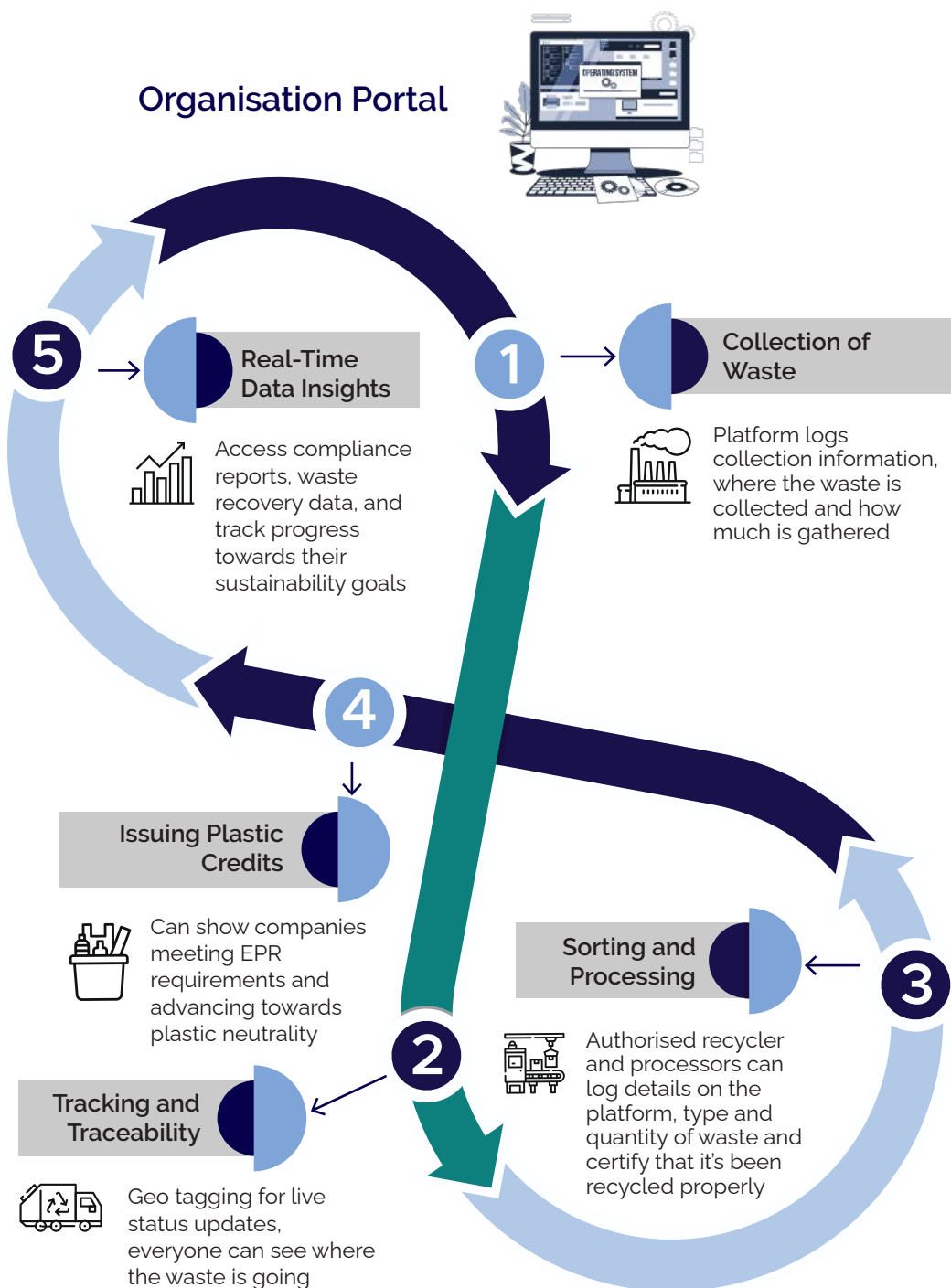


Captured at aggregator store in Mumbai

ClimaOne unites brands, processors, and collectors within a seamless, ethical, and traceable reverse supply chain. The process turns discarded materials into valuable resources while enabling companies to meet their EPR commitments and progress toward plastic neutrality.

By using the platform's live dashboard, Processors can optimize inventory, track vehicles, and validate materials, while brands gain real-time insights into their waste recovery progress.

Looking ahead, our vision for ClimaOne is ambitious and inclusive. Through partnerships and grassroots systemic changes, we are transforming waste into a valuable resource, striving for a future where environmental, economic, and social impacts are seamlessly balanced.



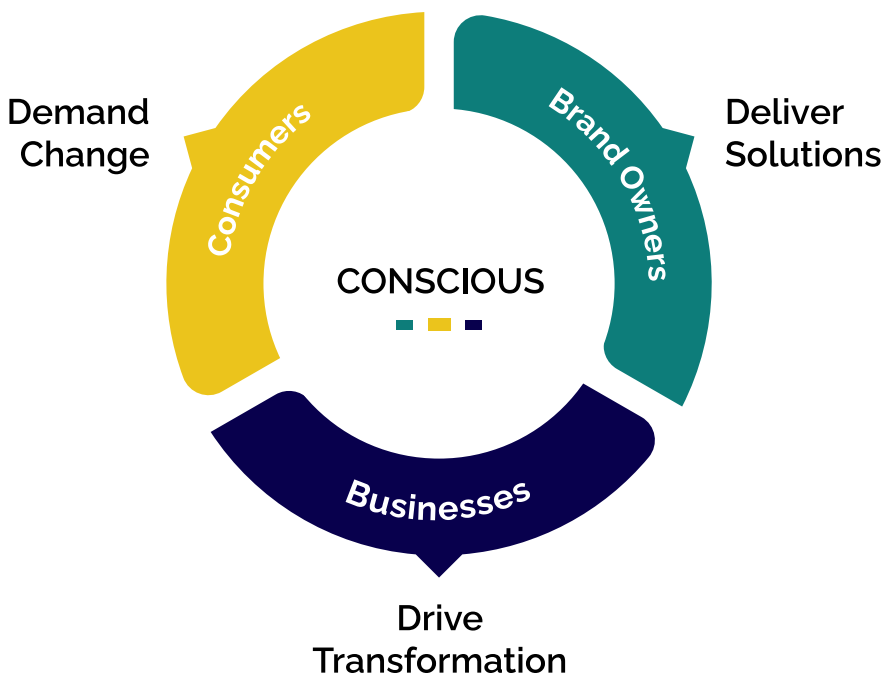
PLASTIC NEUTRAL PROGRAM

ReCircle offers voluntary plastic credits, allowing conscious SMEs to balance their environmental impact and take actionable steps towards sustainability while maintaining the highest standards of transparency and accountability.

What sets us apart is our focus on addressing one of the toughest challenges in waste management i.e. hard to recycle multi-layer packaging often ignored by traditional systems. Under our Plastic Neutral Program, we ensure these difficult streams are responsibly co-processed, thus closing critical gaps in the circular economy.

Through precise plastic footprint assessments, tailored guidance across every stage, and robust, data-backed reporting, we ensure our partners can confidently demonstrate their commitment to environmental responsibility.

Conscious Actions, Boundless Impact



“

We're transforming the way businesses tackle Multi-Layered Plastics (MLPs) by offering beyond-baseline solutions through Additionality and our rigorous Plastic Credit Standards-all powered by a robust network across 310+ locations in India.

Nikki Gupta

Marketing & Business Advisor.



Plastic Neutral Program (PNP)
Impact Snapshot (2023-24)

Total Waste Recovered

10.75 MT

Brands Making a Difference with PNP in FY 2023-24

SUMMER SOMEWHERE

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snack naturally

 **Efficac**
Outsourcing Services

lummy
LOVE MYSELF

tikitoro

ACE BLEND

TULUA

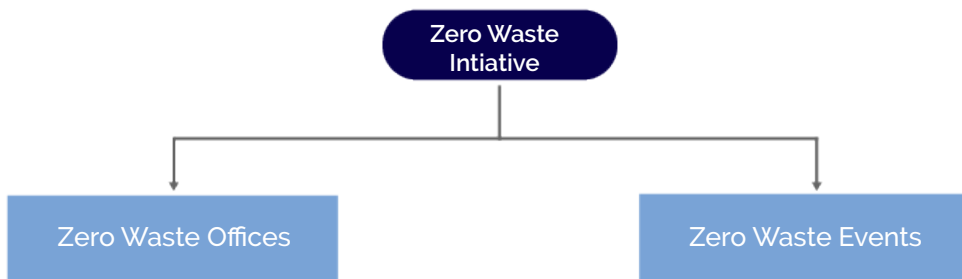


Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

ZERO WASTE INITIATIVES

ReCircle's Zero Waste initiatives empower communities and businesses to rethink waste from its source, fostering sustainable habits and reducing environmental strain.

By guiding workplaces toward eco-conscious operations through Zero Waste Offices and enabling resource recovery at gatherings with Zero Waste Events, we set the stage for a circular economy.





Captured at Zero waste event, Mumbai

Zero Waste Offices

ReCircle partners with businesses to create Zero Waste Offices, fostering sustainability through tailored waste management programs. By implementing source segregation, providing employee workshops, and ensuring responsible waste management, we enable organisations to integrate circular economy practices seamlessly. These programs make sustainability a tangible part of daily operations, inspiring teams and setting benchmarks for responsible business practices.

Impact Highlights



Significant Waste Diversion

95% of collected resources are recycled, keeping waste out of landfills and oceans.



Social and Economic Benefits

Formalised roles boost waste pickers' incomes.

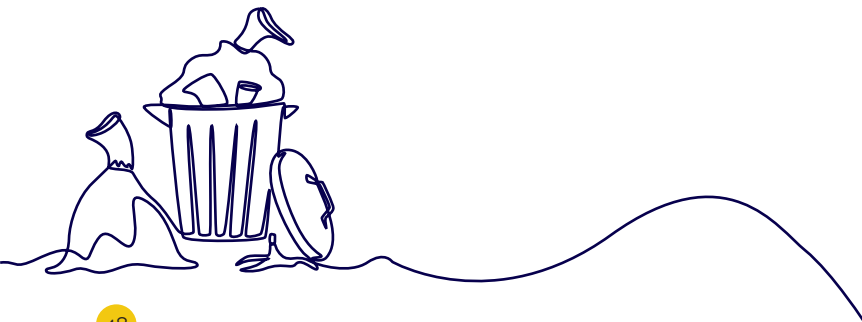
Through Zero Waste Offices, we create workplaces that champion sustainability, inspire action, and contribute to a cleaner, greener economy.



Zero Waste Office Impact Snapshot (2023-24)

Total Waste Recovered

17.90 MT



Zero Waste Events

ReCircle's zero waste initiatives extend far beyond offices, embracing communities and large public spaces through our Zero Waste Events program. By reimagining how waste is managed at large gatherings, we implement solutions that maximise resource recovery while minimising environmental impact. These efforts eliminate waste from landfills and build awareness about sustainable practices among attendees.

Impact Highlight



ReCircle collected and processed recyclables to prevent landfill disposal. Detailed reports on waste diversion and environmental impact were provided, ensuring transparency and showcasing each event's sustainability efforts.

Through Zero Waste Events ReCircle enhances on-site resource recovery by collaborating with Safai Saathis, educating attendees and guiding them to properly dispose waste.



Zero Waste Events Impact Snapshot (2023-24)

Total Waste Recovered

0.44 MT

Brands Making a Difference with Zero Waste Events in FY 2023-24



RETHINK 1R FOR RESPONSIBLE CITIZENS



Rethinking Waste for a Sustainable Future

At ReCircle, we believe sustainable change starts with each individual rethinking waste. By reimagining discarded materials as valuable resources, individuals can play an active role in building a circular economy. Our initiatives, such as monthly dry waste collection drives in Mumbai and awareness campaigns, are designed to empower people to make sustainable choices. Through these efforts, we're helping shift mindsets toward responsible consumption and sustainable practices, fostering a culture where waste is seen not as a burden, but as an opportunity to contribute to a healthier planet.

“

Rethinking waste isn't just about disposal—it's about responsibility. Every choice we make as citizens shapes a more sustainable future.

Trishna Datta

Marketing Manager - PAN India



Captured during Zero Waste workshop at Mumbai

Community Engagement & Awareness Program

The awareness initiatives encourage communities to rethink waste as a resource by promoting conversations on waste management, recycling, and responsible consumption.

Brands Making a Difference with Community Engagement and Awareness in FY 2023-24



Captured during Beach Clean Up at Carter Road Beach, Mumbai

Collection Drives

Over the past year, we have spearheaded a series of **13 collection drives** aimed at mobilizing communities to accept recycling as a shared responsibility.

Our seasonal initiatives like the Diwali and Christmas Collection Drives have inspired households, organisations, and individuals to actively participate in reclaiming valuable resources.

Beyond their environmental impact, these drives also amplify the social dimension of sustainability. The proceeds generated have been channelled into meaningful causes. Through these initiatives, ReCircle continues to demonstrate how communities can unite to revalue waste, create circular economies, and build a more sustainable future.

Key Highlights

Mumbai's largest Diwali Dry Waste Collection Drive in partnership with Dabur & IDM


20,369 KG
Dry Waste Collected


8 KG
Dedicated Team Effort


794
Pick Ups


62 **60**
Volunteers Labourers
Contributed their Support



Sponsored by **Dabur India Ltd.**, the drives focused on collecting dry waste, promoting environmental sustainability during the festive season.





Captured at St. Catherine of Siena School and Orphanage, Bandra, Mumbai



Captured at St. Catherine of Siena School and Orphanage, Bandra, Mumbai



Captured at Mahindra Society, Malad, Mumbai

Donations made to St. Catherine of Siena School & Orphanage, including: Stationery, Groceries, Toiletries, Electronics, Furniture items.

Christmas Collection Drives 2023



In collaboration with **Pluckk**, we also expanded waste collection and segregation efforts along Mumbai's Western and Central lines, reaching a broader community.



2,645 KG

Dry Waste Collected



3 Days

Dedicated Team Effort



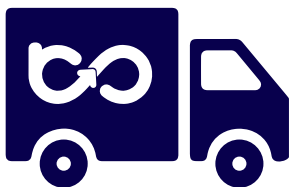
177

Pick ups



16

Volunteers Contributed their Support



Collection Drive Impact Snapshot
(2023-24)

Total Waste Recovered

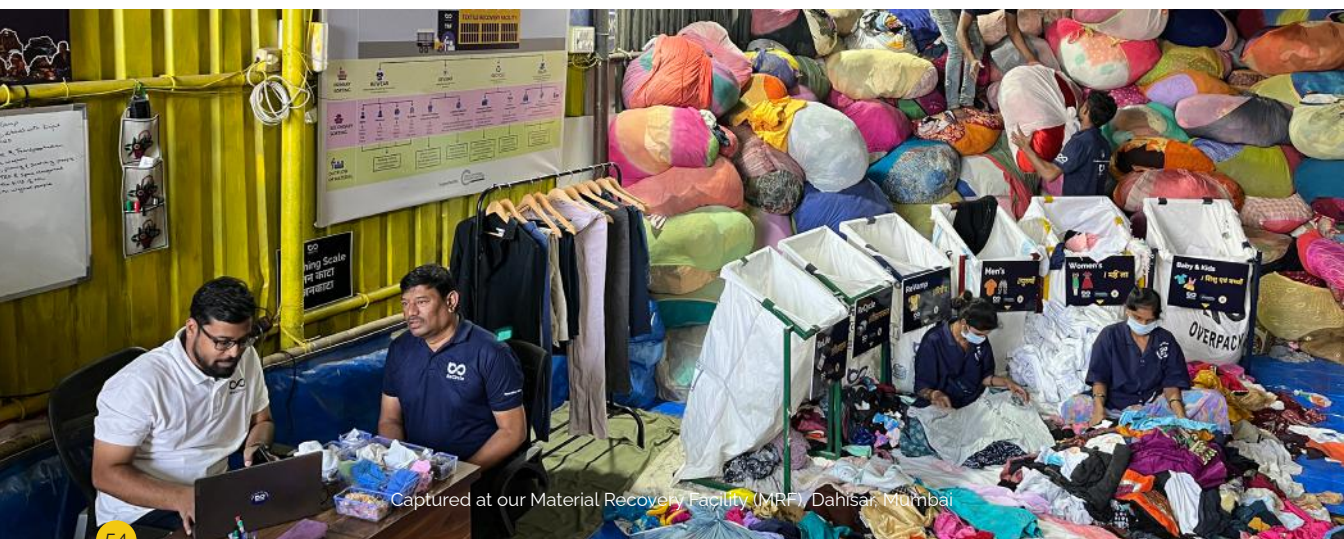
34.26 MT

05 Way Forward

ADVANCING ETHICAL CIRCULARITY

We remain dedicated to redefining waste as a resource, shaping a sustainable future. Guided by ethical circularity, we aim to scale our impact through innovative solutions, strategic partnerships, and a steadfast focus on community empowerment.

As we expand, we are actively entering into new supply chains, ensuring circularity through end-to-end solutions that maximize resource recovery and minimize environmental impact. By fostering collaborations across industries, investing in cutting-edge technology, and strengthening our collection-to-recycling ecosystem, we are committed to driving systemic change. Our goal is to create a resilient, waste-free future where sustainability is not just a choice but a fundamental part of global value chains.



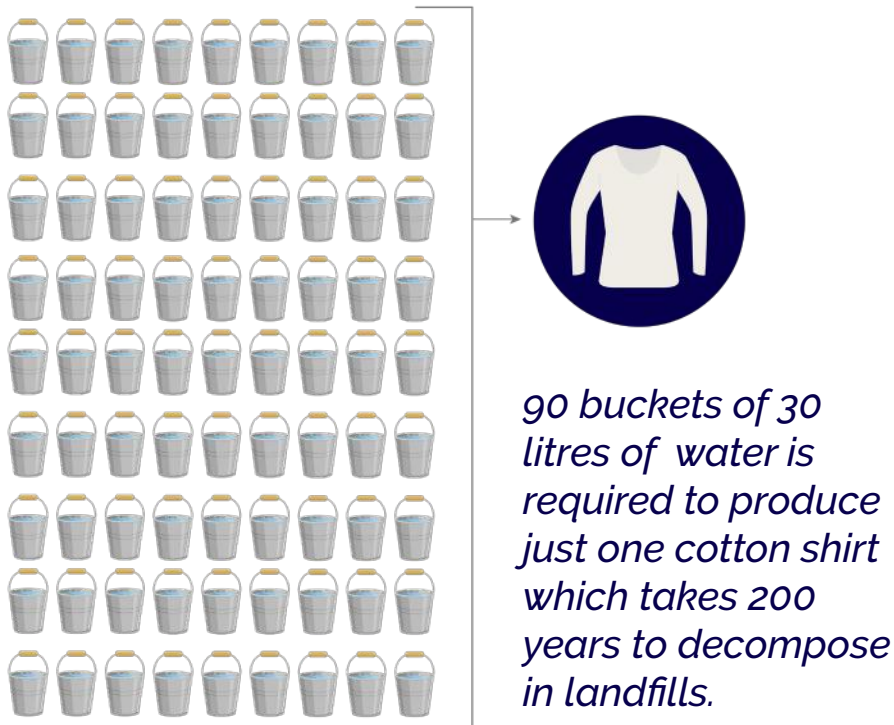
Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai



Entering into new supply chains

1. Textile Recovery Facility (TRF)

The textile industry is one of the largest contributors to environmental pollution and climate change. Globally, only **15%** of used textiles are recycled, with most ending up in landfills due to inadequate recycling infrastructure. In India, an estimated **7,209 kilotonnes** of textile waste is generated annually, but only **1%** of pre-consumer and **43%** of post-consumer waste are effectively managed. The rest is incinerated or discarded in landfills.*



(Source: World Resources Institute)

Recognising this critical issue, ReCircle is venturing into setting up a dedicated textile waste recovery facility (TRF). This initiative will include specialised training programs to ensure efficient collection, segregation, and processing of textile waste.

*Source: <https://timesofindia.indiatimes.com/india/in-30-years-in-dia-tipped-to-double-the-amount-of-waste-it-generates>

The TRF will focus on:



Reducing landfill
dependency



Enabling
Innovation



Conserving
Resources

By introducing textiles as a new supply chain, ReCircle aims to mitigate the environmental impact of this sector while setting new standards for sustainable waste management.



Captured during the on-ground research for understanding the textile waste supply chain.



Captured during the on-ground research for understanding the textile waste supply chain.



Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

2. Footwear Waste Recovery

ReCircle has also addressed the growing issue of discarded footwear through a collaboration with Metro Shoes. Using innovative recycling and co-processing methods, the initiative successfully diverted **1,300 tonnes** of old footwear from landfills—equivalent to **8,66,500 pairs of shoes.***

This effort emphasised transparency and traceability, achieved through meticulous documentation and geotagged records, ensuring accountability throughout the process.

*Assuming 0.75 kg as an average weight for a single shoe



Circularity: A Complete End-to-End Solution

We aim to build a one-stop solution provider for Extended Producer Responsibility (EPR) towards which we envision developing a state-of-the-art recycling facility. This facility will allow us control over the supply chain and ensure traceability. To realise this vision, we are actively pursuing fundraising opportunities.



Partnerships: Building Capacity and Accountability

We aim to strengthen relationships with collection partners by building their capacities, upgrading their systems, and implementing enhanced Standard Operating Procedures (SOPs), thereby creating a future-ready ecosystem capable of tackling the complexities of the waste management landscape.



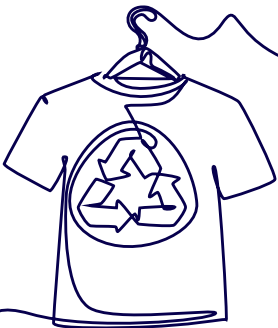
Technology: Driving Efficiency and Transparency

We intend to strengthen our digital platform, ClimaOne to enable greater efficiencies and transparency across the waste supply chain, and set new standards for accountability and operational excellence in waste management.



People and Community: Empowering the Backbone of Circularity

We are dedicated to fostering equal opportunities and fair policies that promote the growth and economic well-being of our Safai Saathis. By nurturing collective action and raising public awareness, we aim to inspire responsible choices and accelerate the movement toward sustainable practices.



The journey ahead is one of ambition, collaboration, and innovation, and we intend to build this responsibly and ethically, through collaboration and equitable growth.

**ALLIANCE
TO END
PLASTIC
WASTE** 

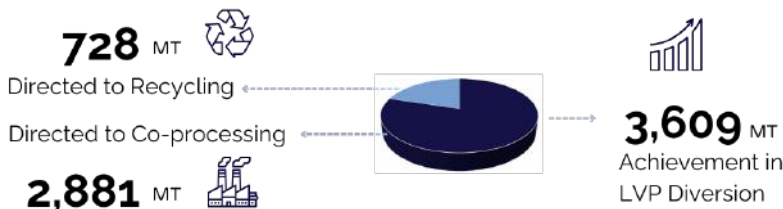
ALLIANCE TO END PLASTIC WASTE (AEPW)

Captured at our Material Recovery Facility (MRF), Dahisar, Mumbai

A Vision For Change

In collaboration with the Alliance to End Plastic Waste (AEPW), ReCircle advanced its mission of fostering ethical circularity by tackling plastic pollution across its lifecycle. This partnership focused on reducing plastic waste while innovating sustainable solutions, particularly by managing low-value plastics. By diverting these materials from landfills and integrating them into recycling processes, ReCircle reduced reliance on virgin resources and minimized environmental harm.

The project also emphasized community engagement through **45 IEC** (information, education, and communication) activities. By formalizing and empowering **518 Safai Saathis** and recyclers, ReCircle not only improved recycling efficiency but also drove meaningful social and environmental progress, creating a more sustainable future.



Key Contributions to a Circular Economy



Resource Conservation

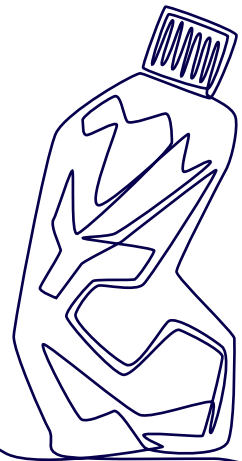
Minimising the need for new materials by reusing and recycling plastics.



Reduced Environmental Impact

Lowering ecological footprints and combating plastic pollution through circular waste processes.

Together with AEPW, we are fostering a future where plastics are not pollutants but resources with renewed value and purpose.





METRO SHOES

RECYCLING

PROJECT

Captured at collection partner, Ghazabad, Uttar Pradesh

ReCircle's partnership with Metro Shoes marks a bold stride toward sustainable innovation, transforming 1,300 tonnes of discarded footwear into valuable resources. By seamlessly integrating environmental stewardship with practical solutions, this groundbreaking collaboration reshaped waste management in the footwear industry, setting new benchmarks for circularity and impact.

Key Impact Metrics



Recycling

45% of the collected waste ($\approx 1,046,415$ kg) was processed at recycling facilities in Baghpat, Uttar Pradesh.



Co-Processing

55% ($\approx 1,322,282$ kg) was sent to waste-to-energy plants in Ghaziabad, Uttar Pradesh.



Sustainability Benchmark

Equivalent to repurposing **83 million plastic bottles**, setting a new standard in circularity.

Driving Circular Economy Goals

Resource Recovery

Reduced reliance on virgin materials through efficient waste repurposing.

Transformative Processes

Footwear waste was systematically collected, shredded, and either recycled into granules or converted into energy.

Collaborative Innovation

A testament to the power of partnerships in addressing environmental challenges.

Transparency and Traceability

Every stage of the initiative, from collection to processing, was meticulously documented with geotagged imagery and detailed records, ensuring accountability. By turning waste into valuable resources, Metro Shoes and ReCircle have inspired a movement toward conscious consumption and a sustainable future.



ICC MEN'S

CRICKET

WORLD CUP 2023

INITIATIVE

Reimagining Waste on a Global Stage

The ICC Men's Cricket World Cup 2023 at the Narendra Modi Cricket Stadium in Ahmedabad showcased ReCircle's dedication to sustainable waste management on a global stage. In collaboration with United Way Mumbai & Anandana - Coca Cola India Foundation, we deployed strategies to reduce waste and maximise recycling, proving that even large-scale events can prioritise sustainability.

Key Contributions to Sustainable Event Management



Waste Minimisation and Recycling

Setting new standards for eco-friendly practices at sports events.



Sustainability Leadership

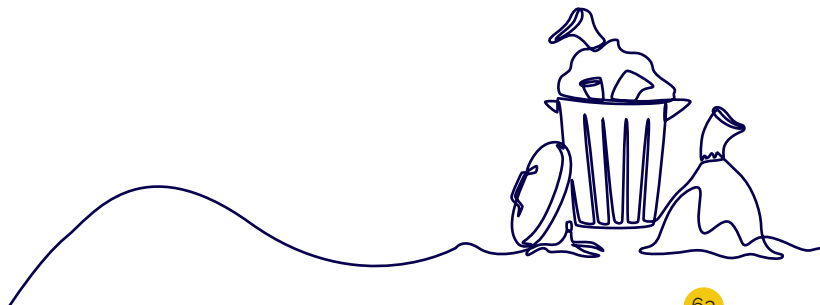
Establishing ReCircle as a leader in circular waste management for large-scale events.

With **109+** vehicles, **78** committed volunteers, a **1,250**-member housekeeping team, and **42+** team members, we successfully managed waste for a crowd exceeding **4,50,000** people, ensuring effective and sustainable waste management.

ICC World Cup Impact Snapshot (2023-24)

Total Waste Recovered

101.888 MT





“

We must build an agenda for speedy yet sustainable economic growth that is inclusive of all, is respectful of individuals, responsive to innovation and responsible towards the future generations.

Hon'ble Prime Minister of India - Shri Narendra Modi

Key Contributors:

Trishna Datta, Kinjal Kansabanik, Arpita Kamble, Rahul Nainani, Girish Agarwal, Nikki Gupta, In2x Sustainability Advisors Pvt Ltd (NuSocia), & Urban Innovation Lab

Join us in shaping a
CIRCULAR FUTURE!



ReCircle

Recover. Recycle. Rethink



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