NEWS | ALLIED INDUSTRY

# Coca-Cola partners with Zepto for recycling of PET bottles in Mumbai

The initiative will attempt to collect back empty PET bottles from consumers and recycle them

By **Manbeena Chawla** | November 8, 2022




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In a first-of-its-kind initiative, leading beverages major Coca-Cola India has partnered with 10-Min grocery delivery service, Zepto, for a unique ‘return and recycle’ initiative for PET (polyethylene terephthalate) bottles. The joint initiative seeks to establish an organised process of collection of PET bottles with 100% traceability, to ensure effective plastic waste management.

The initiative is an extension of The Coca-Cola Company’s global goal of creating a World Without Waste. In line with this vision, the company’s partnership with Zepto in India intends to create a circular economy for plastic by connecting all participants in the PET recycling value chain. Leveraging the Zepto two-wheeler distribution network, Coca-Cola India seeks to ‘collect back’ empty PET bottles of any brand from consumers.

Commenting on the initiative, Greishma Singh, Vice President, Customer & Commercial Leadership, India & South West Asia Operating Unit, The Coca-Cola Company, said, "This innovative partnership with Zepto provides a great platform to generate awareness, influence behaviour, and encourage consumers to recycle PET bottles in a super convenient way from the comfort of their homes. We hope this partnership will enhance consumers’ inclusion in the path towards a more sustainable, better, shared future.”

The initiative has been launched in select locations in Mumbai and will further be scaled to other markets in India soon.

The Coca-Cola Company’s World Without Waste initiative is aimed at finding solutions to global challenges of packaging waste, and is focused on three core pillars – (i) **Design** all primary consumer packaging to be recyclable by 2025 & use 50% recycled material in all packaging by 2030; (ii) **Collect** and recycle a bottle or can for every one the company sells by 2030; (iii) **Partner**: Bring people together to support a healthy, debris-free environment.

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Read online: https://nuffoodsspectrum.in/news/30/19548/coca-cola-partners-with-zepto-for-recycling-of-pet-bottles-in-mumbai.html
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