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Coca-Cola India and Reliance Retail partner for PET collection and recycling initiative

PET collection and recycling initiative to be expanded to 200 Reliance stores in India by 2025

By **Shraddha Warde** | January 22, 2024



Coca-Cola India Reliance Retail

WordPress post #30436

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Coca-Cola India and India's largest retailer, Reliance Retail, announced the launch of a sustainability initiative titled 'Bhool Na Jana, Plastic Bottle Lautana', focused on post-consumer PET collection at Reliance Retail stores in Mumbai through Reverse Vending Machines (RVMs) and collection bins. With a vision for a circular economy, this pilot project, aligned with the Government's Swachh Bharat Mission, has commenced in 36 Reliance Retail stores including Smart Bazaar and Sahakari Bhandar stores in Mumbai and Delhi, and will expand to 200 stores across the country by 2025 with a target of collecting 5,00,000 PET bottles annually in the pilot phase.

The initiative was launched in the presence of Kazi Irfan, Officer on Special Duty (OSD), Solid Waste Management, Brihanmumbai Municipal Corporation (BMC), at Reliance Retail's Smart Bazaar store in Santa Cruz.

The installed RVMs and collection bins will give consumers a convenient way to deposit used PET bottles in exchange for compelling discounts on Coca-Cola India products. The disposed PET bottles will be collected and recycled by Reliance Industries (RIL), a leader in the recycling of polyester and plastics. This initiative will facilitate smooth waste collection by engaging consumers in responsible waste management - transitioning away from a traditional linear economy.

Read online: https://nuffoodsspectrum.in/news/12/20667/coca-cola-india-and-reliance-retail-partner-for-pet-collection-and-recycling-initiative.html

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