NEWS | LATEST

Bisleri International, EcoLine Clothing join hands to turn PET waste into sustainable fashion

The collaboration aims to recover used PET bottles through Bisleri’s flagship initiative, Bottles For Change

By **Sanjiv Das** | July 21, 2025



Bisleri

> WordPress post #36735

The collaboration aims to recover used PET bottles through Bisleri's flagship initiative, Bottles For Change

Bisleri International has partnered with EcoLine Clothing, the flagship sustainable brand of Shree Renga Polyester, through a formal Memorandum of Understanding (MoU) signed at Bisleri's Mumbai headquarters.

The collaboration aims to recover used PET bottles through Bisleri's flagship initiative, Bottles For Change, and convert them into high-quality fashion and lifestyle products under the EcoLine brand.

The MoU was signed by Angelo George, CEO, Bisleri International, and Sankar K, Chairman of Shree Renga Polyester, in the presence of K Ganesh, Head of Sustainability and CSR at Bisleri International, and Senthil Sankar, MD, Shree Renga Polyester and Co-founder, EcoLine Clothing.

Through this partnership, collected PET bottles will be transformed into finished products such as jackets, uniforms, bags, and apparel using EcoLine's state-of-the-art bottle-to-fabric technology, which incorporates dope dyeing and nanotechnology for enhanced durability and sustainability. This innovative model has already proven successful in previous collaborations with the Indian Army (Siachen) and the Royal Government of Bhutan.

This alliance marks a significant step forward in showcasing how collaborative action can drive meaningful change toward a circular and climate-conscious future.

Angelo George, CEO, Bisleri International said, "Plastic pollution is one of the most pressing environmental issues India faces today. At Bisleri, we believe managing plastic waste is not just an environmental responsibility but also an economic opportunity. Our partnership with Shree Renga Polyester through its EcoLine brand is a significant step forward in extending the life cycle of used plastic. Together, we are not just recycling PET bottles—we are reimagining their potential by transforming them into into sustainable fashion and lifestyle solutions."

Sankar K, Founder and Chairman, Shree Renga Polyester, added, “This collaboration is a powerful example of how two mission-driven organisations can create environmental and social impact at scale. At EcoLine, we believe sustainability must be visible, wearable, and affordable. With Bisleri’s nationwide collection network and our vertical integration, we’re excited to close the loop on plastic waste.”

The partnership will also include consumer awareness programmes, green fashion campaigns, and transparent impact reporting.

Read online: https://nuffoodsspectrum.in/news/29/22576/bisleri-international-ecoline-clothing-join-hands-to-turn-pet-waste-into-sustainable-fashion.html
© 2026 NUFFOODS Spectrum. All rights reserved.