



NEWS RELEASE

Tetra Pak and Milkbasket come together to make recycling of used cartons easier in Noida & Gurugram

June 02, 2022: [Tetra Pak](#), a world-leading packaging and processing solutions provider, has joined hands with Reliance-owned [Milkbasket](#), India's first and largest daily micro-delivery service to help consumers recycle their used beverage cartons through Milkbasket's app. Under this initiative, Milkbasket users can put in a pick-up request along with their usual groceries delivery order through the app, and simply leave the used cartons in the Milkbasket bag outside their door. The delivery agent, while dropping off groceries, will then pick up these used cartons and take them back to a central hub. From here, the cartons will be channeled to the nearest recycler with Tetra Pak's support.

Launched recently, this initiative brings together Milkbasket's strengths in distribution & logistics, with Tetra Pak's understanding of the collection & recycling ecosystem, to accelerate recycling of used cartons. Since the launch a few days ago, Milkbasket has already received approximately 200 pick-up requests so far.

Supporting the association **Yatish Talvadia – CEO & Founder, Milkbasket** says, *"Milkbasket's digital shopper customers are sensitive to the need for sustainable practices. When they see such initiatives, their response is naturally enthusiastic to support the efforts of Milkbasket and Tetra Pak. We are very excited to be part of this recycling program and are happy to play our role in ensuring that these used cartons can continue to serve the society in the form of new and useful products."*

Ashutosh Manohar, Managing Director, Tetra Pak South Asia adds, *"We are very happy to expand the collection & recycling network for used cartons even further with this unique partnership with Milkbasket. Recycling is a key enabler of environmental sustainability and as an industry we need to keep strengthening the ecosystem to make recycling sustainable. Consumers are the catalysts whose participation is key to the success of recycling, and we hope that they will make the most of this opportunity."*

The partnership between Milkbasket and Tetra Pak builds on the partnership between Reliance Retail and Tetra Pak since 2010 when they kicked-off the Go Green with Tetra Pak campaign in Mumbai. Under this program, 54 Reliance Retail stores act as drop off points for used cartons, allowing consumers to recycle cartons easily. Over the years, the program has helped collect and recycle over 9.5 million cartons, donating nearly 400 desks and over one lakh other recycled products to lesser privileged schools. In addition, over 300 garden benches have been gifted to various housing societies, parks & other public places across Mumbai. The partnership with Milkbasket is an extension of this responsible partnership.

ABOUT TETRA PAK:

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

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Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com where you can also read about [the company's journey to develop the world's most sustainable food package](#).

ABOUT MILKBASKET:

Launched in early 2015, Milkbasket is India's first and largest daily micro-delivery service. Built on the unique Indian habit of getting fresh milk delivered at home every morning, Milkbasket (accessible on Milkbasket.com, iOS and Android) is today fulfilling the entire grocery needs of a household everyday before 7:00 a.m . To enable frequent and friction- less buying, Milkbasket has innovated flexi ordering and contactless delivery - both a first in the ecommerce industry - and favourites of Milkbasket customers.

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