



First-Ever "Insights from Waste" Movement

Harnessing Consumption Data From Waste, To Remove Waste From Planet

October 2023

Existing Success Stories

Providing up to **20% additional income** to **~1500 Waste pickers**

Partnered with right stakeholders to create market and identify solutions for **3 types of nuisance dry waste**



Laminate Waste



Tetra Pak



Low Value Paper

Currently **employing 17 waste pickers** and **55 women at WVI** with salary and benefits

1500

Waste Pickers
Obtain Additional
Income

3

New Waste Types
Picked For
Additional
Income

~20%

Additional
income

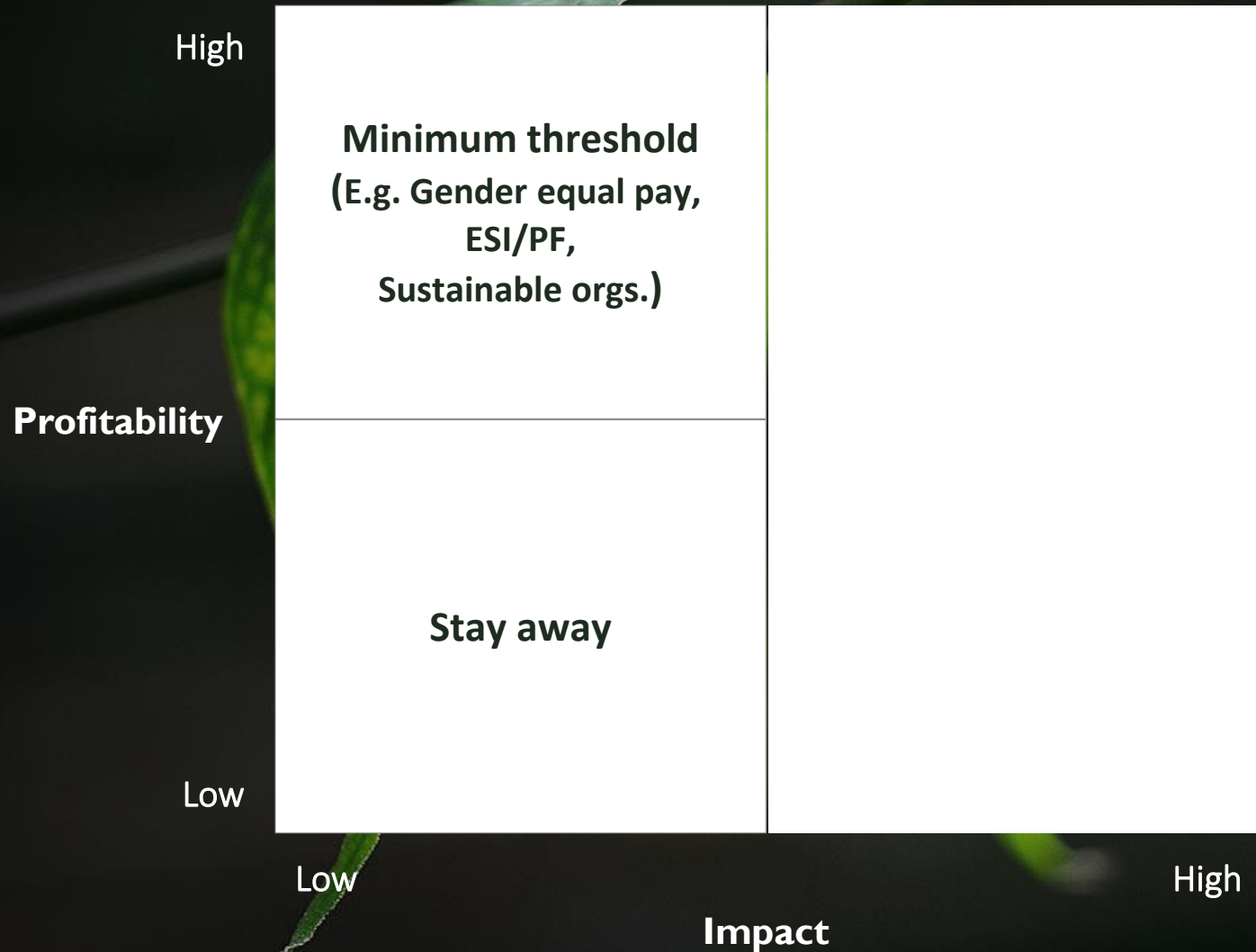


Impact Vs Profitability

Ideal path for social orgs.

Scalability is the most **critical factor**

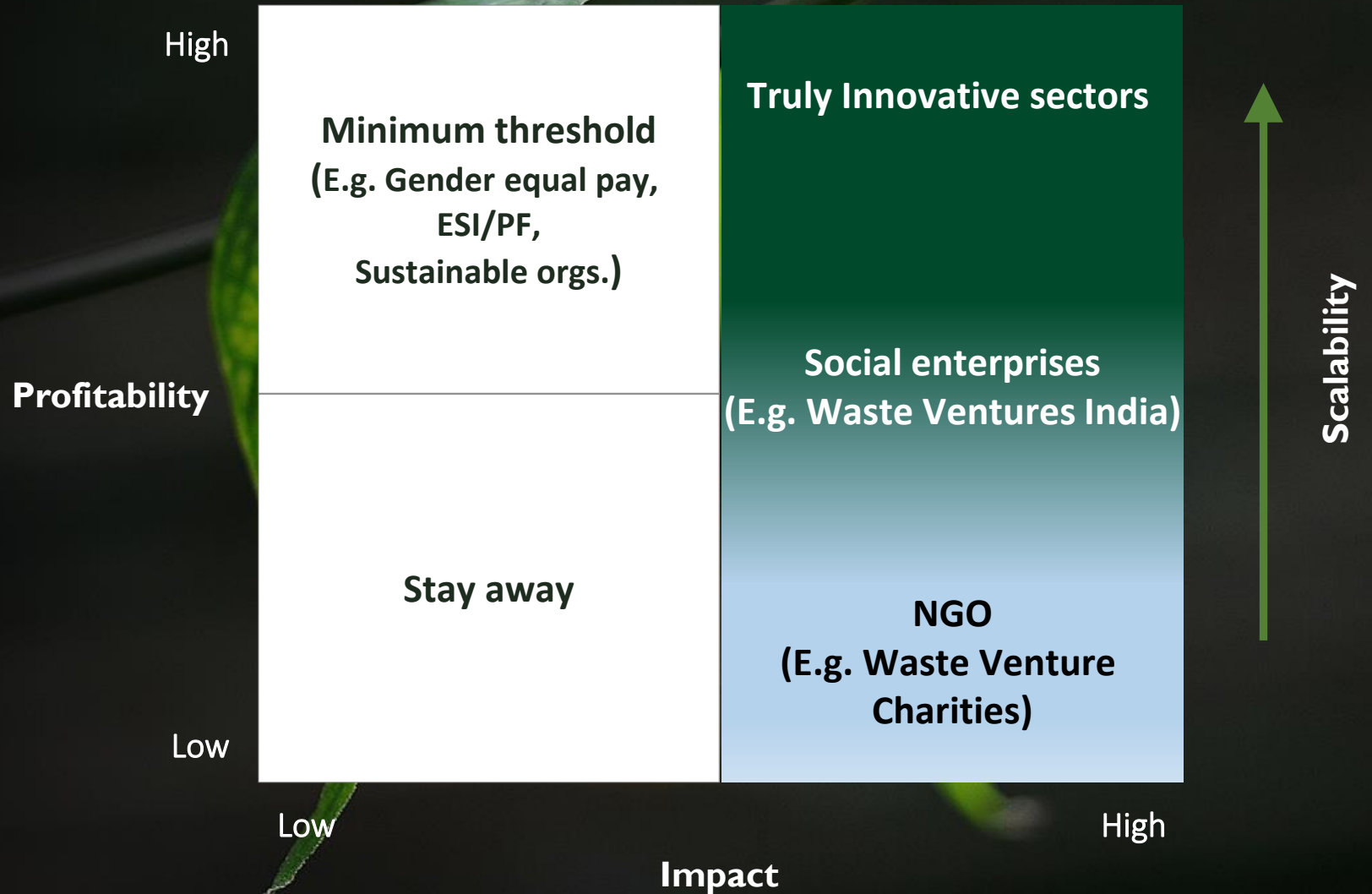
Impacts the **scale of your social/environmental impact**



Ideal path for social orgs.

Profitability increases the odds of scalability

Innovation is key to profitability



W A S T E

C O N S U M P T I O N

ADDRESSES TWO PROBLEMS

< 5%

of data of in-home
consumption is tracked

90%

of innovations &
promotions fail

DATA PROBLEM

>40%

of this post-consumption waste is low
value MLP, going to oceans & landfills

WASTE PROBLEM

L'ORÉAL

Kellogg's[®]

Google

*great quality data with speed and efficiency.
efficiency. catches consumer trends early*

Associate Director, Insights, Kellogg's

HERSHEY'S[®]

BENEFITTING
CLIENTS



Unilever

*transitioned to this for reliability and better
better pickup of niche products*

-DGM, Consumer Insights, Hershey's



ITC Limited

McKinsey
& Company

Mondelēz
International

*will complement existing data sources & will
replace them eventually*

Ex-President, MRSI

Tazo

Anti-microbial
Floor cleaner

zydus

Dedicated To Life

VALUE OF SEEING WASTE



DIFFERENTLY

THE PROBLEM

Value of Waste
<
Cost To Dispose It
Off Sustainably

Product packaging is of zero
value to brands, post-
consumption

WHY NOW?

40% of waste is still
ocean & landfill
bound. And growing
rapidly.

Most of this is Multi-Layered
Plastic packaging used by CPG,
Pharma, Spirits, Dairy, Electronics
etc.!

SOLUTION

Up-Value Waste by Harnessing Post-Consumption Insights From It
(that are valuable for Brands, Waste Mgmt Companies & Public Sector)

10 Tonnes of Chocolate Wrapper	Baseline	EPR	Bintix Data For Chocolate Clients	
REVENUE (Rs.)	0	Rs 40,000	Rs 40,00,000	100X
VALUE (Rs.)	Rs -1,40,000	Rs -1,00,000	Rs 1,40,000	
DISPOSAL RATIO (%)	0%	20%	100%	



Appendix



IMPACT

1500 Tonnes

Waste Prevented from Landfills &
Oceans

~5 Million Kgs

CO2 Averted

13000

Trees Saved

115

Families Impacted

AWARDS

Data

Most Innovative Data Collection

Global Innovative Research Methods, Runner-Up

Country's Most Humane Organisation

Circularity

Country's Best Start-up in Waste

UN Seed Global Runner-Up

SLUSH Global Representation from India