

Press Release

Hulladek Plans To Recycle 50,000 Ton Of E Waste By 2025

- To Increase Collection Points in All States Of India -

Kolkata, 12th November, 2021: Hulladek Recycling Pvt Ltd, Eastern India's fastest growing e-waste management company, plans to recycle 50,000 Ton of e-waste by 2025. The company, at present, has collection network of e-waste to 23 cities in 13 states across the country and plans to increase its collection points across all states of India.

Electronic products are made of metal, plastic, glass and a small percentage of hazardous chemicals. The generation of electronic waste has been growing consecutively since the past decade. In 2020, India generated 3.2 million tonnes of e-waste. On an average, e-waste can be valued at approximately Rs. 50/- kg which implies that the e-waste industry in India is worth INR 16 billion. People are not aware about the proper method of e-waste disposal and recycling. The lack of initiative or the willingness to let go of the monetary compensation provided by the scrap dealers adds to improper e-waste management.

The unorganized sector of the waste management industry consists of scrap dealers and unauthorized recyclers. The scrap dealers resort to acid bath or chemical leaching for metal extraction. This method only recovers 20-25% of the precious metals. They also dismantle the electronic item, retrieving metals that have a resale value, the remaining is thrown into landfills or water bodies, that has a telling effect on the environment. To address the issue E waste Management and Handling rules were introduced in 2011 that was updated in 2016 by the Central Pollution Control Board that oversees the formal e-waste management in India.

"Hulladek provides proper collection and recycling of electronic waste. We provide door-to-door services for e-waste collection. The waste collected is transported to our partners across the country for safe disposal. All relevant documents and certificates are shared with clients once the waste is recycled. According to the industry estimate, the percentage of e-waste being recycled will be increasing from 5% to 10-15% and hence we aim to grab this opportunity and take up a greater share of the market", said **Mr Nandan Mall, Chairman and Managing Director, Hulladek Recycling Pvt Ltd.**

Hulladek Recycling already manages the e-waste of corporates like **Tata Steel, Pepsico, Nestle India, Indusind Bank, Mondelez International** etc. India is the third largest e-waste producer globally and with over 80% of the e-waste in India being managed by the informal sector, the scope of the Extended Producer Responsibility (EPR) & Producer Responsibility Organizations (PRO) is bound to increase in the coming days.

About Hulladek Recycling:

Established in 2015, Hulladek Recycling Private Limited is One of the top 5 PROs (Producer Responsibility Organisation) in the country and Eastern India's fastest growing e-waste management company. Hulladek is licensed and authorised by the Central Pollution Control Board under the e-waste (Management) Amendment Rules, 2018. At present, Hulladek works with corporate giants such as Coca Cola, Pepsi Co., Nestle India, etc. and Government organisations like Kolkata Municipal Corporation and HIDCO. Hulladek is present in 13 states and 23 cities across the country in the form of branch offices, channel partners and collection points. The company has taken an oath to make the world a greener place through establishing proper & organized e-waste management systems across the country.



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