

Press Release

Hulladek Recycling Enchants Kolkata's Christmas With An Eco-Friendly Christmas Tree At Chapter 2

**- The Gala Annual Christmas Celebrations Involving Over 100 Children Were
Organised By Chapter 2 -**

Kolkata, 25th December, 2023: Hulladek Recycling Pvt Ltd, the leading e-waste management company in Eastern India, has added a sustainable sparkle to Kolkata's Christmas festivities with the installation of a unique Christmas Tree at **Chapter 2**, the city's premiere retro culinary destination.

Hulladek has creatively repurposed Polyethylene Terephthalate (PET) bottles from aerated drinks packaging to create an eco-friendly Christmas Tree. The tree is over 7 ft tall, decorated with jute, plastic bottles and creatively decked with small e-waste items. The festive display not only captures the spirit of the season but also highlights Hulladek's commitment to sustainable practices and environmental responsibility.

Kolkata's traditional Christmas traditions got a green boost on Christmas Day, when children and their families gathered outside Chapter 2 to be a part of the festivities around the eco-friendly Christmas Tree. Veteran singer, **Mr Sumit Roy**, dubbed the 'Kolkata King of Calypso Music' along with his band, **Carolzingers** regaled the children and their parents with timeless Christmas classics.

"Christmas is a time for joy and giving, and what better way to celebrate than by bringing the community together for a 'Green Christmas.' Our partnership with Chapter 2 reflects our dedication to reimagining waste into festive art, encouraging everyone to embrace a more sustainable way of celebrating the holidays", said **Mr Nandan Mall, Chairman & Managing Director, Hulladek Recycling Pvt Ltd.**

"We have been celebrating Christmas with the children for the past 3 years. The eco-friendly Christmas Tree at Chapter 2 is like a symbol, urging everyone in the community to adopt sustainable habits during the holidays. Working hand in hand with Hulladek's commitment to environmental responsibility, this festive partnership shows how creativity and innovation can turn waste into something meaningful for the community", said **Mr Shiladitya Chaudhury & Mr Debaditya Chaudhury, Co-Founders, Chapter 2.**

"We have also installed a special Eco-bricks Christmas Tree at Elgin Road opposite Forum Mall using bricks containing huge quantities of single-use non-recyclable plastic", added **Mr Mall.**

This initiative not only enhanced the festive spirit but also aligned seamlessly with Hulladek's broader mission to expand its services beyond e-waste management. The company now encompasses battery, plastic, paper and used oil collection and channelization, promoting a comprehensive approach to waste management.

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 authorized by the Central Pollution Control Board under the e-waste (Management) Amendment Rules, 2018. Currently, Hulladek works with corporate giants such as Coca Cola, Pepsi Co., Nestle India, etc. It also works with Kolkata Municipal Corporation and West Bengal Housing Infrastructure Development Corporation. Hulladek has a presence in 18 states and 24 cities across the country through branch offices, channel partners and collection points and has pledged to make the world a greener place through establishing proper and organized e-waste management systems.

About Chapter 2:

Chapter 2 is the one of the treasured culinary destinations of Kolkata. Chapter 2 has rekindled the memories of Anglo-Indian Food & Live Music culture, for which Blue Fox and Skyroom at Park Street was globally famous, with its decor, ambiance and of course, gourmet cuisine. Chapter 2 offers a vast and choicest of menu recreating the lost glory that Kolkata was proud of. Retro décors with murals Michael Jackson adorn the walls to go with the theme of the restaurant. The music played is retro and soul stirring.

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