

Press Release

Hulladek Recycling Starts 'Drop-Your-E-Waste' Initiative With RG Cellular

~ A Program To Create Awareness On Responsible E-Waste Disposal ~
~ To Install E-Waste Bin Across Major Locations In Kolkata ~

Kolkata, 16th May, 2024: Hulladek Recycling Pvt Ltd, India's leading waste management company, has joined hands with **RG Cellular**, the ever popular and most awarded Retail and Distribution Network of Eastern India, to launch a unique initiative, '**Drop Your E-Waste**' aimed at promoting responsible e-waste disposal. The collaboration will result in the installation of **E-Waste Bins** across all RG Cellular outlets in Kolkata to make e-waste disposal more accessible and convenient for the people.

Marking a significant step towards environmental sustainability, the '**Drop Your E-Waste**' initiative was launched by popular actor & model **Ms Darshana Banik** at the RG Cellular Store, Acropolis Mall in the presence of **Mr Nandan Mall, Chairman & Managing Director, Hulladek Recycling Pvt Ltd.** & **Mr Ravi Gupta, Director, RG Cellular.** Popular actor & model, Darshana Banik expressed her support for the initiative, emphasizing the importance of collective action in safeguarding the environment for future generations.

The '**Drop Your E-Waste**' programme encourages individuals to drop off their old or unused electronic devices, ensuring they are recycled responsibly rather than ending up in landfills, where it can pose environmental hazards. To incentivize participation and further encourage responsible e-waste management, participants will receive a complimentary headset upon dropping off their e-waste at any of the designated collection points.

"Hulladek's collaboration with RG Cellular will go a long way in promoting responsible e-waste disposal. By providing easily accessible collection points and offering incentives for participation, we aim to raise awareness about the importance of recycling electronic waste and encourage individuals to adopt sustainable practices", said **Mr Nandan Mall, Chairman & Managing Director, Hulladek Recycling Pvt Ltd.**

"Being in the business of electronic goods for almost 2 decades, we understand the importance and need of e-waste management. As a responsible corporate citizen, we are committed to minimizing the environmental impact of electronic waste. Through this collaboration with Hulladek Recycling, we hope to make it easier for our customers to dispose of their old devices responsibly while also rewarding them for their contribution to environmental conservation." said **Mr Ravi Gupta, Director, RG Cellular.**

Hulladek Recycling aims to promote '**Drop Your E-Waste**' initiative across other states in the near future.

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. The Company now encompasses battery, plastic, paper and used oil collection and channelization, promoting a comprehensive approach to waste management.

About RG Cellulars Pvt Ltd

RG Cellulars is the most awarded Retail and Distributor Network of Eastern India. It was established in 2005 and deals with smartphones, laptops, tabs and smart gadgets of all leading brands. RG Cellulars have 25 stores located across Kolkata, Howrah and Siliguri.

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