

Wild West Innovations



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Wild West Media Pvt. Ltd.

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Rebot: Closing the Loop on Plastic Waste

A PET Recycling Initiative by Wild West Media Pvt Ltd

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Current challenges of Plastic and Aluminum Waste.



- Approximately 72 million tons of hazardous waste is generated annually.
- At the current rate 1 sq.km of additional landfill is needed each year to accommodate this waste.
- Out of this waste, 30 million tons is plastic which takes hundreds of years to breakdown.
- This plastic is dangerous to the environment and has even entered our food chain.
- With such large quantities of waste generated daily we are in desperate need of sustainable recycling solutions that will enable segregation at source and ethical recycling while incentivizing the process.

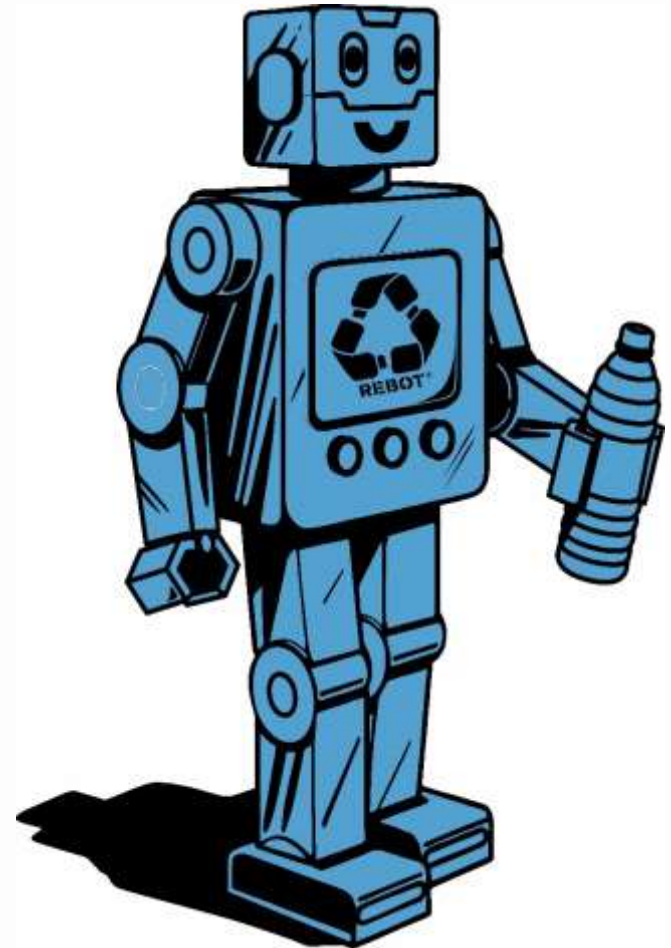




Introducing **ReBot**



- A tech-enabled **Reverse Vending Machine (RVM)** network for PET bottles.
- **Incentivized recycling:** Users deposit bottles and receive **digital coupons, rewards, or donations**.
- Ensures traceability and direct recovery of plastic for verified recycling.
- Empowers corporates to meet **EPR and CSR goals** through visible, trackable interventions.





What is ReBot?



- It is an automated bottle and recycling machine
- User has to insert an empty bottle or can in the insertion slot and the machine will crush it.
- The crushed plastic is then recycled by us to make by-products.
- The user will get an option to choose a reward coupon or to donate
- Incentivising the recycling process promotes repeated use.
- Data logged for **EPR compliance & carbon reporting.**

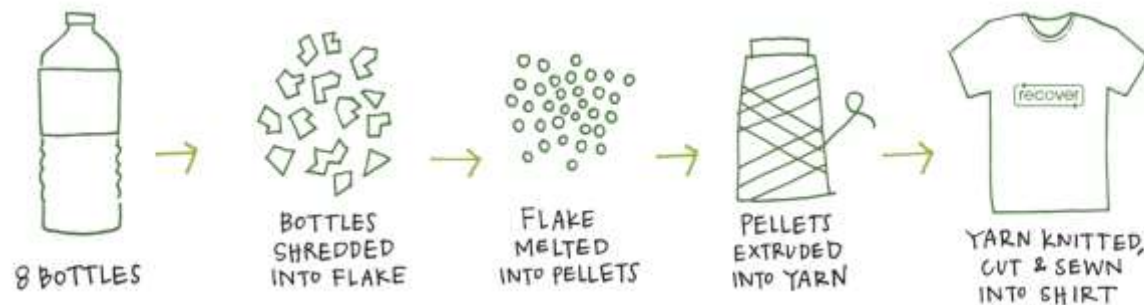




What are the benefits of **ReBot**?



- Reduces landfills and increases recycling rates.
- Immediate reward for users on recycling plastic bottles or thereby motivating repeated use.
- Sustainable advertising and branding on the machines and LCD screens.
- Plastic flakes are used to make by-products such as t-shirts, bags, scarves, pillows etc.
- Promotes the concept of recycling and inculcates a habit of recycling in people.





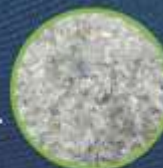
Did you know
the clothes you wear are
eco-friendly as well?

Here's how....



Bottle is inserted into the
ReBot and user gets a
reward coupon.

Bottle is
shredded
into **flakes.**



Flakes are then
transported to
the warehouse




Our Processing Unit
converts these flakes
into **yarn** and then
into **fabric.**



This fabric is used
to make **t-shirts**
and other **apparel.**



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By-products of PET Scrap





ReBot under CSR and EPR.



- If your organisation wishes to support ethical recycling and wants to promote the concept you can now adopt ReBot's as a part of your CSR or EPR activities.
- ReBot's can be purchased under CSR funds and the branding space can be used to promote your brand.
- They can be installed at major public or private places or for ease of recycling and promoting your brand.
- All CSR activities are routed through our CSR partner Wockhardt Foundation.
- Manufactures of Plastic bottles and Aluminium cans can do their bit for the environment by installing these machines as a part of their EPR activities while simultaneously promoting their brand. All EPR activities are carried out by PRO's.





Why choose ReBot?



- When you buy a ReBot you aren't just buying a recycling machine but you are supporting an entire ecosystem that promotes the idea of sustainable environmental and packaging practices.
- All ReBot models are **CE** certified and tested at **MSME** authorized testing centers. Wild West Media Pvt. Ltd. is an **ISO 9001:2015** certified organization.
- Wild West Media is also a member of the prestigious **PACE** (PET Packaging Association For Clean Environment (PACE) and **MRAI** (Material Recycling Association of India).
- Each ReBot is developed and manufactured in India, its software is also designed specifically for these machines right here in India.





Impact Created by ReBot?



- When you buy a ReBot you aren't just buying a recycling machine but you are supporting an entire ecosystem that promotes the idea of sustainable environmental and packaging practices.
- 300+ RVMS installed across India (Malls, Schools, Colleges, Airports, Railways, Retail stores).
- Diverted over 5000+ metric tonnes of PET from landfills.
- Engaged 20 lakh+users through gamified recycling.

Partnered with **20+ urban local bodies**, **10+ retail chains**, and multiple recyclers.





Reward Partners




RelianceSMART

Sahi Quality Sahi Price



SUBWAY

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paytm





Why choose ReBot?







Recycle



Reinvent



Rewards

