



GREENHABIT

India's First Eco-Ad Network on Compostable Bags

CSR spending that also drives Marketing.

Your Brand's Win - ROI That Resonates Triple
Bottom Line: Planet+People+Profit

Calendly: [Book a one-on-one 15-minute call](#)



ESG Metrics

Sponsorship Size	Plastic Diverted per Month	CO ₂ e Avoided per Month**	Equivalent Trees Saved (Annualized)	Lives Impacted (Shoppers + Families)
10,000 bags	1.8–2.2 tons	5.4–6.6 tons CO ₂ e	90–110 trees	1,50,000
25,000 bags	4.5–5.5 tons	13.5–16.5 tons CO ₂ e	225–275 trees	3,75,000
50,000 bags	9–11 tons	27–33 tons CO ₂ e	450–550 trees	7,50,000
1,00,000 bags	18–22 tons	54–66 tons CO ₂ e	900–1100 trees	15,00,000

CALCULATION BASIS

1 plastic bag = 7g → 10,000 bags = 70 kg plastic replaced

1 kg plastic avoided = 3Kg CO₂e (IPCC + Indian GHG Program aligned)

Third-party verifiable certificate issued every month

The Plastic Crisis in Numbers

India generates around 26,000 tons of plastic waste every single day—adding up to nearly 9.3 million tonnes annually, which makes it the world's largest plastic polluter. Packaging alone accounts for the majority of this waste, driven by rapid urbanisation and rising consumption. On average, each person produces about 0.54 kg of plastic waste per day, far higher than official estimates, showing how underreported rural and informal sector contributions are.

Recycling efforts remain limited compared to the scale of the crisis. In 2023, India recycled about 9.9 million tonnes of plastic, with much of the work handled by the informal sector, including waste pickers who manage 6.5–8.5 million tonnes annually. Despite government initiatives like the Plastic Waste Management Rules and Extended Producer Responsibility (EPR), most areas still rely on dumpsites, and sanitary landfills are outnumbered 10:1.



Urban Waste Overflow and Drainage Catastrophes

Plastic bags are a leading cause of urban flooding. In 2025, Punjab experienced its worst floods in four decades, with blocked drains—choked by plastic waste—amplifying the disaster. Mumbai's 2005 floods, which killed around 1,000 people, were directly linked to plastic bags clogging the city's drainage system.

Our Solution

We tackle the plastic crisis head-on by replacing every single-use plastic bag with 100% compostable, cornstarch-based alternatives.

How it Works

GreenHabit eco-friendly bags are distributed free of cost to vendors, ensuring rapid adoption and compliance while reducing harmful waste. At the same time, your brand gains unmatched visibility—each bag becomes a moving billboard carried through markets, streets, and homes. This creates a powerful blend of sustainability and marketing impact, turning everyday transactions into lasting impressions.



Sponsorship Packages

Package	Bags/Month	Impressions*	Price/Month (ex-GST)	Bonus
Starter	10,000	5–8 lakh	₹48,000	Basic report
Growth	25,000	12–20 lakh	₹1,10,000	Photos + social shoutout
Leader	50,000	25–40 lakh	₹2,00,000	Video case study
Custom	1,00,000+	50 lakh+	Let's talk	Dedicated market

*50–80 views per bag (conservative Indian market data)

Zero-Risk Pilot

Start with just 10,000 bags.

No long-term commitment

Additional Deliverables

- BIS & CPCB compostability certificates
- Geo-tagged distribution photos + 15-second market videos
- Signed plastic-diverted & carbon-offset certificate (ready for GRI, BRSR, CDP reporting)

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GreenHabit
YOU CHOOSE. EARTH WINS