# Bigbasket turns bus shelters into green billboards to showcase delivery fleet’s carbon savings



In a creative push to promote its sustainability efforts, bigbasket, part of the TATA Group and a leading online supermarket in India, has transformed bus shelters in key cities like Hyderabad, Bengaluru, and Delhi into vibrant garden billboards. This initiative coincides with the celebration of Environment Day, reflecting the company’s commitment to sustainability and environmental awareness in urban centres.

One striking example in Bengaluru showcases a message that reads, "With EVs powering 1/3rd of our deliveries, we’ve reduced annual carbon emissions equivalent to nurturing 34 Cubbon Parks for a decade." This statement not only serves as a bold claim but is also an embodiment of bigbasket’s ongoing strategies to lower its carbon footprint through various eco-friendly practices. Raagaleena Sripada, the company’s Marketing Head for Retail, explained the philosophy behind this initiative, stating, "We didn’t want to shout our impact. We wanted to show it." The billboards, designed by Talented in collaboration with Signpost, aim to integrate seamlessly into the urban landscape, with every element intentionally crafted to resonate with the environment.

Bigbasket's sustainability agenda is further elucidated in its recently released Green Report for 2024–25. The report reveals that the company currently operates a fleet of 7,431 electric vehicles (EVs), which represent a third of its delivery operations. This shift has allowed bigbasket to avoid approximately 15,000 tonnes of carbon emissions and operate with increased energy efficiency across its logistics framework. Additionally, these efforts correlate to a substantial decrease in CO2 emissions, equating to the carbon absorption of nearly 4.74 lakh fully grown trees, as highlighted in various sustainability reports.

This year marks a pivotal moment for bigbasket as it introduces a circular process aimed at enhancing waste management. Customers will now have the ability to return delivery bags and cardboard boxes with their next order, thus promoting recycling and reducing material waste. Furthering their commitment to environmental stewardship, bigbasket has installed solar panels across 25 warehouses, which collectively generate 466 MWh of energy each month, translating to a reduction of nearly 3,289 tonnes of carbon emissions.

The Green Report 2024–25 also features a unique collaboration with the Indian Mouth and Foot Painting Artists Association. Artist Nadeem Shaikh crafted a bespoke painting that encapsulates bigbasket’s sustainability journey, which has been adapted into greeting cards sent to customers, enabling them to engage with the report’s findings through a QR code link.

While bigbasket celebrates these achievements and initiatives, there remains a broader conversation around corporate sustainability and the authenticity of such efforts. As companies increasingly adopt eco-friendly branding, the challenge lies in ensuring that these initiatives are not merely marketing ploys but genuine commitments to sustainability. Nonetheless, bigbasket's current projects illustrate a proactive approach to integrating green practices into everyday life, challenging other corporations to follow suit.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/), [[4]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/)
* Paragraph 2 – [[1]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/), [[2]](https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm), [[5]](https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm)
* Paragraph 3 – [[3]](https://www.apnnews.com/bigbasket-releases-comprehensive-2023-sustainability-report/), [[6]](https://www.apnnews.com/bigbasket-releases-comprehensive-2023-sustainability-report/)
* Paragraph 4 – [[1]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/), [[7]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/)

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## Bibliography

1. <https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/> - Please view link - unable to able to access data
2. <https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm> - Bigbasket's electric delivery fleet has successfully avoided 10,429 tonnes of CO2 emissions, equivalent to the carbon absorption capacity of approximately 4.74 lakh fully grown trees. This achievement underscores the company's commitment to sustainability and environmental responsibility. ([cnbctv18.com](https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm?utm_source=openai))
3. <https://www.apnnews.com/bigbasket-releases-comprehensive-2023-sustainability-report/> - Bigbasket's 2023 Sustainability Report highlights significant strides in six key impact areas: electric delivery vehicles, solar power generation, support for organic farmers, waste management, diversity and inclusion, and corporate social responsibility. The report reveals that the company's electric delivery fleet has avoided 10,429 tonnes of CO2 emissions, equivalent to the carbon absorption capacity of approximately 4.74 lakh fully grown trees. ([apnnews.com](https://www.apnnews.com/bigbasket-releases-comprehensive-2023-sustainability-report/?utm_source=openai))
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