# Bigbasket transforms bus shelters into gardens to spotlight sustainability and cut carbon emissions



In a striking initiative to promote sustainability, bigbasket, a leading online supermarket and TATA enterprise, has transformed bus shelters in Hyderabad, Bengaluru, and Delhi into vibrant garden billboards. This innovative campaign, launched on World Environment Day, not only beautifies urban spaces but also delivers a powerful message about the company's commitment to environmental responsibility.

At a bus stop in Bengaluru, one of the displays emphasises that by using electric vehicles (EVs) for one-third of its deliveries, bigbasket has reduced annual carbon emissions equivalent to nurturing 34 Cubbon Parks over a decade. This statement is not merely a compelling tagline; it reflects the company’s substantial efforts in reducing carbon emissions and enhancing sustainable practices across its operations.

Raagaleena Sripada, Marketing Head for Retail at bigbasket, remarked, “We didn’t want to shout our impact. We wanted to show it.” The campaign, developed in collaboration with the creative agency Talented and implemented with Signpost, aims to seamlessly integrate environmental consciousness into the daily lives of commuters. “This isn’t just a billboard; it’s utility, a quiet act of care,” said Amith Nair, a creative professional involved in the project.

Bigbasket's commitment to sustainability extends beyond eye-catching displays. Their latest Green Report for 2024–25 highlights various initiatives, including substantial support for over 7,000 organic farmers through decentralised collection networks, which promotes sustainable agricultural practices. The company has recycled over 100 tonnes of plastic by refining packaging design and improving logistical efficiency. In alignment with sustainability goals, bigbasket has recently enhanced its EV fleet to 7,431 vehicles, allowing one in every three delivery vehicles to be electric. This transition has reportedly helped avoid around 15,000 tonnes of carbon emissions in the current year alone.

Additionally, bigbasket has invested in solar power, installing panels across 25 warehouses that collectively generate 466 MWh of energy each month, contributing to reductions in greenhouse gas emissions by 3,289 tonnes. This dedication to renewable energy sources is a key aspect of their broader strategy to minimise environmental impact.

An exciting new initiative to further bolster sustainability efforts will soon allow customers to return old delivery bags and cardboard boxes with their next order. This circular process aims to promote material reuse and significantly lower waste. Moreover, this year's Green Report features a unique collaboration with the Indian Mouth and Foot Painting Artists Association. Artist Nadeem Shaikh created a bespoke piece of art representing bigbasket's sustainability journey, which has been made into a greeting card sent to customers, complete with a QR code linking to the full report.

Overall, bigbasket’s innovative approach to intertwining sustainability with everyday urban experiences demonstrates a growing trend among businesses toward conscious capitalism. As they continue to roll out their initiatives, the company sets a precedent for environmental responsibility in the technology-driven retail space.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/), [[2]](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/), [[4]](https://cio.economictimes.indiatimes.com/news/corporate-news/bigbaskets-avoided-10429-tons-of-carbon-emissions/110783968)
* Paragraph 3 – [[2]](https://www.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/), [[5]](https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm)
* Paragraph 4 – [[3]](https://thecsruniverse.com/articles/bigbasket-sustainability-report-2023-10-429-tonnes-of-co2-avoided-6-491-evs-used-100-tonnes-of-waste-recycled-monthly), [[6]](https://changestarted.com/delivering-grocery-can-be-sustainable-bigbasket-leading-the-way/)

Source: [Noah Wire Services](https://www.noahwire.com)

## 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.passionateinmarketing.com/bigbasket-turns-bus-shelters-into-gardens-this-environment-day-releases-green-report-2024-25/> - Bigbasket, a TATA enterprise and India's leading online supermarket, has transformed bus shelters in Hyderabad, Bengaluru, and Delhi into lush garden billboards to promote sustainability. In Bengaluru, one shelter highlights that with electric vehicles (EVs) powering one-third of their deliveries, they've reduced annual carbon emissions equivalent to nurturing 34 Cubbon Parks for a decade. This initiative is part of Bigbasket's broader efforts to reduce carbon emissions, recycle waste, and power a significant portion of deliveries with EVs. The campaign was developed by Talented and implemented in partnership with Signpost. Each city features its own green message: Bengaluru's 34 Cubbon Parks, Hyderabad's 4 KBR National Parks, and Delhi's 35 Lodhi Gardens. Commuters can scan a QR code at the shelter to explore Bigbasket's green initiatives, detailed in their Green Report 2024–25. The report highlights support for over 7,000 organic farmers through decentralized collection networks, enabling sustainable agricultural practices and fair market access. Additionally, Bigbasket has recycled more than 100 tonnes of plastic through improved packaging design and logistics efficiency. The company has introduced 7,431 EVs in their delivery fleet, making one in every three vehicles an EV, helping avoid 15,000 tonnes of carbon emissions in 2024. They've also installed solar panels in 25 warehouses across India, generating 466 MWh of power monthly and avoiding 3,289 tonnes of carbon emissions. A new circular process allows customers to return old delivery bags and cardboard boxes with their next order, supporting material reuse and reducing environmental impact. The Green Report also features a collaboration with the Indian Mouth and Foot Painting Artists Association (IMFPA), where artist Nadeem Shaikh created a painting interpreting Bigbasket's sustainability journey, adapted into a greeting card sent to customers with a QR code linking to the full report.
3. <https://thecsruniverse.com/articles/bigbasket-sustainability-report-2023-10-429-tonnes-of-co2-avoided-6-491-evs-used-100-tonnes-of-waste-recycled-monthly> - 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 company's sustainability efforts resulted in the avoidance of 10,429 tonnes of carbon emissions through 6,491 electric delivery vehicles, equivalent to the carbon absorption capacity of approximately 474,000 fully grown trees. Initiated in 2016 with a pilot of 10 electric vans in Noida, the EV fleet now forms 27% of its delivery operations, comprising 5,731 electric bikes and 760 electric autos and vans. Solar power generation also played a significant role, with Bigbasket producing 5,268 MWh of solar energy in 2023. The company has installed solar panels on the roofs of 28 warehouses across 13 cities, reducing greenhouse gas emissions by 4,214 tonnes. Bigbasket further demonstrated its commitment to sustainable agriculture by supporting over 10,000 organic farmers with field geotagging, agricultural intelligence, and knowledge sessions on modern farming techniques and government schemes. ([thecsruniverse.com](https://thecsruniverse.com/articles/bigbasket-sustainability-report-2023-10-429-tonnes-of-co2-avoided-6-491-evs-used-100-tonnes-of-waste-recycled-monthly?utm_source=openai))
4. <https://cio.economictimes.indiatimes.com/news/corporate-news/bigbaskets-avoided-10429-tons-of-carbon-emissions/110783968> - 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 company's sustainability efforts resulted in the avoidance of 10,429 tonnes of carbon emissions through 6,491 electric delivery vehicles, equivalent to the carbon absorption capacity of approximately 474,000 fully grown trees. Initiated in 2016 with a pilot of 10 electric vans in Noida, the EV fleet now forms 27% of its delivery operations, comprising 5,731 electric bikes and 760 electric autos and vans. Solar power generation also played a significant role, with Bigbasket producing 5,268 MWh of solar energy in 2023. The company has installed solar panels on the roofs of 28 warehouses across 13 cities, reducing greenhouse gas emissions by 4,214 tonnes. Bigbasket further demonstrated its commitment to sustainable agriculture by supporting over 10,000 organic farmers with field geotagging, agricultural intelligence, and knowledge sessions on modern farming techniques and government schemes. ([cio.economictimes.indiatimes.com](https://cio.economictimes.indiatimes.com/news/corporate-news/bigbaskets-avoided-10429-tons-of-carbon-emissions/110783968?utm_source=openai))
5. <https://www.cnbctv18.com/business/companies/bigbasket-electric-delivery-fleet-saves-equivalent-of-5-lakh-trees-in-co2-emissions-19424833.htm> - Bigbasket, a leading online grocery platform, has unveiled its remarkable strides in sustainability with the release of its 2023 sustainability report. The report showcases significant achievements across six pivotal impact areas: electric delivery vehicles, solar power generation, support for organic farmers, waste management, diversity and inclusion, and corporate social responsibility. Bigbasket’s sustainability efforts have resulted in the avoidance of 10,429 tonnes of carbon emissions through 6,491 electric delivery vehicles. This is equivalent to the carbon absorption capacity of approximately 474,000 fully grown trees. Initiated in 2016 with a pilot of 10 electric vans in Noida, the company’s EV fleet now forms 27% of its delivery operations, comprising 5,731 electric bikes and 760 electric autos and vans. Solar power generation played a significant role, with Bigbasket producing 5,268 MWh of solar energy in 2023. The company has installed solar panels on the roofs of 28 warehouses across 13 cities, reducing greenhouse gas emissions by 4,214 tonnes. Bigbasket further demonstrated its commitment to sustainable agriculture by supporting over 10,000 organic farmers with field geotagging, agricultural intelligence, and knowledge sessions on modern farming techniques and government schemes. ([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))
6. <https://changestarted.com/delivering-grocery-can-be-sustainable-bigbasket-leading-the-way/> - Bigbasket has been a pioneer in adopting electric vehicles (EVs) for grocery deliveries and logistics. In 2021, Bigbasket had about 800 electric two-wheelers for last-mile delivery and had plans to add 4,000–5,000 EVs in the next two years. The company has also partnered with other logistics companies for electric three-wheelers, including Delhi-based Euler Motors, Bengaluru-based Howdyy, and Hyderabad-based ETO Motors. The adoption of EVs not only prevents carbon emissions but also saves on delivery costs. The company has established charging points at its warehouse facilities, so once the battery runs out, the delivery partner can put it on charging. As per Ganapathi Subramanyam, Bigbasket's head of innovation, "Straight away we have a 30–40% reduction in overall operational costs because of energy charges being a quarter of petrol or diesel prices. Subsidized electricity for electric vehicles cuts the energy cost further." ([changestarted.com](https://changestarted.com/delivering-grocery-can-be-sustainable-bigbasket-leading-the-way/?utm_source=openai))