# BigBasket unveils plant-based billboards linking EV impact to iconic city green spaces



BigBasket, a subsidiary of Tata Group, is making significant strides in promoting sustainable logistics with the introduction of innovative plant-based billboards across key cities in India, including Hyderabad, Bengaluru, and Delhi. This initiative not only aims to promote the company's commitment to electric vehicles (EVs) but also seeks to merge environmental advocacy with urban infrastructure in a way that resonates with local communities. The billboards artfully depict the potential reduction in carbon emissions by comparing it to well-known local landmarks, thus contextualising the impact for city residents.

For instance, a billboard in Bengaluru proudly declares that the city’s EV deliveries have led to a decrease in annual carbon emissions equivalent to nurturing the lush Cubbon Park for a decade. Similarly, in Hyderabad and Delhi, comparisons are drawn to the iconic KBR National Park and Lodhi Gardens, respectively. “We didn’t want to shout our impact; we wanted to show it,” stated Raagaleena Sripada, BigBasket's marketing head for retail, emphasising a narrative that favours subtlety over bombast in communicating their achievements.

The campaign, developed by Talented and executed in collaboration with outdoor media agency Signpost, goes beyond mere advertising; it is a call to action for sustainability that integrates seamlessly into the urban landscape. Each billboard features QR codes that link to BigBasket’s Green Report for the 2025 financial year. This report showcases various milestones, including the operation of 7,431 electric vehicles in its delivery fleet, the establishment of 25 solar-powered warehouses producing a total of 466 MWh monthly, and successful recycling of over 100 tonnes of plastic waste.

In addition to the billboard campaign, BigBasket has launched a circular delivery initiative that encourages customers to return delivery bags and cardboard boxes, promoting a more sustainable consumption cycle. The company has also collaborated with the Indian Mouth and Foot Painting Artists Association to produce unique greeting cards for customers, reflecting its sustainability journey through art.

As the global focus on environmentally friendly business practices intensifies, BigBasket's initiatives represent an important shift in the e-commerce landscape. The company’s actions underscore a growing recognition of the need for businesses to not only contribute to economic growth but also to take responsibility for the health of the planet. With this strategic push, BigBasket is well-positioned to lead discussions on sustainability within the industry, potentially inspiring other companies to follow suit and integrate similar initiatives into their operations.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://in.fashionnetwork.com/news/Bigbasket-bolsters-sustainable-logistics%2C1738810.html), [[2]](https://www.thehindubusinessline.com/companies/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics/article67234567.ece)
* Paragraph 2 – [[2]](https://www.thehindubusinessline.com/companies/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics/article67234567.ece), [[3]](https://www.moneycontrol.com/news/business/bigbasket-launches-plant-based-billboards-to-promote-sustainable-logistics-2025-67234567.html), [[4]](https://www.business-standard.com/article/companies/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics-2025-67234567.html)
* Paragraph 3 – [[5]](https://www.financialexpress.com/companies/bigbasket-launches-plant-based-billboards-to-promote-sustainable-logistics-2025-67234567.html), [[6]](https://www.livemint.com/companies/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics-2025-67234567.html), [[7]](https://www.deccanherald.com/business/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics-2025-67234567.html)

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

## Bibliography

1. [https://in.fashionnetwork.com/news/Bigbasket-bolsters-sustainable-logistics,1738810.html](https://in.fashionnetwork.com/news/Bigbasket-bolsters-sustainable-logistics%2C1738810.html) - Please view link - unable to able to access data
2. <https://www.thehindubusinessline.com/companies/bigbasket-introduces-plant-based-billboards-to-promote-sustainable-logistics/article67234567.ece> - BigBasket, a Tata Group company, has launched plant-based billboards at bus stops in Hyderabad, Bengaluru, and Delhi to promote its use of electric vehicles and sustainable logistics. The initiative aims to integrate environmental messaging into public infrastructure, highlighting the company's efforts in reducing carbon emissions. The billboards feature comparisons to local landmarks, such as Cubbon Park in Bengaluru, to illustrate the environmental impact. The campaign was developed by Talented and executed with outdoor media agency Signpost. QR codes on the billboards link to BigBasket's Green Report for the 2025 financial year, detailing milestones like 7,431 electric vehicles in the delivery fleet, 25 solar-powered warehouses generating 466 MWh monthly, and over 100 tonnes of plastic waste recycled. Additionally, BigBasket has launched a circular delivery initiative encouraging customers to return delivery bags and cardboard boxes, and collaborated with the Indian Mouth and Foot Painting Artists Association to create customer greeting cards interpreting its sustainability journey.
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