



For a Plastic-Free Navi Mumbai: NMMC, Project Mumbai, and Mindspace REIT Unite for a Greener Future

A year-long initiative to engage 2 lakh citizens, recycle plastic and e-waste, and transform waste into community assets across 200+ locations

Navi Mumbai, 16th October 2025: In a landmark stride towards sustainable urban living, the **Navi Mumbai Municipal Corporation (NMMC)**, in collaboration with **Project Mumbai**, has launched the “*Navi Mumbai Plastic and E-Waste Recyclothon*”, a transformative, city-wide initiative aimed at curbing plastic and e-waste generation while promoting circular economy practices. As part of its **Corporate Social Responsibility (CSR)** commitment, **Mindspace Business Parks REIT** (“Mindspace REIT”) has joined as the **Sustainability Partner** for the campaign. With a strong presence in Navi Mumbai, Mindspace REIT is extending its sustainability efforts beyond its business campuses to the wider city ecosystem.

The Recyclothon aims to drive behavioural change and embed responsible waste management into daily life, covering over **200 locations** and engaging nearly **2 lakh citizens** across Navi Mumbai. Through an integrated approach involving housing societies, corporates, schools, and public spaces, the initiative will promote a ‘**No Waste to Landfill**’ philosophy, positioning Navi Mumbai as a model for sustainable city development in India.

Collected plastic and e-waste will be repurposed into community assets such as benches, planters, walking tracks, and school supplies, demonstrating the 3R principle - *Reduce, Reuse, Recycle*. A signature element of the campaign will be the creation of **Zero Waste Gardens** - municipal gardens built with amenities made entirely from recycled plastic waste, setting a new benchmark in circular urban design. Throughout the year-long initiative, multiple **awareness drives, mangrove clean-ups, and plastic collection campaigns** will be conducted across the city. Employees from the two **Mindspace Business Parks in Airoli**, along with local volunteers and student ambassadors, will play an active role, extending the movement deep into the community and corporate ecosystem of Navi Mumbai.

Dr. Kailash Shinde, Commissioner, NMMC, said, “*Navi Mumbai continues to set new benchmarks in sustainability and civic innovation. The Recyclothon is more than a campaign - it’s a movement to make responsible waste management part of our city’s DNA. Through active citizen participation and partnerships with organisations like Project Mumbai and Mindspace REIT, we’re building a cleaner, greener, and more resilient future.*”

Shishir Joshi, CEO & Co-Founder, Project Mumbai, said, “*This initiative is a testament to what strong public-private collaboration can achieve. Together with NMMC and Mindspace REIT, we’re turning waste into opportunity, converting discarded materials into community assets and showing that sustainability can truly be a people’s movement.*”

Ramesh Nair, CEO, Mindspace REIT, said, “*At Mindspace REIT, sustainability isn’t a cost, it’s our competitive edge and the new currency of trust. Navi Mumbai is one of our most important growth markets, home to two of our largest business parks and a thriving corporate ecosystem. Through this partnership, we’re proud to make green the default choice, not the exception, and to support Navi Mumbai’s shift toward a circular, low-waste future. The Recyclothon reflects our belief that ESG is not a checklist but a new standard for how India builds its future, where collective action drives meaningful and measurable change.*”

About the Initiative

Ranked among India’s top-performing cities for cleanliness and waste management under the *Super Swachhata League*, Navi Mumbai’s collaboration with Project Mumbai and Mindspace REIT marks a powerful convergence of governance, community, and corporate responsibility. Together, they aim to create tangible, long-term impact, transforming Navi Mumbai into a plastic-free, sustainable, and future-ready city.



About Mindspace Business Parks REIT

Mindspace Business Parks REIT, sponsored by K Raheja Corp group, listed on the Indian bourses in August 2020. The REIT owns quality office portfolios located in four key office markets of India, namely Mumbai Region, Pune, Hyderabad, and Chennai, and is one of the largest Grade A office portfolios in India. The portfolio has a total leasable area of 38.1 msf comprising of 31.0 msf of completed area, 3.7 msf of area under construction and 3.4 msf of future development as on June 30, 2025. The portfolio consists of 5 integrated business parks and 6 quality independent office assets with superior infrastructure and amenities. It has a diversified and high-quality office tenant base with around 223 tenants. Most of the buildings in the portfolio are either Gold or Platinum Green Building Certified (IGBC/LEED). The assets provide a community-based ecosystem and have been developed to meet the evolving standards of tenants, and the demands of 'new age businesses', making it amongst the preferred options for both multinational and domestic corporations. To know more visit www.mindspacereit.com

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