

By

Recube Circular Solutions Pvt Ltd

Year

2024-25

Decarbonizing Entertainment in India

Founding Team



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Growth and Marketing



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Business and Operations



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Product Development and Manufacturing



Let's understand the problem first



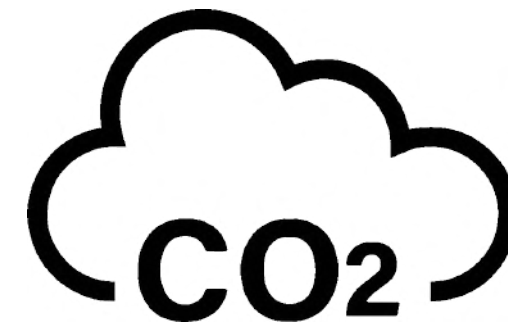
40

KG of CO2 emissions per day per attendee at a concert



100,000

single use plastic bottles used per concert



5000

tons of emissions generated through one large concert



1000+

music concerts alone in 2023 in India

Why has the industry not addressed this?

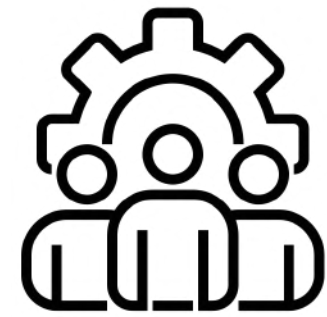
- **Not a personal problem**
- **Not a part of their core offering**
- **Motivations are very different**
- **The function didnt exist for them, until now**

What are our core insights?

- **Outsource. Outsource. Outsource.**
- **Save time, money or effort. Atleast 2.**
- **They love to brag.**
- **The entire industry is built on trust**

A full stack **decarbonisation platform for the entertainment industry. We aggregate **sustainable solutions**, measure their impact and help them reduce it**

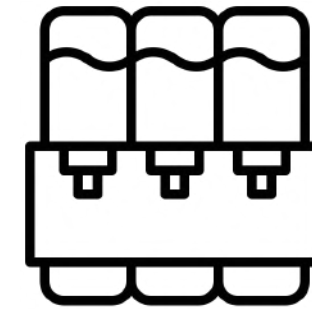
What are the **solutions**?



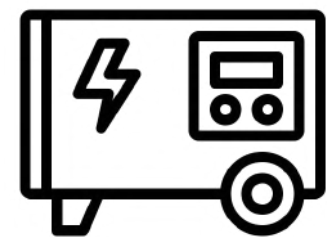
Measurement and Management



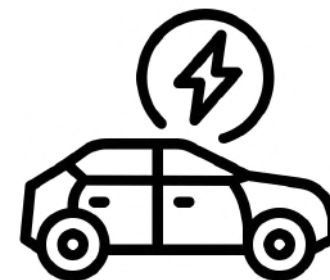
Sustainable Packaging



Water Refilling



Portable Clean Energy



Electrification



Marketing Activations

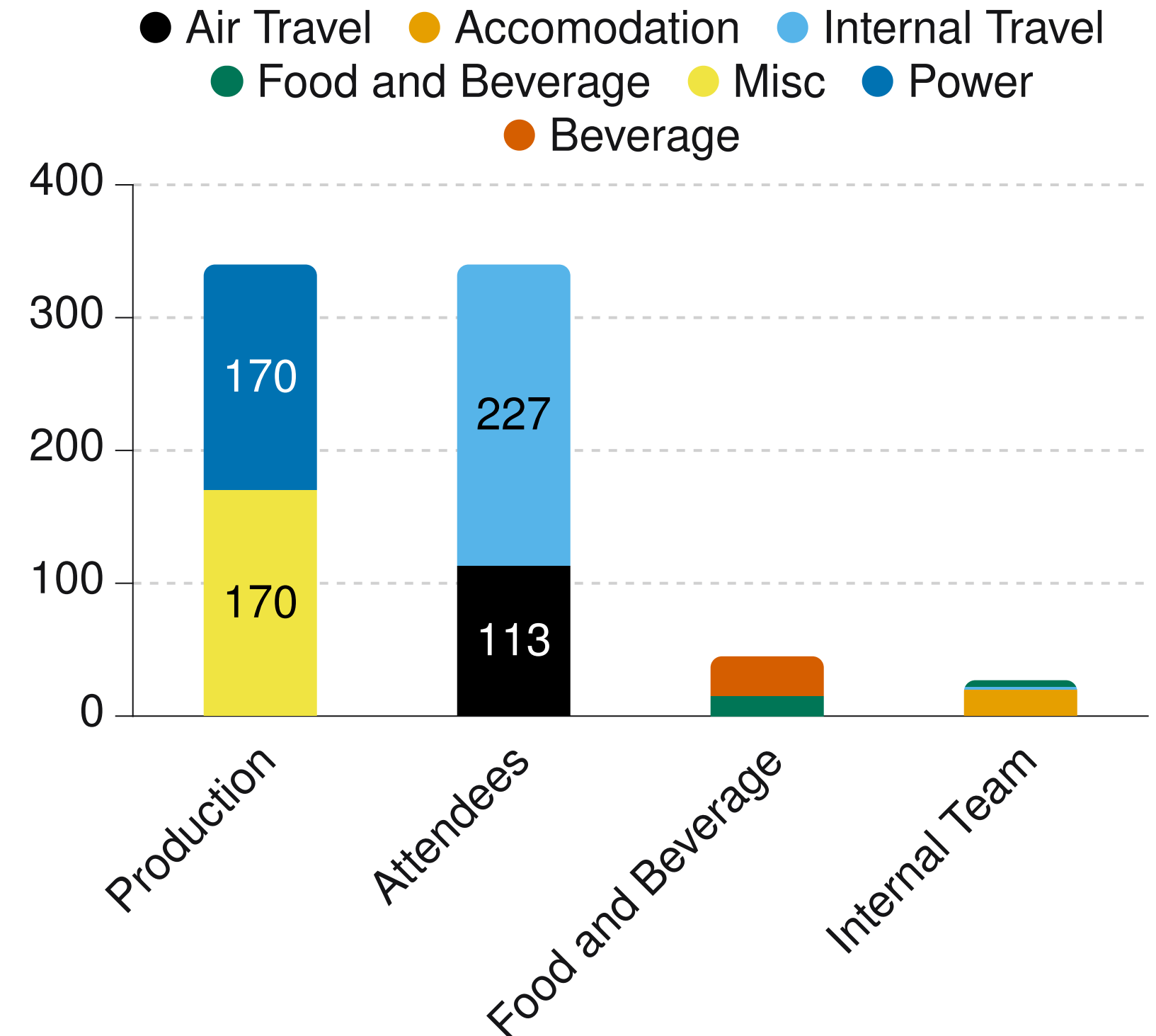
1 —

Measure and Management

Carbon Measurement

We calculate emissions across Scope 1, 2 and 3 in tandem with ESG reporting standards like CSRD and NFRD

Our calculations help us understand and optimise our emissions onground. Our impact can be balanced with putting up a solar farm in nearby villages to show actual impact and remove all the emissions



2 —

Sustainable Packaging

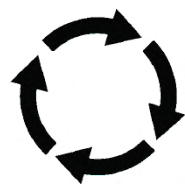
Reusable Cup Solution



Reusable drinkware made from recycled plastic bottle waste and crop residue



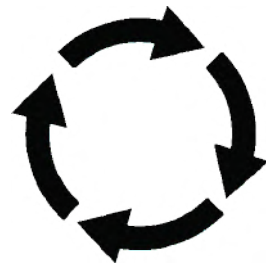
In most shows, an average attendee has reused the cup 4 times for water and 2 times for alcohol.



Attendees get a discount of 20% on every time they reuse and refill. All the cups which are returned are taken back for reuse and recycling



Reusable Packaging and Cutlery



Reusable compartment trays are used to serve food to the crew and back stage

Each product is designed to be sturdy, washable and reusable at least 150 times. Thus, reducing the footprint over its life time.



The trays are made using rice husk composites which are more often burned in India. Using this helps reducing crop burning and emissions are as low as 1.3 KG CO2 eq



Meal tray with lid



Reusable taco trays



Reusable tumblers



Reusable cutlery

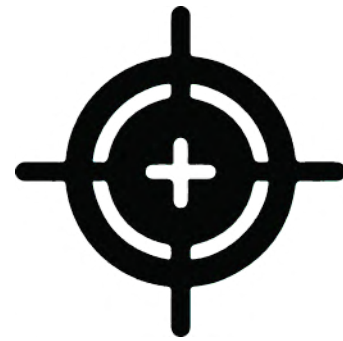


Reusable salad and desert bowls

3 —

Water

Refilling Stations



Unlimited Water Refills is always free for attendees. They can purchase a reusable cup and refill all beverages - Alcoholic and Non Alcoholic



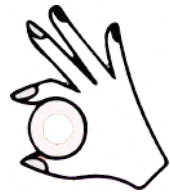
We adopt a hybrid approach with manual and automated vending machines. Based on each site requirement, we create manual sets ups as well



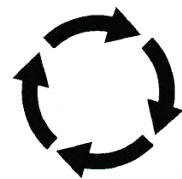
The water is dispensed through 20 litre jars from food grade approved recycled PET material



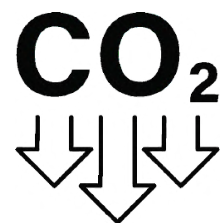
Water Management



For the areas where we are not able to set up as many refill stations - we provide water in tetra paks or aluminium cans



Our sustainability concierges onground ensure all the units will be collected and segregated for recycling



We cross verify which option is least carbon intensive depending on most factors - Though in our preliminary analysis, Plastic Bottle wins, thanks to high collection and recycling rates



4 —

Power

Battery Energy Storage Systems

At every event, we aim to use atleast 10% through clean power

Each Battery can save on 100LTRs of diesel or close to 270KGs of CO2 emissions daily!

We will additionally look at alternative power solutions to confirm



5 —

Electrification

Electric Fleet

Luxury - Mercedes EQS, Audi Q8

Premium - MG ZS EV, BYD Atto 3

Mid SUV - MG Windsor, Citroen C3

The aim is to ensure there is no diesel usage and offer the best on call service. We will be piloting this at one of our earlier shows to ensure there are no hiccups!

Users will be able to plan a pick up at the click of a button itself



6 —

Marketing Activation

Sunscreen Dispensing solution to eliminate single use packaging



LIFE HAPPENS
OUTDOORS.
**ELIMINATE THE
WORRY OF BEING
CAUGHT WITHOUT
PROPER SUN
PROTECTION.**



Incentivising fans to understand their emissions

Rewards

- VIP Fan Upgrades
- Faster Entry Touch Points
- Pick Up and Drop Service
- Meet the band

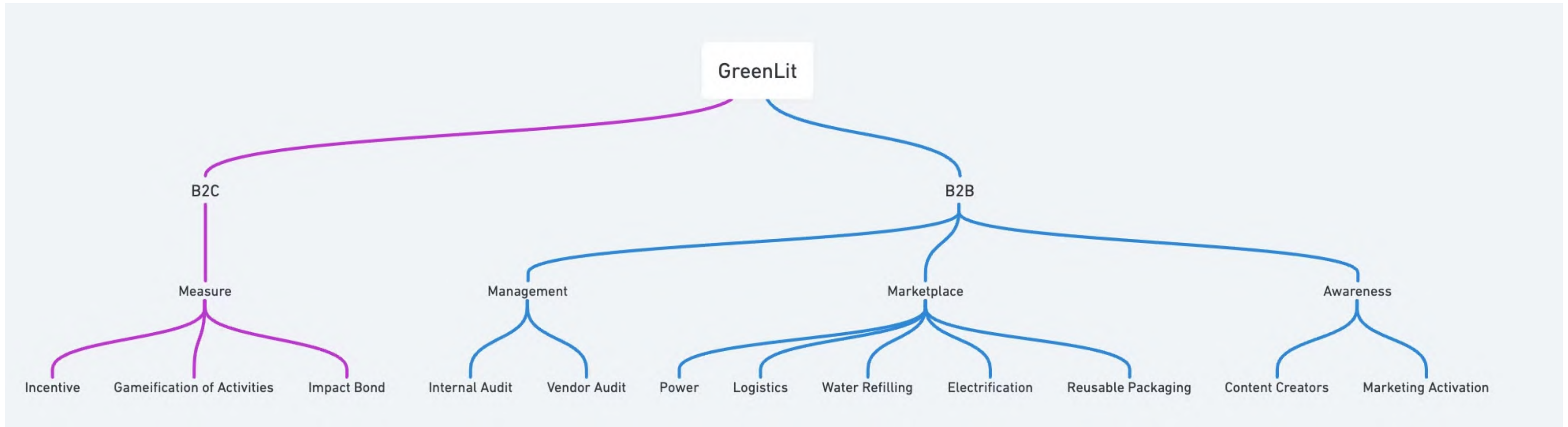
Tracking

- Transportation - Live Pictures
- BYOB
- Reuse and Refill
- Offsetting

green **my** show



Summary



How did we **help** BMS Live?

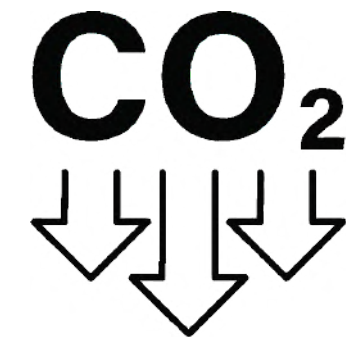
1 million

bottles eliminated through offering free water refills to the attendees

93%

plastic waste recovered and recycled across all events

60T



reduction in direct CO₂ emissions in the year 2023

50T

of waste has been diverted from entering the landfill across all solutions

7

average no. of reuses of cup sold across all festivals

7 -

Market

Market Potential



Total Live Events Market in India

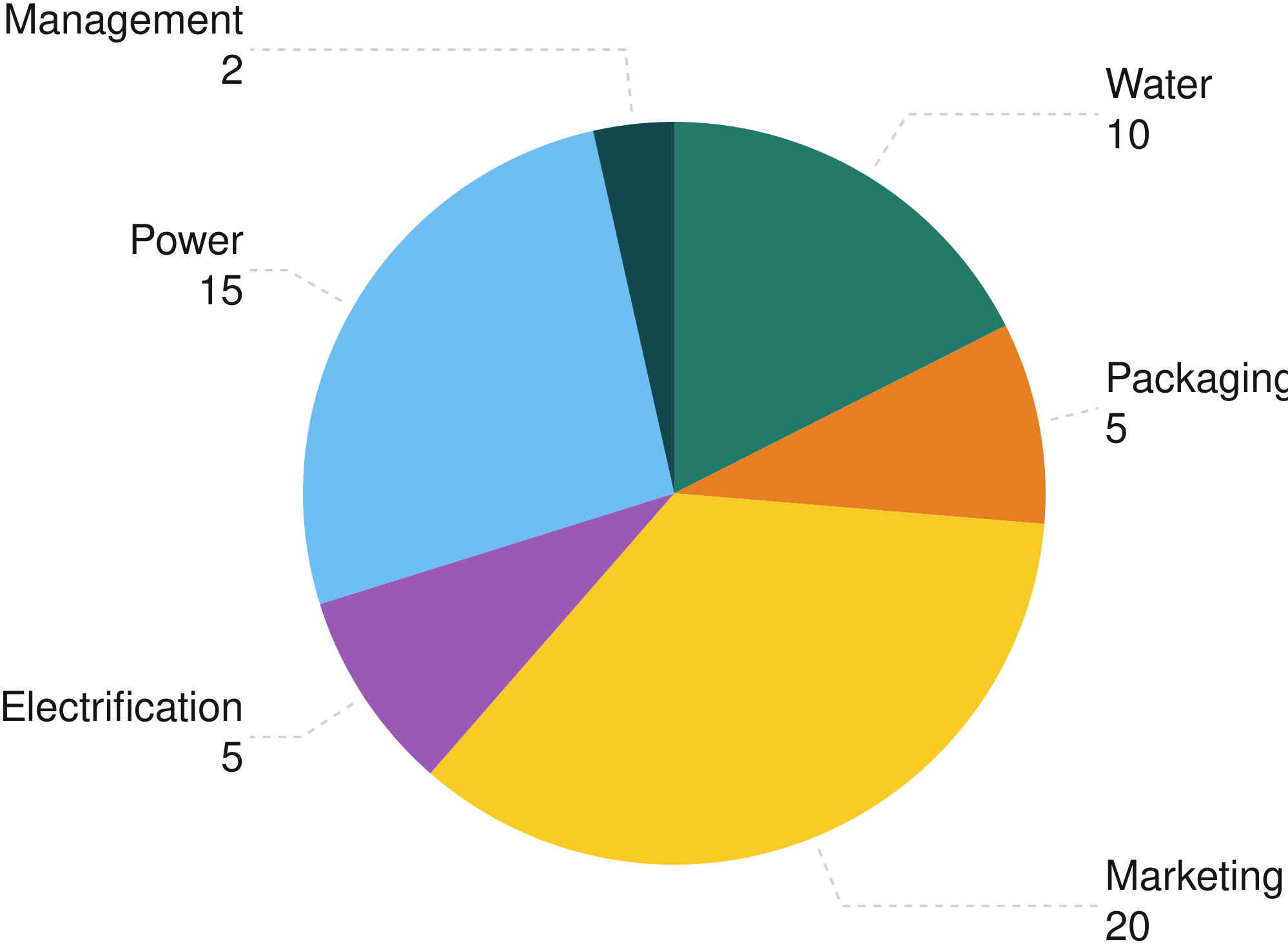


Organised and Formal Events
Market



Annual spends on waste, water,
power and logistics

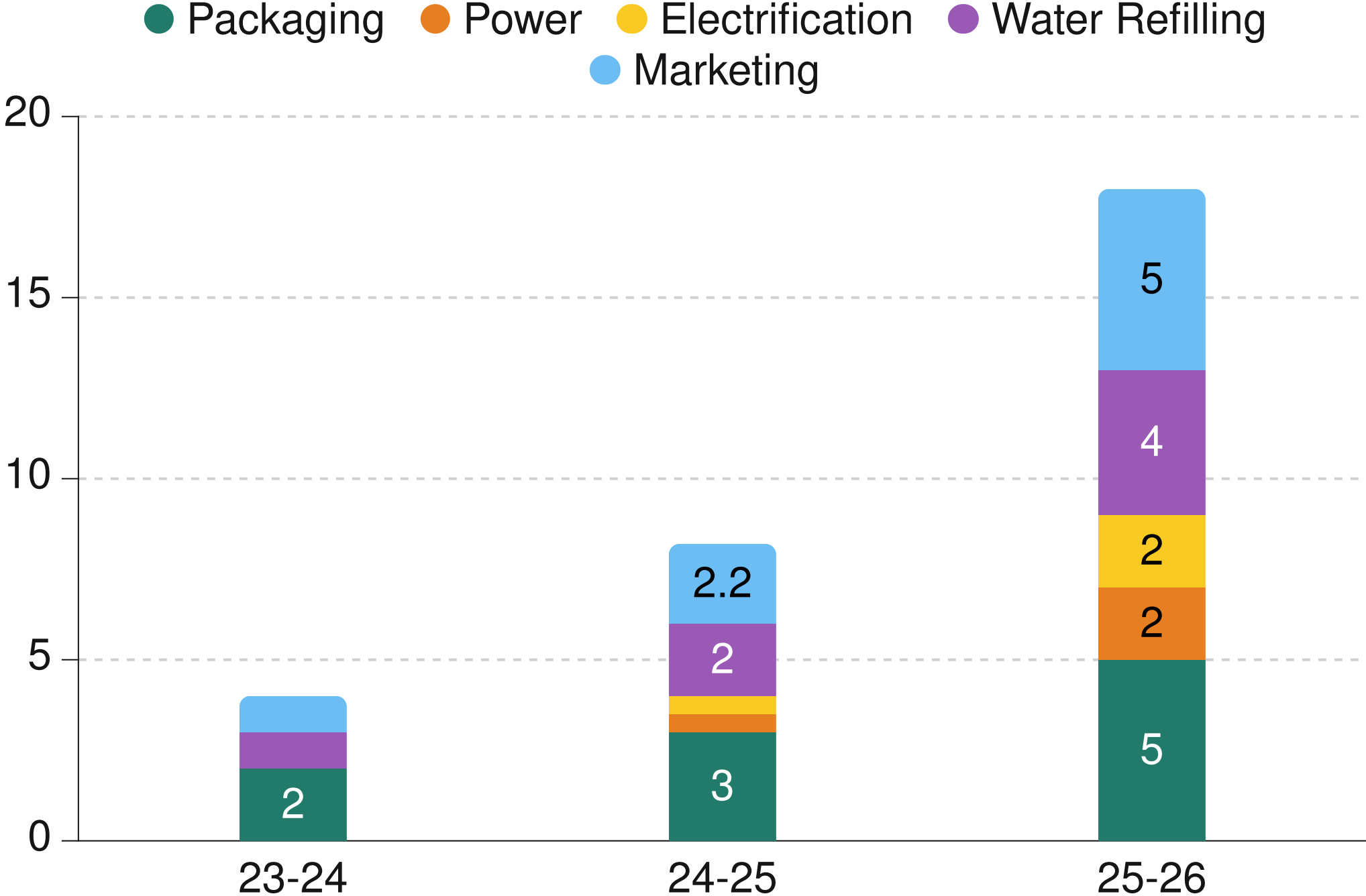
Market Dissection



Each of the services are based on an actual current contract values.

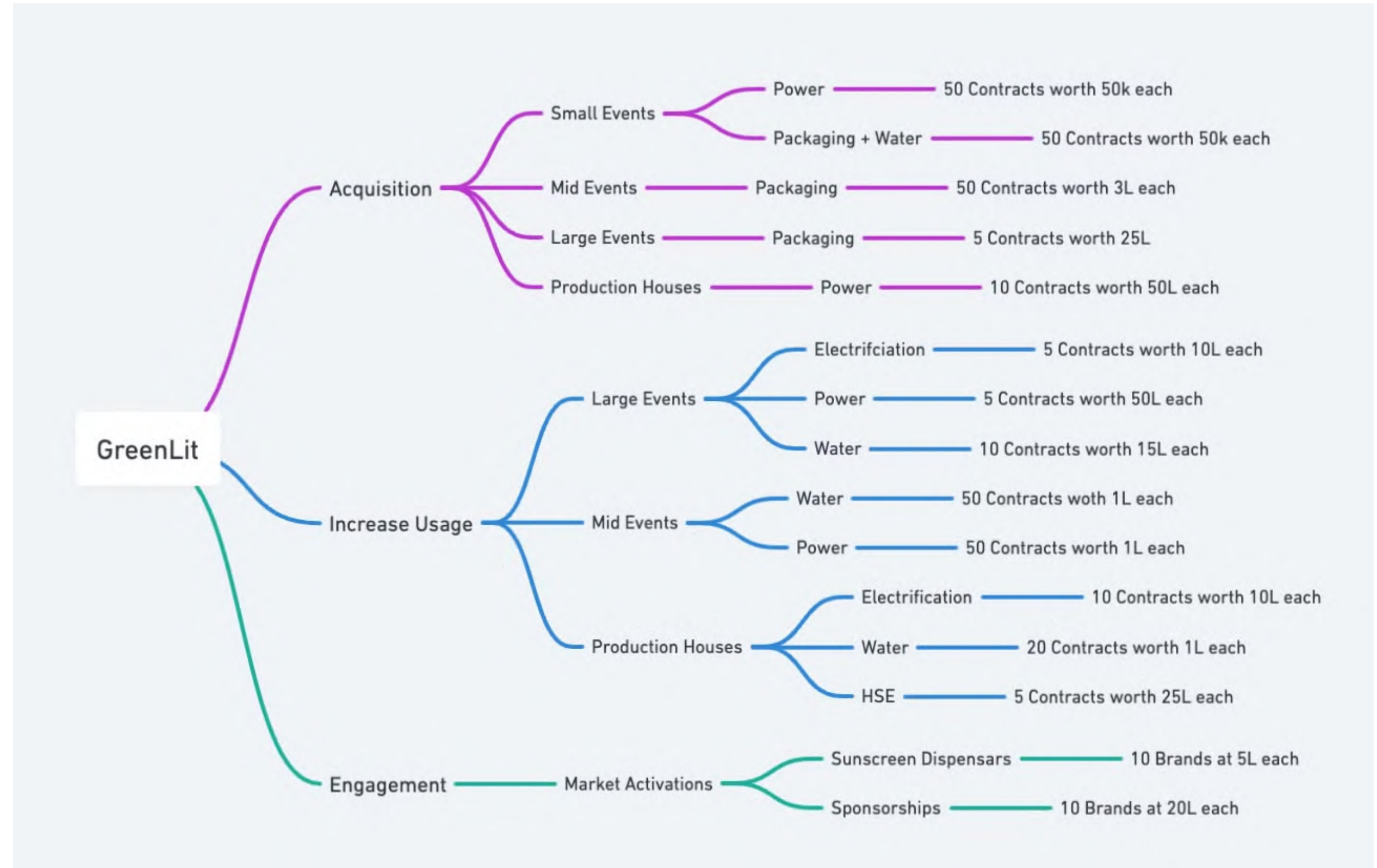
Eg - 1 Large Scale event has a Power Bill of \$100,000

Financials



Growth Equation

*No of events x ARPU +
No of Activations +
ARPU*



Market Potential

Geography - Middle East alone has a \$20MN Instant Revenue Potential

Industry - Movie Industry has shown great growth potential in our early days itself. Power alone represents a \$15MN opportunity

COLDPLAY
MUSIC of the SPHERES
WORLD TOUR
NEW DATES ANNOUNCED

JANUARY 2025
11: ABU DHABI - ZAYED SPORTS CITY STADIUM
18: MUMBAI - DY PATIL SPORTS STADIUM
19: MUMBAI - DY PATIL SPORTS STADIUM

APRIL 2025
09: HONG KONG - KAI TAK STADIUM
11: HONG KONG - KAI TAK STADIUM
12: HONG KONG - KAI TAK STADIUM
16: SEOUL - GOYANG STADIUM
18: SEOUL - GOYANG STADIUM
19: SEOUL - GOYANG STADIUM
22: SEOUL - GOYANG STADIUM

SIGN UP FOR SHOW INFO / FIRST ACCESS TO TICKETS AT COLDPLAY.COM

MOON MUSIC
THE NEW ALBUM - LANDING OCTOBER 4

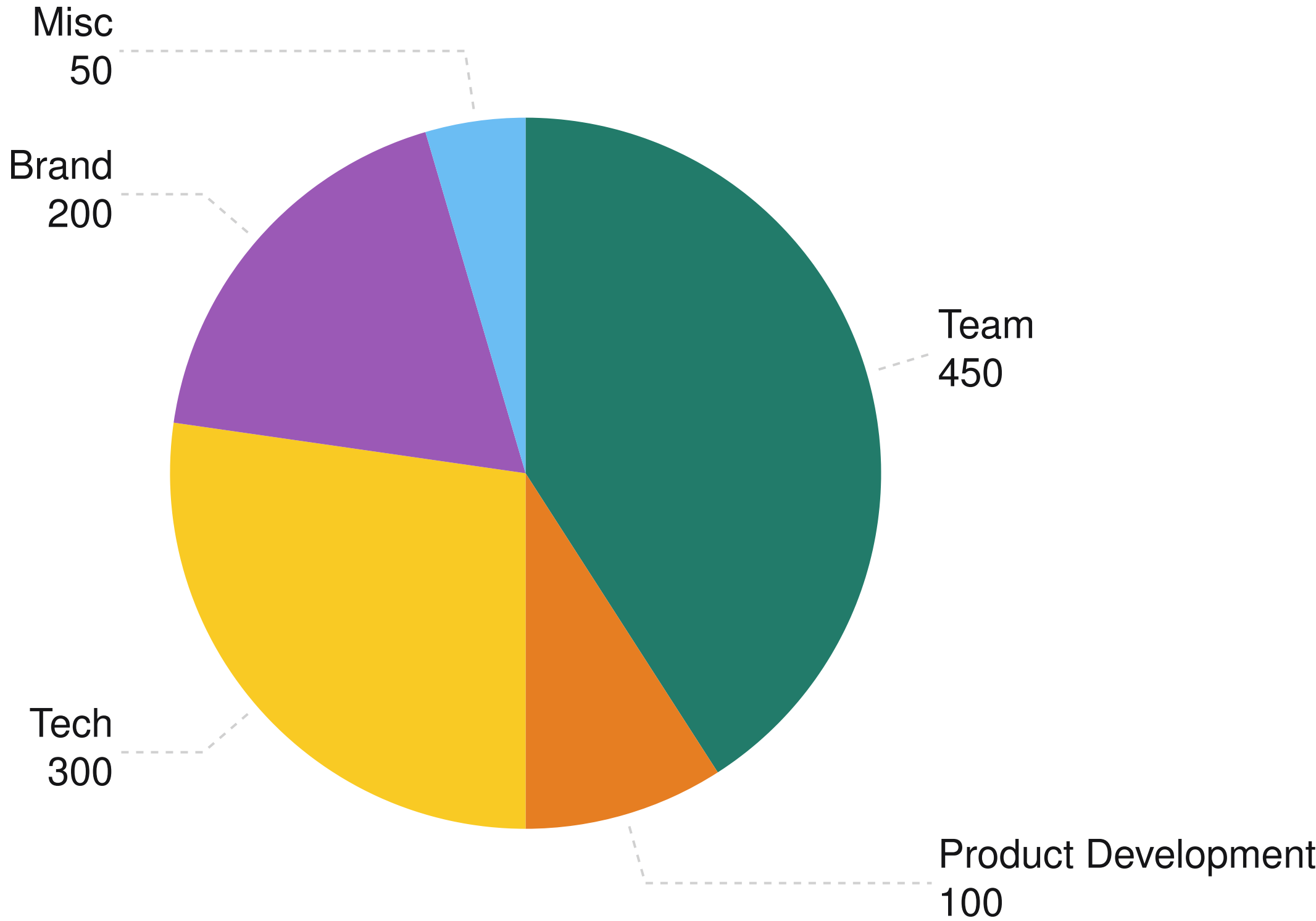
DELIVERED BY **DHL** LIVE NATION



7 —

Investment

Investment Breakdown



All figures in USD and thousands
Try Pitch
Source: Surveys of Procurement Managers

7-

Fundamentals

Our world view

A world where sustainable production is not an added cost but engrained feature

We're passionate about fighting climate change in a tangible way. We want to be synonym for anything sustainable for brands. GreenLit is being built out as a multi generation company. We are looking at \$5-\$10 Billion Dollar outcome for all of our solutions combined. Just like your Industrialists - Adani Power, Adani Ports etc. Each of our assets in itself is a large outcome but can not survive with the Carbon OS in the long term.

We believe in building the future we want, with the people we want. Believe it or not, We're all in this together - Rebalancing our planet will require all of us to do our part. That's why our focus is on making climate action a part of everyone's business.

Simply put - We want to help brands become sustainable with the press of a button in the future!

CLOSING

**Let's make this the biggest and most
ambitious sustainable outcome**



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