

## MindSpace REIT Takes Plastic Recyclothon to its Business Parks to Upcycle Collected Plastic into School Benches

- As part of **Project Mumbai's** key initiative, **Mumbai Climate Week (MCW)**, the on-ground climate action at the **MindSpace Business Parks** represent a **model climate action in Navi Mumbai**

(Launches a month-long, gamified recycle challenge at MindSpace Airoli East & West)

**Mumbai, January 22, 2026:** As part of the ongoing **Navi Mumbai Plastic Recyclothon**, **MindSpace Business Parks REIT** has launched a **month-long, gamified plastic collection drive** across **MindSpace Airoli East** and **MindSpace Airoli West**, bringing the city-led sustainability movement into one of Navi Mumbai's largest commercial ecosystems. The city-wide initiative is led by the **Navi Mumbai Municipal Corporation (NMMC)** in partnership with **NGO Project Mumbai**, with **MindSpace REIT as the Sustainability Partner**. Through this activation, MindSpace aims to mobilise its tenant and employee ecosystem of nearly **1 lakh professionals**, strengthening responsible plastic recycling practices at scale. Plastic collected during the drive will be channelled to authorised recyclers and **upcycled into benches for municipal schools in Navi Mumbai**, turning everyday action into visible community impact.

Interestingly, the MindSpace REIT activation uses **gamification** as a behaviour-change tool, built specifically to engage young working professionals. Making recycling a habit, through fun, and peer engagement, a **basketball-style set up** has been installed at the common areas, encouraging participants to deposit plastic waste by **'scoring a basket'** and winning exciting prizes. The format makes participation **easy** and **exciting**, reinforcing the idea that sustainability isn't a one-time pledge, it is a daily practice.

The launch saw strong on-ground engagement and featured a live performance by band - **Dharavi Rocks**, a music collective known for socially driven storytelling. The band delivered a rap-led set using **instruments created from reused plastic waste**, translating the campaign's message into a youth-first cultural moment that made recycling feel aspirational, and shareable.

As part of **Project Mumbai's** key initiative, **Mumbai Climate Week (MCW)**, the on-ground climate action at the **MindSpace Business Parks** represent a **model climate action in Navi Mumbai**, aimed at advancing climate action, awareness, and collaboration.

**Mrs Sushma devdhar, Sanitary officer, Navi Mumbai Municipal corporation** - *"Navi Mumbai continues to set new benchmarks in sustainability and civic innovation. The Plastic Recyclothon is more than a campaign—it is a city-wide movement to make responsible waste management a part of our civic DNA. Through active citizen participation and strong partnerships with organisations like Project Mumbai and MindSpace REIT, we are collectively building a cleaner, greener, and more resilient Navi Mumbai. The proactive efforts undertaken by MindSpace Business Park set a strong and inspiring example for the corporate sector to actively participate in sustainability-led initiatives."* **And Mr. Mangesh shedge Sanitary Inspector NMMC**

**Ramesh Nair, CEO & MD, MindSpace REIT, said,** *"The Plastic Recyclothon points at how sustainability becomes real only when it moves from intent to behaviour - measured, repeated, and owned by people. By bringing together our tenants and employees, we're not just collecting plastic; we're building a shared purpose and a culture of responsibility that extends beyond the workplace into the city we operate in. In partnership with NMMC and Project Mumbai, we are working towards one unified goal - 'a clean and green Navi Mumbai', driven by participation, accountability, and visible impact."*

The environmental and sustainability initiatives being implemented in collaboration with Project Mumbai and MindSpace REIT are a strong example of what can be achieved through effective public-private

partnerships. We are transforming the waste collected here into an opportunity, by converting plastic gathered from the Mindspace REIT premises into recycled amenities and returning them to the community. This successful circular model led by Project Mumbai demonstrates how discarded plastic can be turned into community assets, proving that sustainability can truly become a people's movement.

Over the next month, the programme will be supported through structured awareness sessions, on-ground engagement, and community-led participation to ensure momentum across both business parks, along with collection drives at RWA's, schools, colleges etc.

The Navi Mumbai Plastic Recyclothon has already demonstrated measurable outcomes across the city. In the last quarter alone, the initiative covered **31+ locations**, engaged **51 schools, 2 colleges**, and **16 residential societies, offices, and NGOs**, reaching over **47,000 citizens** through awareness and outreach efforts. During this period, **3+ tonnes of plastic waste** were collected. Participation from **MindSpace Airoli East** and **MindSpace Airoli West** is expected to further strengthen and scale this ongoing city-wide effort.

### **About Mindspace Business Parks REIT**

*Mindspace Business Parks REIT, sponsored by K Raheja Corp group, first 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 38.2 msf comprising of 31.0 msf of completed area, 3.7 msf of area under construction and 3.5 msf of future development. 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 tenant base, with over 270 tenants as of 30 September, 2025. 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](http://www.mindspacereit.com)*

### **About Project Mumbai**

Project Mumbai is a high-impact civic change and social transformation organization focused on catalysing participative action across the Mumbai Metropolitan Region (MMR). Its work spans sustainability, accessibility, mental health, volunteering, and community empowerment, impacting over 1.7 crore lives — nearly 9,000 individuals every single day. In recognition of its exemplary citizen-led initiatives, Project Mumbai was recently honoured with the 3rd Prithvi Awards 2025, a prestigious accolade celebrating its leadership in sustainability, community engagement, and social innovation. The organization has also been recognized by the United Nations SDG Action Awards and has received over 25 national and international honours for its impactful work. Project Mumbai operates on a unique People–Public–Private partnership model, bridging citizens, government bodies, and corporates to create scalable, sustainable impact. Its extensive network of volunteers continues to drive initiatives that nurture empathy, civic responsibility, and collective ownership among communities. The organization's larger vision is to make Mumbai the Kindness Capital of India — a city where citizens and institutions come together to build a more compassionate, inclusive, and sustainable society. To know more, visit [www.projectmumbai.org](http://www.projectmumbai.org)