



IIT Hyderabad strengthens Eco Vision through ‘Bottles for Change’ in partnership with Bisleri

Highlights:

- *IIT Hyderabad becomes the first IIT to collaborate with Bisleri under the ‘Bottles for Change’ initiative, promoting responsible plastic recycling on campus.*
- *The initiative empowers students through sustainability awareness campaigns and awards certifications for their active participation.*
- *Specialized training in plastic waste segregation and safety protocols, enhancing on-ground implementation, is given to the workers.*
- *Regular audits and impact assessments to ensure transparency and track measurable progress toward sustainability.*
- *As part of the initiative, IIT Hyderabad will be awarded a Green Certificate, reaffirming its commitment to achieving net-zero environmental goals.*

Hyderabad, 24th July, 2025: The Indian Institute of Technology Hyderabad (IITH) has signed a Letter of Association with Bisleri International Pvt Ltd to execute Bisleri’s flagship initiative, ‘Bottles for Change’, on the IITH campus. This flagship initiative by Bisleri aligns seamlessly with the sustainability and net-zero goals of IITH. It complements ongoing efforts by the Institute to create a green, eco-conscious, and carbon-neutral campus, empowering IITH fraternity to adopt sustainable practices and contribute meaningfully to environmental preservation. The collaboration marks a significant step toward promoting sustainable waste management practices by focusing on plastic waste recycling, segregation, and responsible disposal.

Under this initiative, students will play a key role in driving sustainability efforts through active participation in awareness campaigns and outreach activities. Participants will also be awarded certificates in recognition of their involvement and contributions. In parallel, housekeeping staff at IITH will be trained in efficient waste segregation and the safe handling of plastic, thereby strengthening on-ground implementation of best practices.

To further reinforce the culture of environmental responsibility, Bisleri will conduct interactive awareness sessions with both students and faculty across various Departments. The initiative will also include a structured system for monitoring and evaluation, featuring monthly and annual reports to track progress and ensure tangible impact.

Prof. B S Murty, Director of IITH, expressed pride in the achievement, stating, “At IITH, sustainability is not just a goal—it is a way of life. This collaboration with Bisleri aligns perfectly with our mission to build a net-zero, environmentally conscious campus, and to nurture responsible future leaders who drive positive change in Society.”

Commenting on the signing of Letter of Association, Mr K Ganesh, Director – Sustainability & Corporate Affairs, Bisleri International Pvt. Ltd. said, “At Bisleri, we believe that education and collaboration are key to driving impactful sustainability. Our partnership with IIT Hyderabad through ‘Bottles for Change’ is another step towards building responsible communities. By empowering students, faculty, and housekeeping staff, we aim to foster a culture of plastic waste segregation and recycling that delivers measurable, long-term environmental benefits.”

During the signing of the Letter of Association, Dr Rashmi Singh, Faculty in charge, Green Office, IIT Hyderabad, said that, *“IIT Hyderabad is proud to be the first IIT to establish a collaboration with Bisleri International Pvt. Ltd for their flagship plastic recycling initiative ‘Bottle for Change’. This collaboration with Bisleri International’s Plastic Waste Management team marks a significant step towards promoting sustainability among youth in and around IIT Hyderabad. In line with the vision of the Director, IIT Hyderabad, Prof. B.S. Murty, towards building a green, sustainable, and net-zero carbon campus, we have been taking several significant steps in this direction. This initiative focuses on reducing plastic waste through effective recycling, segregation, and responsible disposal practices. Under the guidance of Dr. Debraj Bhattacharyya, Department of Civil Engineering, IITH, the waste management team of IITH has been working effectively on waste management in IITH for several years. However, the collaboration with Bisleri International Pvt. Ltd. will undoubtedly strengthen these efforts by bringing in additional expertise. While our long-term goal is to create a plastic-free campus, our immediate objective is to contribute to broader environmental goals by actively engaging the student community, nurturing them as leaders and ambassadors of eco-conscious living.”*

About Bisleri International Pvt. Ltd

With a legacy of over 54 years, Bisleri International Pvt. Ltd has grown to become one of the largest premium beverage businesses in India. Being the makers of the country's largest-selling packaged drinking water, Bisleri follows a stringent process of 114 quality tests and a 10-stage purification. It remains true to its core value of providing consumers with pure, safe and healthy water.

Bisleri International has a strong presence with 128 operational plants and a robust distribution network of over 6,000 Distributors and 7,500 Distribution Trucks across India and the UAE market. It offers a range of beverages that are produced for all occasions. Whether it is the promise of goodness, trust, and purity with Bisleri packaged drinking water, or a daily dose of health offered through Vedica Himalayan Spring Water. Besides, Bisleri International has ventured into fun-filled refreshments with a diverse range of carbonated drinks available in multiple flavours, such as Bisleri Limonata, Bisleri Rev, Bisleri Spyci Jeera, Bisleri Pop and Bisleri Soda. These Bisleri products are also available on the e-commerce platform - Bisleri@Doorstep. This D2C platform reassures customers that they will receive a safe and uninterrupted supply of their most trusted brand at their doorstep.

The core values of Bisleri International lie in yielding growth and embedding sustainability by being responsible in all aspects of the business. The organisation has unveiled Sustainability 2.0 with Bisleri Greener Promise that focuses on creating a greener future for all through implementing initiatives under the program of recycling, water conservation and sustainability. For more information on Bisleri International, our people, brands, and OSR initiatives, visit www.bisleri.com.

About IIT Hyderabad:

IITH, established in 2008, has reached a respectable position in Academics, Research, Technology development and Startups in a short span of 17 years. In the National Institutional Ranking Framework (NIRF), IITH has bagged at 3rd in Innovation and 8th among Engineering institutes in the last two consecutive years, while it has maintained its rank within the top 10 Engineering Institutes ever since NIRF was launched. IITH is ranked 664 in QS World University Ranking-2026 and among the top 10 Engineering Institutes in India. IITH has been striving for excellence with a motto of "Inventing & Innovating in Technology for Humanity (IITH)".

With 330+ full-time Faculty and 5,200+ Students (PG+PhD students accounting for about 60%), IITH has a strong research focus with ~ 4630+ Projects worth of Rs. 1510+ Cr of R&D funding (Rs. 335+ Cr funding in 2024-25, i.e. Rs. 1+ Cr per faculty), 11,900+ Publications, 2,20,000+ Citations, 540+ Patents (210+ Patents in 2024 and a commitment to “Patent a Day: Mission 365” for 2025 to earn

365 Patents by the end of 2025), and about 320+ Startups (that have generated 1100+ jobs with a revenue of Rs. 1500+ Cr).

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