

Zypp Electric launches Green'o'Meter – Emission Saving Tree tracking meter on World Environment Day

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By **Autoguide India** - June 6, 2024



Zypp Electric, India's leading tech-enabled EV-as-a-service platform, is thrilled to announce the launch of its Green'o'Meter initiative on World Environment Day, with the ambitious goal of planting 1 million trees by 2030. This initiative aligns with Zypp Electric's mission of achieving zero emissions and making India carbon-free by utilising an ecosystem of electric vehicles and EV-based technology for sustainable and emission-free last-mile logistics. This ambitious program highlights Zypp Electric's commitment to sustainability and its "Green Hai to Best Hai" narrative.

The Green'o'Meter initiative will prominently feature the efforts of Zypp Electric and its partners in reducing emissions, displayed through a ticker on the Zypp Electric website. This ticker will show the carbon savings, translated into the number of trees planted. To further engage customers and employees in this green mission, Zypp Electric will plant a tree for every 1,00,000th order delivered, in the name of the customer who received the delivery. Zypp Electric employees will also be recognised by planting trees in their names as a form of gratification.

Akash Gupta, Co-Founder & CEO of Zypp Electric, shared his enthusiasm for the initiative: "At Zypp Electric, we believe that sustainability is not just a goal but a responsibility. Currently, We do 50 lakh deliveries per month with a consistent growth month on month, which contributes to a significant carbon reduction through last-mile deliveries, we also intend to plant trees on our every 1 lakh delivery milestone which goes towards our ambitious goal of planting 1 million trees to suit our goal of Mission Zero Emission and support crucial Green projects across India. The Green'o'Meter tracker is our way of checking our contribution and giving back to the planet while involving our business partners, customers and employees in this crucial mission. As we scale, the aim of planting 1 million trees by 2030, is to make a significant effort in combating climate change and preserving our environment for future generations. Check out the live Green-o-meter on www.zypp.app website today."

Mr. Vipul Gajera, CEO of Grow-Trees, said, "At Grow-Trees, we're thrilled to partner with Zypp Electric on their Green-o-Meter initiative. Their commitment to sustainability perfectly aligns with our mission, and together we're making a real difference. The meticulously designed Trees for Tigers® project goes beyond planting. It will restore the critical Sundarbans mangroves, vital for carbon capture, revitalize tiger habitat and create employment for local communities. We commend Zypp Electric for its leadership in this crucial endeavour of restoring our green cover. Collaborations like this are essential for building a more sustainable future."

Zypp Electric has partnered with a renowned social enterprise named Grow-Trees to ensure the successful execution of the Green'o'Meter initiative. Zypp Electric will be contributing to their Trees for Tiger project in restoring the Sundarbans, to create a thriving ecosystem for our tigers through native mangroves. Trees will be planted in the beneficiary's name, coordinates of the project location and pictures from the site will be provided. This ongoing effort underscores Zypp Electric's dedication to creating a lasting positive environmental impact.
