

RECEIC Awards on Resource Efficiency & Circular Economy



**Circular Technology
Disruptors**

25th March, 2025

Founders / Investors



Mandeep Manocha

Co-founder, CEO



Amit Sethi

Co-founder, CTO



Nakul Kumar

Co-founder, CMO



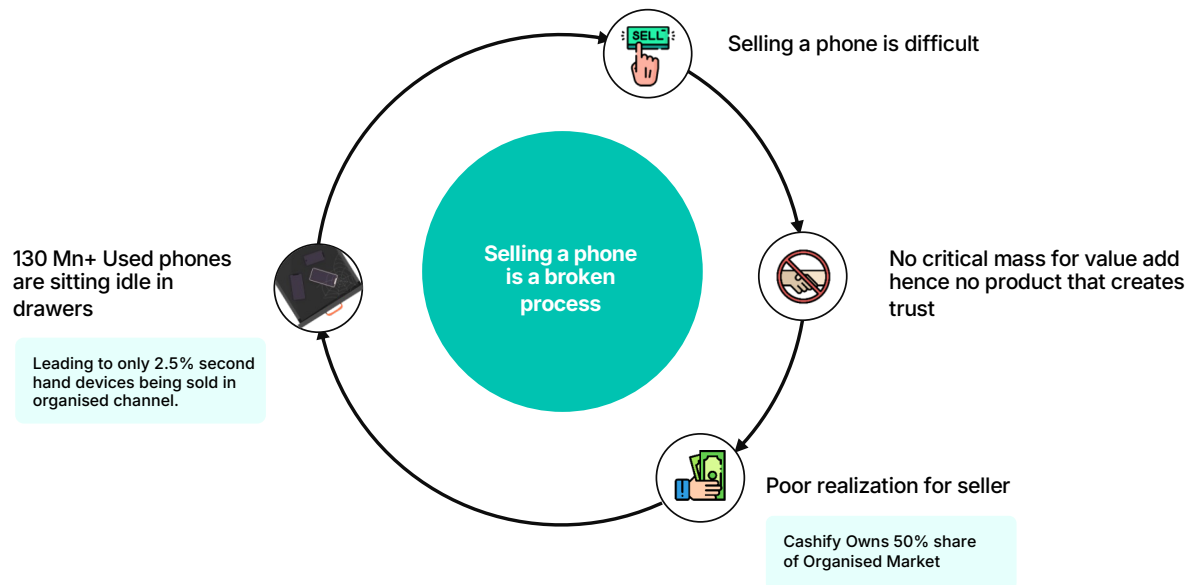
Siddhant Dhingra

Co-founder & CBO-Global
Markets



The Problem

70-80% used smartphones are either in the drawer or thrown as waste








India is the **third-largest producer** of e-waste globally, generating over **3.2 million metric** tonnes annually.

Almost **95% of India's e-waste** is either burned or dumped in landfills.

Cashify enables lifespan extension of a product & its parts





Cashify attacks **5 stages of R-Hierarchy** also known as the **Medium loops** of resource use and waste management in a circular economy.

R Strategy	Medium Loops
 R3 Reuse	Secondary use of products by another owner for the same intended purpose
 R4 Repair	Maintain and repair existing products for extended use
 R5 Refurbish	Restore and improve products to a satisfactory condition for extended use
 R6 Remanufacture	Make more products with the same purpose with discarded products or parts
 R6 Repurpose	Make new products with a different purpose with discarded products or parts

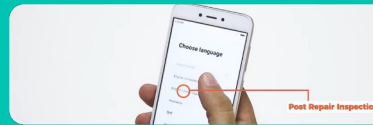
We have solved for at scale

Source at Scale

Proprietary Tech and Channels

-  Direct from Consumer
Cashify App & Website
-  200 Stores
-  7 OEMs Trade In Programs
-  10K Retailers- Modern Trade,
Mom and Pop

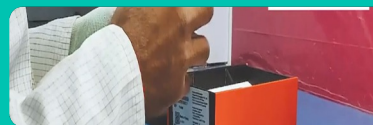
Critical Mass (Value Add)



QC and Data Wipe








Grading



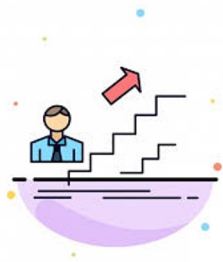
Refurbishment

Liquidation at scale with High Velocity

Proprietary Tech and Channels

-  Cashify website
-  Cashify App
-  200+ Own stores
-  Supersale 13500+ retailers
(Sell to Businesses)
-  Marketplace Hyperlocal
liquidation

Cashify Impact



**2,200 Direct & ~10,000
Indirect Jobs**
created



Over
10,000 Crore
Cash Given



~20 Lakh devices
enabled by Cashify for
Refurbishing & Reuse

GHG Emissions Impact

CO₂e Emissions saved in last 4 years ~ 370,000 tons of CO₂

- Average carbon footprint of a **new smartphone** is **71 kg CO₂e** and for a **laptop**, it is **372 kg CO₂e**
- Main source of GHG emissions is **Production and Transportation, which constitutes 85% of impact**
- Hence, **Cashify saves around 60 kg of CO₂e and 225 kg of CO₂e** per device, respectively

Particulars	2021	2022	2023	2024	Saving
Number of smartphones transacted	8,23,756	13,40,881	15,31,132	14,81,115	
CO ₂ e Emissions saved per smartphone (kgs)	60	60	60	60	
Total GHG emissions saved (Tons of CO ₂)	49,425	80,453	91,868	88,867	3,10,600

Awards Recognized in Sustainability Categories

BW BUSINESSWORLD

**Best Waste Management Initiative
by a Private Organization**

CASHIFY

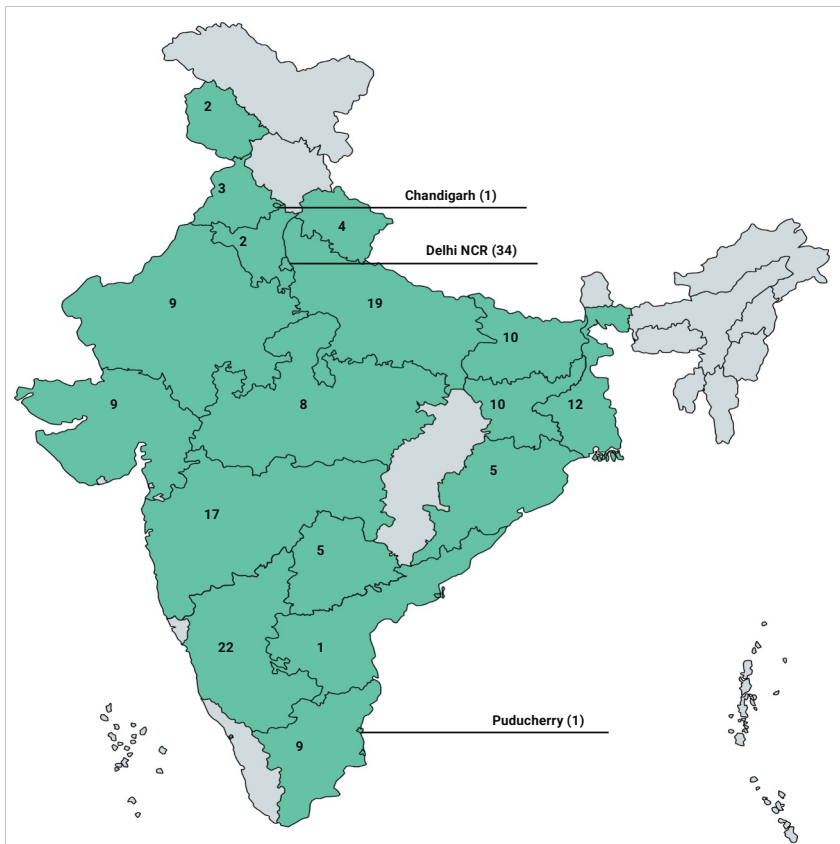


HURUN INDIA

**Future Unicorn Award Winner
For Sustainable E-commerce**

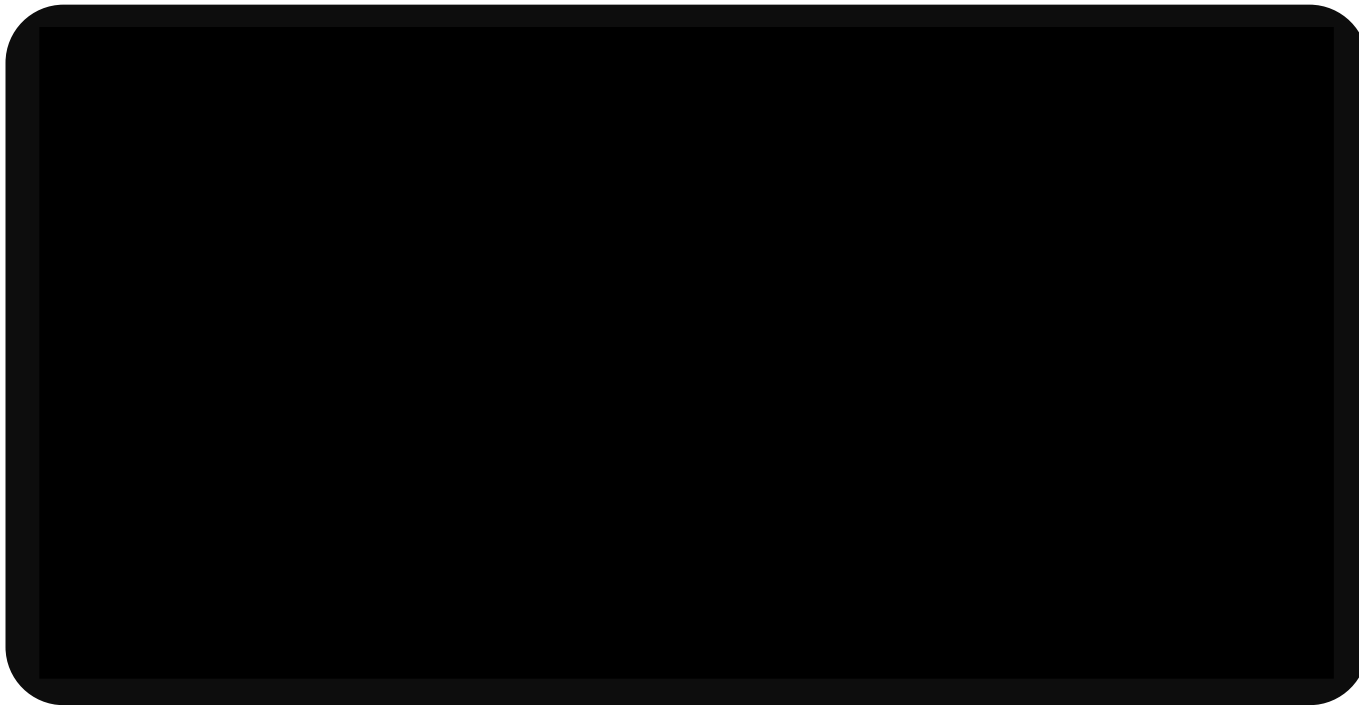


Way Forward



- 📌 Expand our network of **~200 stores**
- 📌 Enhance Cashify's business operations, helping **generate employment Tier 2 & 3 cities**
- 📌 Cashify helps **boost MSME businesses** across various stages of Used Phone Value chain

Advancing AI-Driven Tech for Efficiency



Automation in Operations to Deliver Consistent Grading at Warehouse, Doorstep & Retail

Advancing AI-Driven Tech for Efficiency



To organize the massive unorganized market, it's crucial to leverage automation as much as possible.

Our AI devices help process up to 300 units /hour

Scales effortlessly to handle fluctuating device volumes without extra labor.

Introducing specialized devices for doorstep pickup, retail stores, and warehouse operations.

Automation in Operations to Deliver Consistent Grading at Warehouse, Doorstep & Retail

We Use AI & Tech At Every Step

**C-Scan Mini
for Initial Device Check**



**C-Scan Pro
at Warehouse**



C-Scan Retail at Stores



We Use AI & Tech At Every Step



- 📌 We're planning to launch **C-Scan Mini, Retail and Pro**.
- 📌 While the C-Scan Mini will be used for initial device checkups, C-Scan will be used at the warehouse and C-Scan will be used at our retail stores.
- 📌 **First Indian robots to provide extensive testing, evaluating, and pricing capabilities without human dependency**
- 📌 Complete elimination of human errors from the buyback process

Thank You

