

ELifecycle Management Private Limited



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Pioneering circularity through Asset Lifecycle management, Urban mining and Materials Authority

40+

Years of Combined Domain Expertise

99.4%

Recovery Efficiency

600+ Ton

Manufacturing-grade raw material supplied

5000+

IT Devices Refurbished and Redeployed



Bootstrapped and Profitable

51,300+ Metric Ton

Materials Handled Since Inception

Elima is built on the belief that products & materials never lose their value; only their direction. Operating at the intersection of **Asset Lifecycle Enhancement, Urban mining and advanced raw material manufacturing** we recover, re-engineer, and reintroduce resources into active supply chains. With **25+ states covered and over 225+ partnerships**, we operate holistic programs that our customers love.

Certified and Authorized:



#startupindia



Formalizing Recovery. Unlocking Circular Value.

Elima enables Corporates, OEMs, Manufacturers, Retailers, and E-commerce companies to move perceived end-of-life products into a traceable, compliant, and high-efficiency recovery ecosystem

Asset Value Enhancement

Enables the refurbishment, re-engineering, and redeployment of consumer electronics and IT devices, making them accessible across Bharat.

- Devices assessed, restored, and redeployed into value-focused ecosystems
- Parts and spares re-integrated for OEMs and large-scale retail
- Certified, warranty-backed redistribution through formal channels

Value Reinstatement

Bringing materials back into formal, traceable pipelines at scale.

- Exchange and buyback programs via OEMs, retailers, and e-commerce
- Consumer receives parity or higher value than the informal sector
- Every material enters a fully traceable, compliant pipeline

Material Yield Maximization

Approaching net perfect recovery efficiency

- Fully automated process lines and complete traceability through **Elima's** proprietary ERP
- High-grade outputs: Aluminum alloys, 99.6%+ Copper ingots, compounded Plastic granules (rPP, rHIPS, and rABS)
- Supply chain reintegration of extracted materials with OEMs

**Where others see end of life, we see the beginning of value.*

Our Programs

Every asset has a next chapter. We write it.



Circulink

Where Retiring IT Assets Become Recovered Value

- Built for OEMs, IT companies, and BFSI institutions
- Four value paths: Refresh, Employee Buyback, Close Loop, Recycle
- Turns a cost center into a value recovery mechanism by redeploying where possible, closing the loop where necessary and giving the entity the benefit it deserves.



Reloop

Consumer Electronics, Given a Second Life

- Devices systematically sourced, assessed, and restored to near-new condition
- Structured distributor and retail network. Fostering effective exchange programs to re-integrate electronics back into usability.
- New-like experience at an accessible price point.



Recover

Materials Extracted. Value Compounded.

- End-of-life devices that cannot be refurbished but CAN be recycled.
- Manufacturing – ready raw materials produced and integrated into primary supply chains.
- **Elima** believes that no material should exit the ecosystem without purpose.

**Together these programs form a closed loop, keeping products and materials in circulation, reducing dependence on virgin resources, and building supply chain resilience.*

Innovations on the Horizon

The next chapter of circularity is not incremental. It is transformational.

Polyurethane Foam Recycling

A Category Nobody Has Cracked. Until Now.

- One of the most complex and overlooked waste streams in existence.
- **Elima** is building the infrastructure where scalable PU foam recycling has failed before.
- First-mover position in a largely untapped material category.
- Groundbreaking in ambition, transformational in consequence.

Precious Metals and Critical Raw Material Recovery

From Printed Circuit Boards to Primary-Grade Resources

- PCBs contain recoverable concentrations of gold, silver, palladium, and copper.
- Critical materials that global supply chains are actively scrambling to secure.
- A domestic source in a market largely dependent on imports.
- Strategically timed, globally relevant, built for the long game.

Refurbishment and Redeployment at Scale

Building the Infrastructure for a National Second-Life Economy

- At scale, refurbishment becomes national infrastructure, not a service.
- Certified quality-assured devices redeployed across underserved demand centers.
- **Democratizing technology for all Indians by making it accessible and affordable.**
- Every device redeployed is a virgin resource saved.

Reduction of EPR costs for our partners

Creating a low-cost, High-Savings EPR model for our partner ecosystem to make the most of this engagement.

- Organizations that partnered with us saw significant cost reduction with respect to their EPR investment (10-15%).
- In the coming 3-4 years, **Elima** will be able to bring that cost factor down to Zero.
- Down the line, our partners will not just experience the aforementioned, but also have a chance at reaping financial benefits out of the same.

Elima is not waiting for the future of materials management to arrive. We are building it.



ELifecycle Management Pvt. Ltd.

Compounding Bharat's material economy. One Lifecycle at a time.

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