



Renault India announces partnership with CERO Recycling to support the new Scrappage Policy

Launches R.E.Li.V.E Program to offer seamless scrapping process with guaranteed scrap benefits

- Renault to provide a seamless channel for customers to scrap End of Life vehicles and leverage guaranteed benefits on newer, more efficient and safer vehicles through its new 'R.E.Li.V.E' Program
- Supports the new scrappage policy by offering fair scrap valuation quote and guaranteed major benefits to customers purchasing a new Renault vehicle by scrapping their existing cars of any brand

New Delhi, April 08, 2021: Renault India has launched the 'R.E.Li.V.E' Program in partnership with **CERO Recycling** (A joint venture between Mahindra Intertrade Ltd. and MSTC – a government of India enterprise), India's first organised scrap vehicle recycling company. The initiative is aimed at providing the potential customers with a seamless hassle-free channel to scrap their old vehicles, buy new Renault vehicles and also avail attractive benefits on their new purchase.

Renault India has rolled out the Program for its customers in six locations currently, including **Delhi & NCR, Chennai, Mumbai, Pune** and **Bangalore**. The interested customers who will bring their old/ end of life vehicles of any brand to Renault's authorised dealerships will get a fair scrap valuation quote post appropriate evaluation of the vehicles, along with an additional guaranteed scrap benefit over the existing monthly offers on its products including KWID, TRIBER and DUSTER. Renault India dealerships along with CERO Recycling will be handling the entire process from vehicle evaluation to official de-registration at the RTO and handing over the official certificate of deposit / destruction of old vehicle to provide a hassle-free experience to customers. Renault will be offering this exclusive channel also for prospects willing to have their old 2-wheelers scrapped whereby they can avail of special 7.99% rate of interest from Renault Finance on purchase of new Renault products.

Speaking about the new scrappage policy and partnership, Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations said, "The scrappage policy is a very important step towards the right direction in making India a hub of manufacturing and elevate the Indian auto industry a notch up in terms of better technology adoption, safer and cleaner vehicles. The scrappage policy will help in significantly reducing the pollution levels and streamlining the unorganised & fragmented recycle market in the country."

"We are extremely confident that this partnership will ensure hassle-free experience for the customers and adoption of better technology and promote safety on the Indian roads in a scientific and

Press Release



environment-friendly manner. With its eco-friendly practices, CERO will help reduce carbon footprint, making a zero-waste, zero pollution ecosystem, while Renault will offer attractive & exclusive guaranteed benefits on new vehicle purchase,” he added.

On the initiative, Sumit Issar, Managing Director of Mahindra Intertrade Ltd., says, “CERO is India’s first government authorized recycler for motor vehicles built on the PPP model, focussed on achieving zero pollution while vehicle recycling. We have state-of-the-art dismantling centers at Greater Noida, Pune and Chennai and collection centers at major cities such as Mumbai, Bangalore, Hyderabad, Ahmedabad, Jaipur and Chandigarh. Further, CERO has plans to have presence in 25 cities within the next 8-10 months. The arrangement with Renault is going to strengthen the reach and benefit all Renault vehicle customers & prospects who are looking for solutions for scrapping their old vehicles”

Globally, Renault is a pioneer and leader in the realm of sustainable mobility for all. Groupe Renault has set three leadership goals: electric vehicles, the circular economy and new mobilities. Since 2005, Groupe Renault has been committed to reducing the environmental impact of its vehicles throughout their life-cycle (from the extraction of the raw materials needed for manufacturing until their end-of-life).

ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S. France. Renault India cars are manufactured in the manufacturing facility located in Oragadam, Chennai, with a capacity of 480,000 units per annum. Renault India also has a widespread presence of more than 500 sales and 475+ service touchpoints, which include 200+ Workshop On Wheels locations across the country, with benchmark sales and service quality.

Renault India’s product line up and services have seen strong recognition among customers and industry experts alike, winning more than 60 titles, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 32 awards, including 10 ‘Car of the Year’ Awards.

For Further information, please contact:

Jatin Aggarwal

Head - Public Affairs and Communication

Renault India Pvt. Ltd.

jatin.aggarwal@renault.com; [@RenaultIndiaPR](#); [@RenaultIndia](#)

About CERO

Mahindra MSTC Recycling Private Limited (CERO), is a joint venture between Mahindra Intertrade Ltd. and MSTC Ltd., a Govt of India Enterprise. MMRPL is India’s 1st Government authorised Automotive & Steel Recycling company and has set up 3 environment friendly recycling plants at Greater Noida, Chennai & Pune, under the brand name CERO. It is India’s first organized, fully compliant, pollution free recycling facility. End of life vehicles are collected, depolluted and dismantled at the state-of-the-art facility. The facility embraces a Zero pollution objective and the automated plants have the capacity to recycle old Trucks, Buses, Cars and Two/Three Wheelers and Consumer durables. CERO also has presence in Mumbai, Bangalore, Ahmedabad, Jaipur, Chandigarh & Hyderabad through its collection centres. The recovered raw materials from the vehicles will be supplied to companies that can make use of them, provided they meet the stringent quality and sustainability requirements. Automotive steel is one of the best steels available as it can be easily melted and remade thus helping the case of circular economy.