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SCRAPTOX



RECYCLE THE PRESENT
AND **SAVE THE FUTURE**



RECYCLE



REUSE



REDUCE



SUSTAIN

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About Us

Who We Are

ScrapTox is a technology-driven scrap management platform dedicated to transforming India's unorganized recycling industry into a smart, transparent, and efficient ecosystem. We connect households, businesses, industries, and scrap collectors through a seamless digital platform, making scrap selling and recycling simple, reliable, and rewarding.

Our mission is to maximize the value of recyclable waste while promoting environmental sustainability and empowering local scrap collectors with technology.



Our Value

At Scraptox, we are driven by trust, transparency, innovation, and sustainability, delivering reliable recycling solutions while creating value for customers, businesses, and the environment.

Our Vision & Mission

Movement Goal



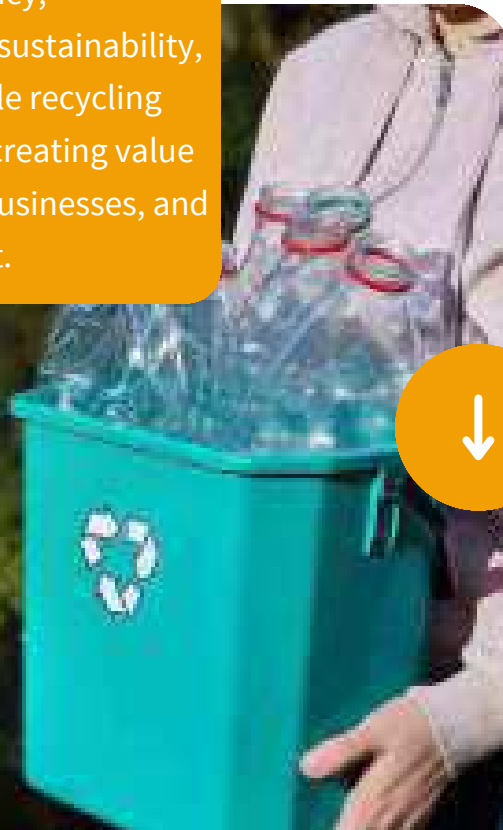
Vision

To become India's most trusted and largest digital scrap recycling platform, creating a cleaner, greener, and more sustainable future through innovation and technology.



Mission

To simplify scrap recycling by providing transparent pricing, hassle-free pickups, and a trusted digital platform that benefits customers, businesses, and recycling partners.





The Indian Scrap Market

A Massive Yet Untapped Opportunity

India generates millions of tons of recyclable waste every year, including:

- Iron & Steel Scrap
- Plastic Waste
- Paper & Cardboard
- Electronic Waste (E-Waste)
- Copper, Aluminium & Brass
- Industrial Scrap

Industry Highlights

- India's recycling industry is growing rapidly due to urbanization and industrialization.
- Increasing government focus on sustainability and circular economy.
- Growing demand for recycled raw materials from manufacturing industries.
- Large unorganized sector creates huge opportunity for digital transformation.

Market Size

Huge Growth Potential



01

Market Size

Indian Scrap & Recycling Market is valued at billions of dollars.

02

Growth Potential

Expected to grow at 10–15% CAGR over the coming years.

03

Industry Structure

More than 90% of scrap collection is still handled by the unorganized sector.

04

Digital Opportunity

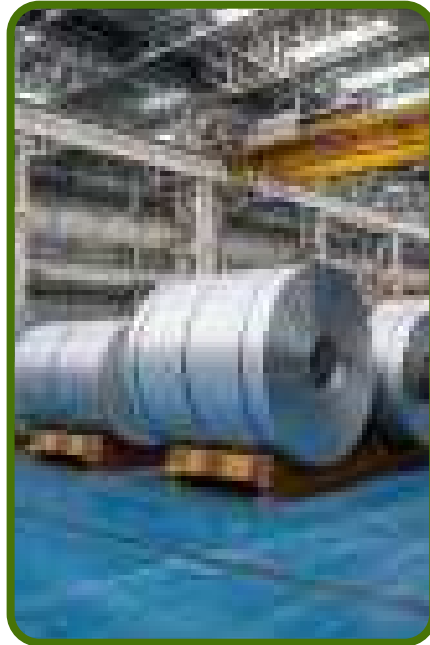
Digital penetration in this industry remains very low.

Market Capital

Growing Demand

Automotive Industry

Generates and consumes recyclable scrap



Steel Industry

High demand for recycled steel.

Manufacturing Sector

Uses scrap as cost-effective raw material.



Electronics Recycling

Rising e-waste creates new opportunities.

Business Opportunity

Revenue Opportunities

Scrap Collection

Earn from doorstep scrap pickups.



B2B Trading

Connect buyers and sellers of scrap.



Industrial Scrap Procurement

Partner with factories for bulk scrap.



Logistics Services

Revenue from transportation and pickup.



Commission on Transactions

Earn a fee on every successful deal.



Subscription Services

Premium plans for businesses and partners.



Problems in the Scrap Market

Current Challenges



For Customers

- No transparent pricing
- Difficult to find trusted buyers
- Delayed pickups
- Poor customer experience



For Kabadiwalas

- Limited customer reach
- Manual operations
- No digital payments
- No business growth tools



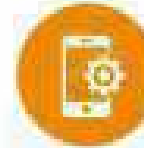
For Industries

- Inconsistent supply
- Lack of verified vendors
- No centralized procurement platform

How Scraptox Solves These Problems

Our Solution

Scraptox is a technology-enabled scrap management platform connecting households, businesses, industries, and recyclers.



Features

- ✓ Instant Scrap Pickup
- ✓ Fair & Transparent Pricing
- ✓ Verified Collection Partners
- ✓ Digital Booking
- ✓ Live Order Tracking
- ✓ Online Payments
- ✓ Industrial Scrap Procurement
- ✓ Business Dashboard



Value Proposition

- Higher earnings for sellers
- Reliable supply for buyers
- Better income for collection partners
- Efficient recycling ecosystem

Business Model

Scraptox builds a sustainable and scalable business by connecting all stakeholders in the scrap recycling ecosystem through technology and trust.



Revenue Streams



Commission per transaction



Industrial scrap contracts



Logistics charges



B2B subscriptions



Premium partner memberships



Advertisement opportunities



Recycling partnerships

Expansion Across Multiple Segments

Future Growth

Scraptox is expanding across all key segments of the scrap recycling ecosystem to build a sustainable and larger impact.



Household Scrap



Paper



Plastic



Metal



E-Waste



Commercial Scrap



Offices



Hotels



Restaurants



Retail Stores



Warehouses



Industrial Scrap



Factories



Manufacturing Units



Steel Plants



Construction Companies



Specialized Recycling



Battery Recycling



E-Waste



Automobile Scrap



Textile Waste



Plastic Recycling



Expansion Plan

Our Journey of Growth

A structured expansion roadmap to strengthen our operations and create a nationwide impact in the recycling ecosystem.



PHASE
01



Current Operations

Build strong city presence

PHASE
02



New Branch in Delhi

- ✓ Local Operations Team
- ✓ Collection Network
- ✓ Industrial Partnerships
- ✓ Warehouse Setup
- ✓ Fleet Expansion

PHASE
03



Expand to NCR

- ✓ Gurgaon
- ✓ Noida
- ✓ Faridabad
- ✓ Ghaziabad

PHASE
04



Pan India Expansion

- ✓ Major Metro Cities
- ✓ Tier-2 Cities
- ✓ Industrial Clusters



Marketing Strategy

A powerful mix of online and offline marketing initiatives to build brand awareness, drive user growth, and strengthen our market presence.



Online Marketing



Meta Ads



Google Ads



SEO



Social Media



Influencer Marketing



WhatsApp Campaigns



Email Marketing



Referral Program



Offline Marketing



Pamphlets



Society Campaigns



Dealer Partnerships



Corporate Tie-ups



Hoardings



Local Events



Roadshows



Branding on
Collection Vehicles

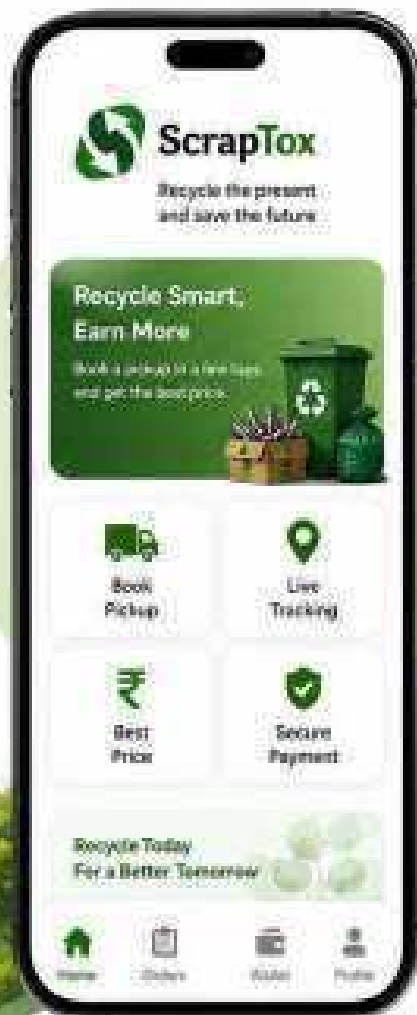




Recycle the present and save the future

Mobile App Growth

A user-friendly app experience with smart features and attractive offers to drive engagement and accelerate growth.



Increasing Downloads

STRATEGIES



Referral Rewards



First Pickup Bonus



Cashback Offers



App-only Discounts



Google Play Optimization



Digital Marketing



Corporate Employee Programs



GOAL:

1 Million+
Downloads



Easy to Use



Safe & Secure



Best Prices



Better for
Environment



Get Connected With Us

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