



Supporting a Multi-Restaurant Chain's Shift from Plastic Waste to Compostable Packaging

The Challenge

A listed multi-restaurant chain struggled with heavy penalties from authorities for using “Biodegradable Garbage bags”. Turns out their existing Plastic Garbage bag vendor greenwashed them into believing that Biodegradable bags are licensed compostable bags and instead continued giving them a mixed material of Plastics.

To their horror, they unknowingly became victims of raids from their local municipalities across multiple Pan-India locations. Additionally, their operations relied heavily on plastic—especially for takeaway containers, cutlery, and delivery packaging. They wanted to move away from plastic waste without compromising on hygiene, quality, or cost-efficiency.

Our Role

We stepped in with a focused solution: help them transition from single-use plastics to fully compostable alternatives that would integrate seamlessly into their fast-paced operations.

We immediately provided them with trials of 100% Compostable Garbage bags that could take up to 25kgs of wet waste as was required by their outlets. It was a roaring success, post which we understood their usage patterns, we introduced them to a range of plant-based packaging solutions—from bagasse containers and compostable bioplastic cutlery to compostable w-cut carry bags.

Each product was tested for durability, heat resistance, and food safety before full rollout. We also guided their staff on proper disposal practices to ensure materials weren't just eco-friendly at the front end, but had the right end-of-life journey as well.



The Outcome

- * Plastic waste from takeaway packaging reduced by 80% within months
- * Improved customer response to eco-packaging, especially for delivery orders
- * Visual brand uplift, as compostable packaging aligned with their fresh, responsible food story
- * All products certified compostable under ISO 17088 by CPCB and NABL food migration reports





ORANGE HIVE

A Real Shift in Mindset 🍃

What made this project special was watching the transition ripple from packaging counters to the people behind them. Chefs, staff, and delivery partners began taking pride in the change. For a brand that serves people every day, it was a powerful move—from convenience to care.

