



## About Us

This is an ISO 9001 : 2015 certified company incorporated with the intent to reduce the dumping of plastics in the environment, by creating affordable materials and structural products by recycling the plastic waste and thus creating a cleaner tomorrow for the generations to come.

This has been made possible by collaborating with The Council of Scientific & Industrial Research (CSIR)-National Physical Laboratory (NPL), with whom this technology was developed, tested and certified for usage in multiple applications. Using waste plastic, we recycle and produce high performance materials in the form of tiles, furniture, panels, modules and units.

The output is durable, heat resistant, weather resistant, chip resistant, acid proof, corrosion resistant, anti static, anti microbial, water proof and most importantly recyclable. The products also offer better structural stability, longer shelf life and are eco-friendly as compared to conventional materials.

## Vision & Mission

- To reduce the chronic effects of plastic waste in the country and build sustainable cities/towns with durable and affordable infrastructure.
- To gradually reduce and eliminate plastic menace from the ecosystem by continuously striving to improve the current methodology of waste management.
- To educate masses upon IWR Concept - Individual Waste Responsibility, wherein every single citizen knows and understands the importance of segregating and carefully disposing off waste and understands the importance of recycling and products made from recycled waste, thus closing the loop of circular economy



Proper waste disposal is a serious issue in our country. Garbage mixed with plastics interferes in waste processing facilities and also cause problems in landfill operation. During polymerization & product manufacturing process, fugitive emissions are released. Littered plastics give unaesthetic look to the city, choke the drains and may cause water logging & flooding during monsoons . Indiscriminate dumping of plastic waste on land makes the land infertile due to its barrier properties.

The problem of plastic in nature, particularly in our water bodies, is a global crisis. Every minute, about a dump-truck load of plastic goes into the water bodies, sullyng beaches, hurting wildlife, and contaminating our food supply.

# The problem at hand !



Vs.

PLASTIC



ORGANIC



GLASS



E-WASTE



PAPER



METAL



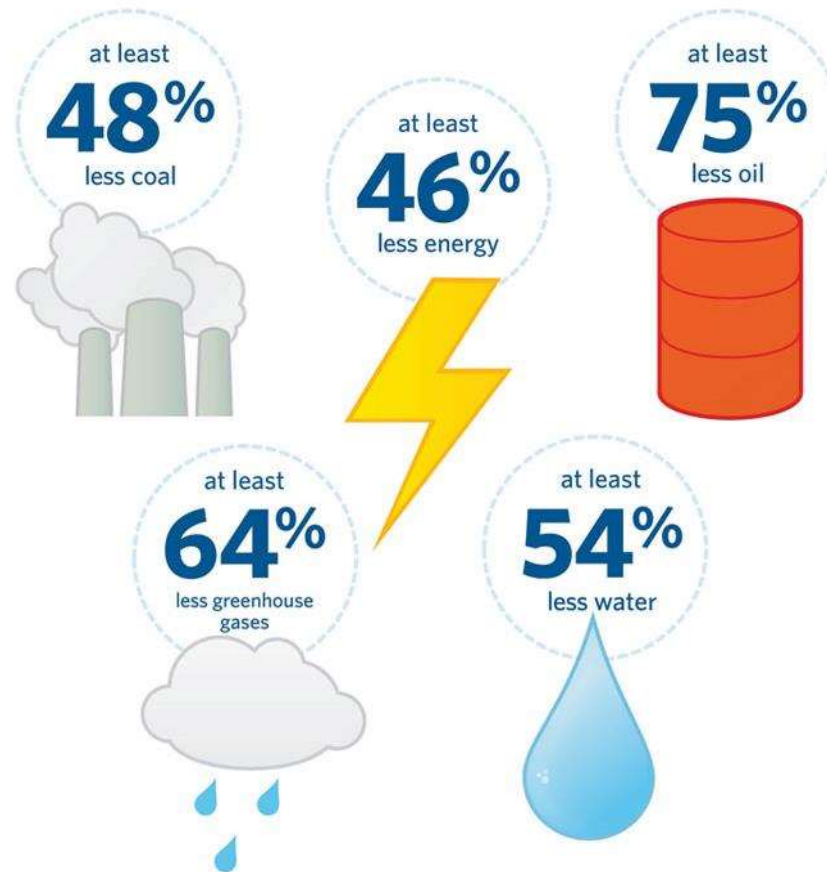
# The Solution

The team has worked tirelessly in the last 3 years understanding the challenges and finding a worthy solution to the problem. The entire chain has been worked out by getting the basics in place, wherein by backward integration, we have been able to work on ground level and create products which are ground-breaking and have easy acceptability in the consumer market; thereby completing the concept of Circular Economy.

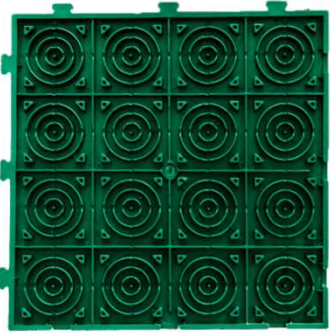


# Why use Recycled products ?

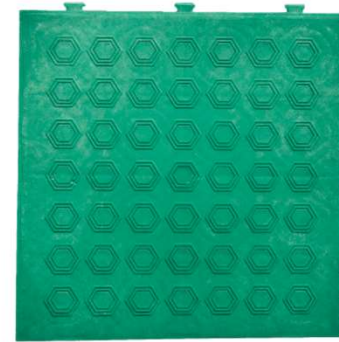
Apart from saving energy, oil, coal, water; we are also contributing towards reducing the menace of plastics on our planet.



# Products



High Density Composite  
Polymer Tiles





# Products



Waste Bins



स्वच्छ भारत  
एक कदम स्वच्छता की ओर

## Products



Tree Guards

# Products



Furniture



# Products



Furniture

# Products



Park Benches



# Products



**Toilet Structures /  
Guard Cabins**

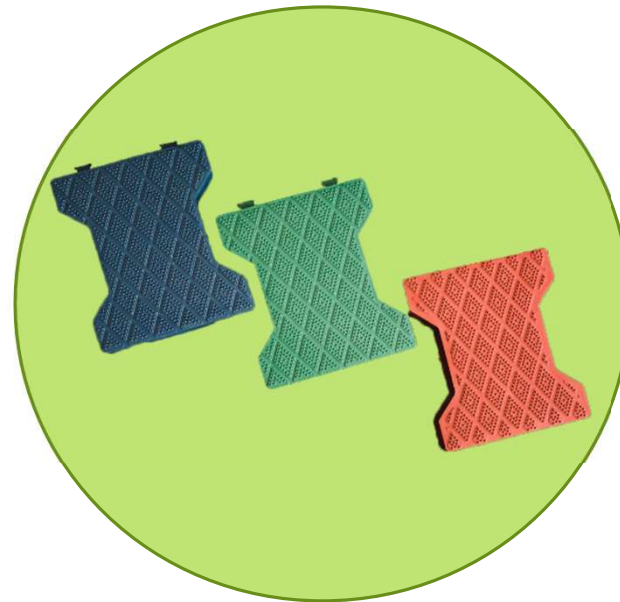
# USP of our products

**Durable**

**RECYCLABLE**

**WEATHER  
PROOF**

**ACID-  
PROOF**



**CORROSION  
RESISTANT**

**ANTI  
SKID**

**ANTI-STATIC**

**ANTI  
MICROBIAL**

# Our Projects - Hyderabad





## Our Projects - National Physical Labs, Delhi



## Our Projects - Municipal Corporation of Gurgaon



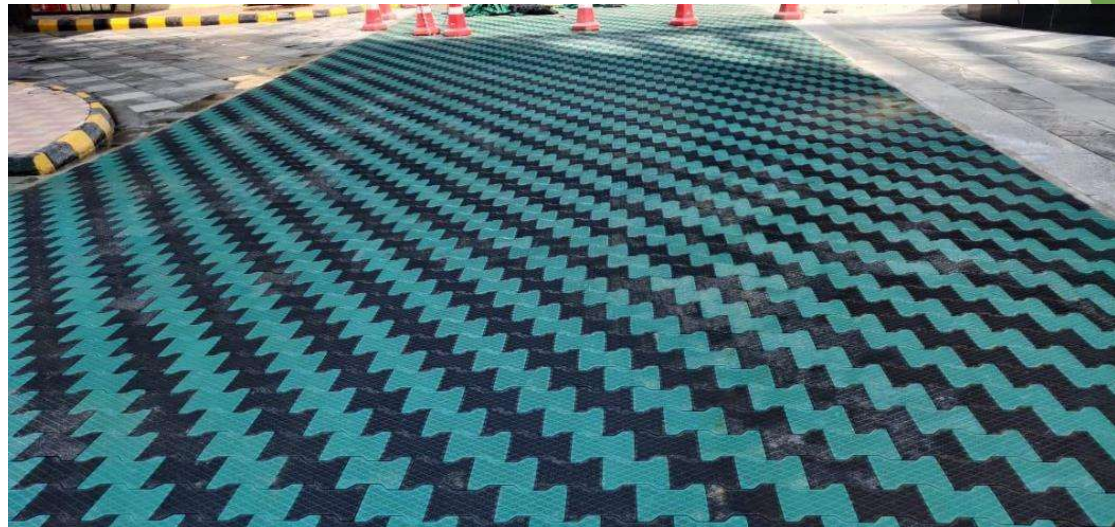
## Our Projects - Indian Naval Academy, Kerala



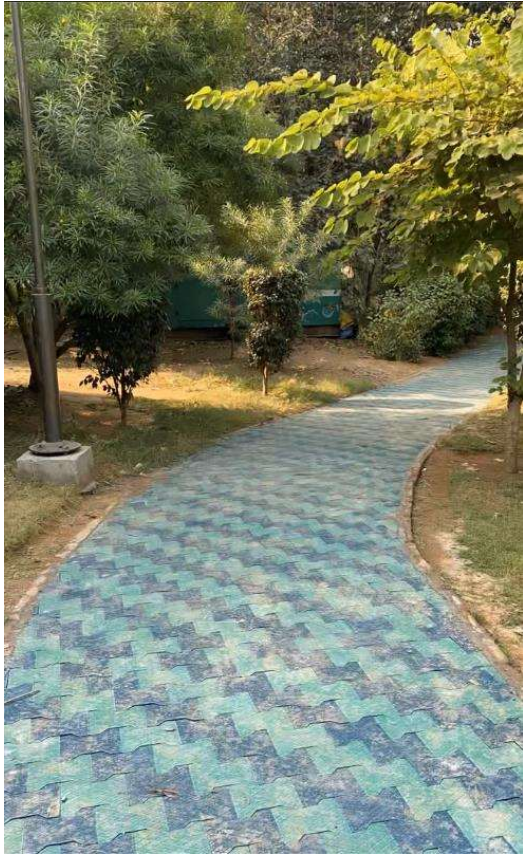
## Our Projects - Nestle, Uttarakhand



## Our Projects - Supertech Emerald



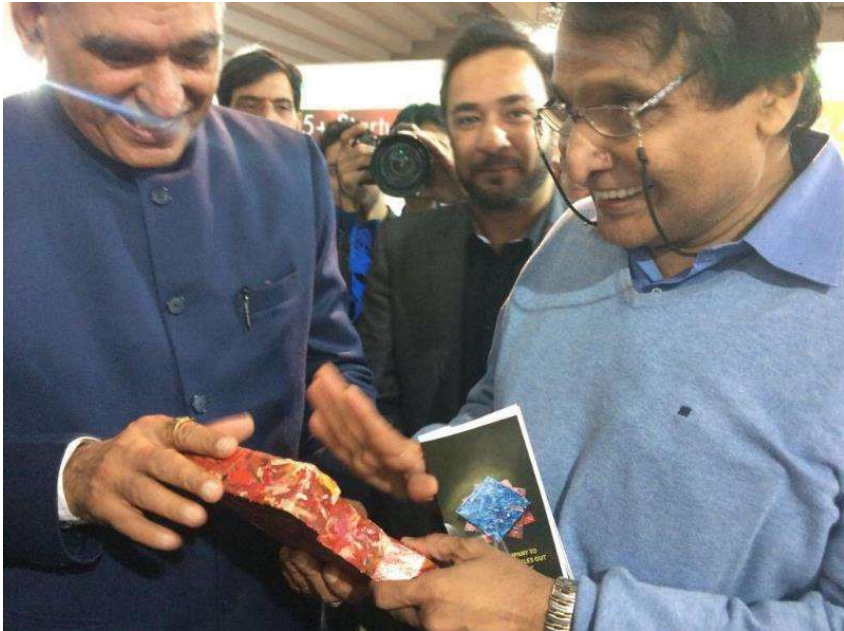
## Our Projects - Perfetti (DLF Phase-1 Park)



# Clients



## Media Coverage



**Hon'ble Mr Suresh Prabhu**  
Minister of Commerce and Industry



**Hon'ble Dr. Harsh Vardhan**  
Ministry of Science & Technology,  
Ministry of Environment



# Media Coverage

NDTV <https://tinyurl.com/ndtv-shayna>

The Hindustan Times <https://tinyurl.com/HT-shayna>

CNBC-TV18 <https://tinyurl.com/cnbc-shayna>

CNN-News18 <https://tinyurl.com/cnn-shayna>

BRUT INDIA <https://tinyurl.com/brut-shayna>

BBC Hindi <https://tinyurl.com/bbc-shaynatiles>

Your Story Hindi <https://tinyurl.com/yourstory-shayna>

The Logical Indian <https://tinyurl.com/logicalindian-paras>

Your Story English <https://tinyurl.com/paras-shayna>

Think Change India <https://tinyurl.com/thinkchangeindia-paras-shayna>

# Media Coverage

The Pioneer <https://tinyurl.com/pioneer-tiles>

The Civil Society <https://tinyurl.com/civilsociety-tiles>

The Business Standard- <https://tinyurl.com/businessstandard-recycletiles>

The Machine Maker <https://www.themachinemaker.com/startups/shayna-ecounified-paves-path-for-innovative-circular-ecosystem>

The Brilliant Read <https://www.brilliantread.com/interview-with-paras-saluja-seasoned-entrepreneur-tedx-speaker-founder-at-shayna-ecounified-india-pvt-ltd/>

The victory Tales <https://www.victorytales.com/parassaluja-shaynaecounifiedindia>

The TribalBox <https://www.thetribalbox.com/this-environmentalist-businessman-has-recycled-tons-of-plastic-into-tiles>

InWaster <https://www.inwaster.com/paras-saluja>

Quora <https://www.quora.com/What-interesting-thing-did-you-read-today>

# Media Coverage

Social Society <https://tinyurl.com/socialsociety-shayna>

ULaunch <https://tinyurl.com/Ulaunch-Shayna-paras>

The Better India <https://tinyurl.com/Noidaduo>

Recycle International <https://tinyurl.com/recycleinternational>

Times of India <https://tinyurl.com/wastewarriors-TOI>

Talking Post- <http://www.talkingposts.com/interviewnext.aspx?id=38>

UdyamGyan <https://www.udyamgyan.com/blog/2020/11/15/conversation-paras-saluja-founder-director-shayna-ecounified-india/>

Startup Mind <http://startupmind.in/2020/08/17/saving-the-environment-by-recycling-the-plastic-waste-exclusive-interview-with-paras-founder-shayna-ecounified/>

RealtyNXT- <https://realtynxt-com.cdn.ampproject.org/c/s/realtynxt.com/2020/09/24/time-to-create-a-sustainable-model-to-help-solving-the-problem-of-plastic-waste/amp/>