

Chuck out those scrap tyres that have been piling up in your garage and terraces for months. They can be re-used to make premium quality rubber for synthetic sport fields, construction, adhesives, resins, landscaping, non-slip pavings and mats. Anubhav Wadhwa has vowed to recycle discarded end-of-life tyres after he saw the colossal damage to the environment.

By recycling 10 million scrap tyres, Tyrelessly aims to save a million square yards of landfill space and eliminate tonnes of carbon dioxide released into the atmosphere by irresponsible burning of tyres.

India generates about one hundred million end-of-life tyres each year. About five million are retreaded, while the remaining 95 million go to landfills, sugar factories or end up not being responsibly disposed off.

Environmentally conscious motorists are being given the chance to take the tyreless road to a sustainable environment – for the very first time. Tyrelessly, which launched this week, allows vehicle owners to donate unwanted tyres and contribute towards reducing the carbon footprint.

When used in energy recovery, end-of-life rubber tyres provide about a 20 percent carbon footprint advantage over coal. Free to use energy & material recovery schemes by Tyrelessly enable people to offset their tyres' carbon footprint and offers the most environmentally friendly means of tyre disposal currently available in India.

By following a few simple steps on the website, vehicle owners can choose to have their vehicle tyres scrapped and donate the proceeds. Collection of tyres is taken care of through the site and users are notified after the disposal.

"We are thrilled to be part of an idea that will have such a positive impact on the way that people think about their end of life tyres and the damage they may have done in their lifetime. Each tyre that is disposed of safely will offset at least one week's carbon emissions," said Anubhav Wadhwa the founder of Tyrelessly.

"Everybody is aware of how bad tyres are for the environment so what better way to give something back to the environment," added Anubhav Wadhwa.

If your vehicle tyres have reached the end of the road and you would like to donate it, visit us at <http://tyrelessly.com/>.

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