

Ecofy Launches #WrinklesForGood: Pressing Pause on Ironing to Fight Climate Change

New Delhi, 20th March 2025: Ecofy, India's pioneering green-only NBFC, is proud to announce the launch of its innovative #WrinklesForGood campaign. Commenced on March 17, 2025, this initiative challenges conventional energy consumption habits by encouraging individuals and organizations to skip ironing for a day, highlighting the significant yet often overlooked environmental impact of everyday activities. The campaign emerges from Ecofy's unwavering commitment to accelerating the transition to a net-zero carbon world.

Ironing may seem harmless, but it is an energy-intensive activity. By choosing to skip ironing for just one day, individuals can contribute to significant energy conservation and carbon emission reduction. An individual contributes to emitting approximately 172.31 gms of carbon emissions by ironing his/her clothes for 15 minutes.

Ecofy's #WrinklesForGood campaign will also feature a social media contest running from March 26 to March 31, 2025, where participants will be able to share their experiences of skipping ironing on social media platforms while tagging Ecofy Finance. Through this digital engagement strategy, the green financing company aims to create a movement that encourages both – individuals and businesses to embrace and promote sustainable energy practices.

Shraboni Fernandes, Head of Marketing, at Ecofy, commented, "The #WrinklesForGood campaign resonates with our philosophy that sustainability isn't limited to major financial investments or corporate policies; it starts with mindful everyday choices. By simply skipping ironing for a day, individuals can reduce carbon emissions and contribute to the collective carbon reduction goals. Since Ecofy's inception, we have witnessed firsthand how small actions, when embraced by people, create meaningful environmental impact. This campaign extends our mission beyond financial solutions to inspire lifestyle changes that align with our vision of a sustainable future for all."

As a leader in green finance with a presence across 17+ states in India and a customer base of over 65,000, Ecofy continues to demonstrate that meaningful environmental change begins with small, impactful steps that collectively make a significant difference. Since the commencement of its operations in 2022, Ecofy has reduced over 21,492+ tons of carbon emissions through its various green financing initiatives. The #WrinklesForGood campaign represents another innovative step in Ecofy's journey to promote sustainability through both financial solutions and lifestyle changes.

For more information about the #WrinklesForGood campaign and how to participate, please visit

LinkedIn: <https://www.linkedin.com/company/ecofyfinance/>

Instagram: <https://www.instagram.com/ecofyfinance/?hl=en>

About Ecofy

Promoted by Eversource Capital, Ecofy's vision is to be a catalyst in accelerating the transition towards a net zero-carbon world. It partners with individuals and small businesses who want to reduce their carbon footprint and restore balance to the planet. Ecofy offers loans for Electric Vehicles (Two & Three wheelers), rooftop solar, and small-medium enterprises providing E2E digital experience.

To know more, visit the official Ecofy website: <https://www.ecofy.co.in/>

