Summary: ERI Expands Asia Footprint With a New India Venture: Opportunities and Risks

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ERI, the Fresno-based electronics recycler and IT asset disposition provider, has announced a 50-50 joint venture with India’s Eco Recycling Limited (Ecoreco) to establish ERI India. The new company is scheduled to begin operating later in 2026. Ecoreco is a publicly traded Indian e-waste recycling and resource-recovery company based in Mumbai. It provides a series of electronics end-of-life services, from e-waste management, IT asset disposition, and reverse logistics, to extended producer responsibility compliance, lithium-ion battery recycling and material recovery. Under the partnership, ERI will contribute its recycling technology, data-destruction capabilities, asset-tracking systems and operating standards. Ecoreco will contribute its local infrastructure, regulatory knowledge and commercial networks across India. ERI India becomes the company’s third branded Asian venture announced in approximately five months. It follows ERI Japan, established with Belong Inc., ITOCHU Corporation’s wholly owned used-device subsidiary, and ERI Vietnam, established with Green Marble Company, a sub-holding of VSD Holdings. The three transactions confirm that ERI has developed a repeatable international expansion model.

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