A group of diverse people, including a woman with red hair, a man with glasses and a beard, a blonde woman, and a woman with dark hair, are sitting around a table in a vibrant, colorful setting. They are smiling and talking, with one woman passing a plate of food. The background features a wall with large, stylized blue and purple geometric patterns. The overall atmosphere is warm and collaborative.

abillion

Press Kit 2021

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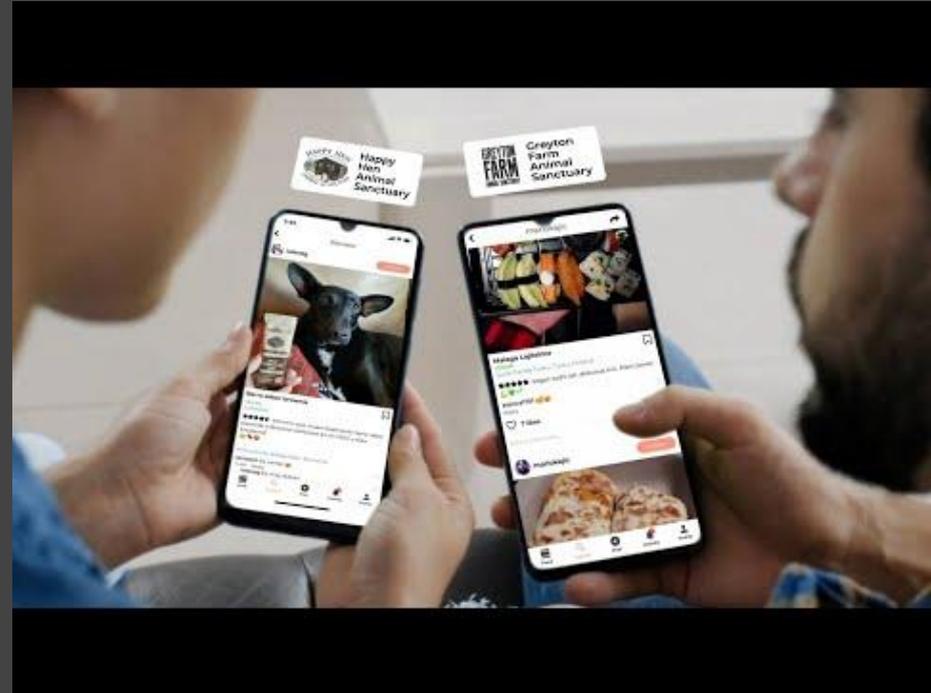
Follow Us

About Us

The abillion app helps people around the world discover and share insights on vegan food and sustainable products.

We're a rapidly growing community for sustainability, helping people and businesses make better choices for the environment and helping some of the planet's most impactful nonprofits.

We're social media for social good.



Our Story

We think technology can and should be an instrument for positive social change. So we created a platform that removes the divisiveness of other social media platforms and works to inspire people and catalyze a movement for compassion and sustainability.

The abillion app debuted in 2018 and in the past 2 years we've grown to have members in 120+ countries. Thousands of businesses, including restaurants, hotels and consumer products brands have taken our pledge and introduced sustainable vegan options.



"Our team is a lot like our members: mostly women, half vegan and half non-vegan, and passionate about creating lasting change!"

Vikas Garg, Founder, CEO



Our Mission

We're making it easier for people to find vegan food and products anywhere around the world.

Hear our founder Vikas Garg discuss the mission behind abillion and how that led him to forego a traditional career for the road less traveled.



The abillion app

Share & Discover

We're a platform for authentic & honest feedback about vegan options and products around the world.

Community

We're a rapidly growing community for the sustainability movement. Our community is diverse, active and driven by purpose.

Impact

We donate US \$1 every time our members share insights on vegan food & products.



Our Impact

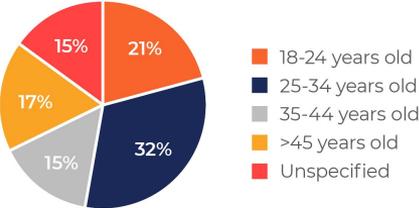
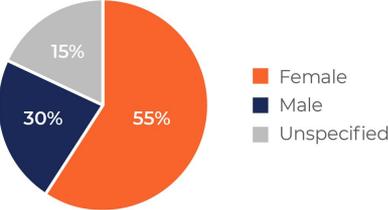
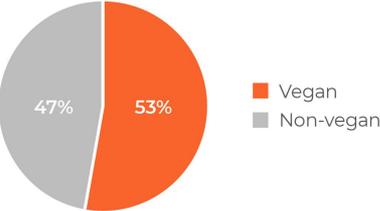
We've partnered with 60 of the world's leading initiatives for sustainability, conservation and diet change. Our partners are committed to bringing factory farming and animal cruelty to an end while inspiring communities to make better choices for the people and the planet.

We've committed to donate up to US \$1 million in 2020 to support our partners.

[FULL PARTNER LIST](#)



Our Demographics



Top 20 Markets

1. Singapore
2. United States
3. Spain
4. Argentina
5. United Kingdom
6. Mexico
7. South Africa
8. Canada
9. Australia
10. Indonesia
11. Italy
12. Germany
13. Colombia
14. India
15. Hong Kong
16. Chile
17. Malaysia
18. Vietnam
19. Israel
20. Thailand

In Recent Media

The Beet

November 2020

[This App Connects Consumers to Vegan, Cruelty-Free and Sustainable Foods](#)

Money FM 89.3

September 2020

[Sustainable Singapore: Driving Socially Responsible Consumerism on a Global Scale](#)

Plantbased Business Hour

April 2020

[Can One App Change the World?](#)

Green queen

September 2020

[Q&A With abillion Founder Vikas Garg: “We’ve Created A Meritocracy of Vegan Food”](#)

ALL PRESS COVERAGE

Bloomberg

 **CNBC**

BBC

vegconomist

Our Logo

Our name is spelled as “abillion”, not “a billion”, “ABillion” or otherwise. “a” is not capitalised even when the name starts a sentence.



abillion logo



App icon

[DOWNLOAD LOGO AND ICON](#)

Media Files

Please avoid any language that may cause readers to believe that they earn cash for themselves by using our platform.

Always give due credit when using images, be it from us, our animal welfare group partners or dish review photos from the community. Refer to file name and/or attached word file in the media files for credit information.

[DOWNLOAD MEDIA FILES](#)

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