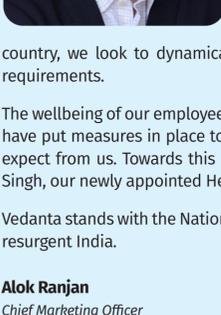


## CMO'S MESSAGE



Dear Customers,

I trust this month's VEDANTA'AL edition finds you and your near and dear ones, in the best of health and spirits. As you are perhaps aware, all our alumina and aluminium facilities have been categorized as continuous services by Government authorities and continue to operate at current production levels. Our facilities have switched to limited manning, in line with Government guidelines and social distancing norms. As the largest producers of aluminium in the country, we look to dynamically adapt our product mix to cater to changing market requirements.

The wellbeing of our employees, customers and communities is our foremost priority. We have put measures in place to continue providing the services our customers need and expect from us. Towards this end, I take this opportunity to introduce Sandeep Pratap Singh, our newly appointed Head of Customer Technical Services.

Vedanta stands with the Nation in this hour of need as we work together to build a strong, resurgent India.

**Alok Ranjan**  
Chief Marketing Officer  
Vedanta Aluminium Business

## PRODUCT CORNER

### Wire Rods

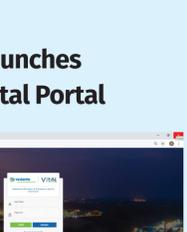


Vedanta Aluminium is the largest Wire Rod manufacturer in the world, ex-China, with a production capacity of 600KT. Our world-class cast houses are equipped with state-of-the-art continuous mills from Properzi (Italy) and South Wire (United States) with in-line degassing system and ceramic foam filters to deliver global quality standards. Vedanta has been a proud partner in India's journey of electrification, fulfilling the raw material requirements of wires and cables manufacturers across the nation. Backed by a legacy of top-of-the-line product quality and global standards of sustainability, today Vedanta has also established itself as one of the largest suppliers of wire rods in the North American market. Over the years, our wire rods have successfully catered to market segments like wires & cables, conductors, transformer windings and flip coils.

## ANNOUNCEMENTS

### Vedanta Aluminium announces the appointment of Sandeep Pratap Singh as its Head - Customer Technical Services (CTS).

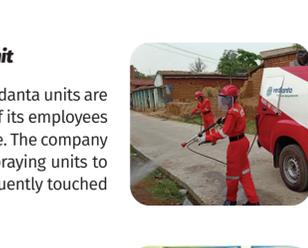
Vedanta Aluminium announces the appointment of Sandeep Pratap Singh as the Head - Customer Technical Services (CTS).



Sandeep will lead the customer technical support team in this new role and will be responsible for anchoring all customers' technical and quality requirements in terms of the current product range and new product portfolio, ensuring Vedanta Aluminium's quality and services are at the highest level. Sandeep will play an important role in Vedanta's customer engagement process to ensure a long-term strategic relationship experience for all of its customers worldwide. Sandeep has over 16 years of experience in the aluminium industry. He holds an M.Tech degree in Process Modelling & Simulations and a Diploma in Aluminium Smelting Technology from GAMI. He can be reached at [Sandeep.Pratap@vedanta.co.in](mailto:Sandeep.Pratap@vedanta.co.in)

### Vedanta Aluminium business launches Customer Feedback Module on Vital Portal

In an endeavor to leverage digital technologies for greater customer connectivity, Vedanta's Aluminium Business has launched a Customer Feedback module on Vital Portal. Besides enabling customers to lodge their own feedback, it ensures that the redressal mechanism for feedback/complaints is fast and transparent. We look forward to increased usage of the Vital Portal on the link - <https://vital.vedantaconnect.com/>



### Vedanta's Bodai Daldali Bauxite Mine Ranked 6 In RMI Evaluation

BALCO's Bodai Daldali Bauxite mine at Kawardha secured among top 6 in Responsible Minerals Initiative (RMI) mines evaluation. The evaluation included 180 sites, scored on parameters like local procurement, post-closure planning, community grievances, air quality, water quality and quantity, and emergency preparedness.

## INNOVATIONS

### Top 5 In-house innovations to Combat Covid 19

#### Sanitizer Liquid Atomising and Spraying Unit

To ensure top-of-the-line industrial hygiene, Vedanta units are making their own sanitizer liquids for the use of its employees and contract workforce to up-keep their hygiene. The company has also built sanitizer liquid atomizing and spraying units to disinfect common areas, public amenities, frequently touched surfaces, plant assets, etc.



#### Farm to shop

To provide a window to farmers to continue earning their livelihood, our Township Admin and CSR teams have collaborated to initiate Farm-to-Shop outlets in Vedanta's Jharsuguda township. This initiative provides avenues for farmers associated with Jeevika Samridhhi CSR Project to sell their produce directly to the township residents, cinching win-win for both.



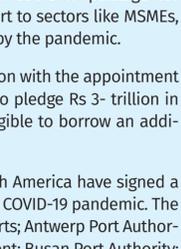
#### No-touch hand wash

To ensure hygiene, Vedanta's inhouse teams have devised ingenious 'No-Touch handwashing stations' in multiple areas within the operations. The dispensing system which works by a simple pedal gear lever mechanism is a brilliant example of Vedanta's core values of Innovation and Entrepreneurship, which is imbibed by all employees.



#### Online booking portal

Vedanta's IT Team has developed an in-house online booking for employees to book slots for purchasing essentials like vegetables, groceries and milk from the shops within its township. Rebooking in the portal is governed by the logic of frequency of booking to avoid immediate booking by same users and discourage bulk buying. Launched within a day after the lockdown announcement by the government, the portal effectively helps manage footfall volume at the shops, thereby ensuring greater safety of township residents.



#### Drone surveillance monitoring

Vedanta's Security Teams are using drones for surveillance of township and plant premises to ensure that employees and township residents are not venturing out or congregating in public places.



## ALUMINIUM MARKET OUTLOOK AND UPDATES

- LME is currently at 1438 \$/t, which is a fall of about 10.74% compared to March'20 levels. Market reports estimate that Global Aluminium consumption will fall by 8.8% in CY 2020 with demand picking up in Q4.
- As per the market news packaging industry may remain stable for now and would see some growth in the near future. Possible degrowth is expected in sectors like transportation and construction followed by consumer durables and machinery.
- Building and construction sector in India will be seeing a ray of hope with the Centre sanctioning Rs. 111 lakh crores for government construction projects as five-year plan. Aluminium consumption in pharma is also expected to gain traction in present situation. With such lower LME prices and reduction in scrap imports, domestic Aluminium industry is gaining traction contributing to country's economic growth.

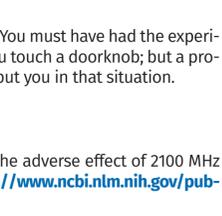
### Market Updates

- Japanese aluminium maker UACJ is making its exit from a car parts manufacturing joint venture in Indonesia. UACJ will sell its 55% share to Indal Investindo (Indal), raising Indal's stake to 95%, while the remaining 5% will be owned by Toyota Tsusho of Japan.
- The Asian Development Bank has unveiled a \$15 billion COVID-19 package for India and is in discussion with govt. to extend further support to sectors like MSMEs, agriculture, aviation and hospitality that has been badly hit by the pandemic.
- A day after a large-scale reshuffle in the Central administration with the appointment of AK Sharma as MSME Secretary, the government is likely to pledge Rs 3- trillion in loans to MSMEs. Under the proposal, small firms will be eligible to borrow an additional 20% of their credit limits.
- 20 port authorities from Asia, Europe, Middle East and North America have signed a declaration to keep ports open to seaborne trade during the COVID-19 pandemic. The ports that have signed the declaration include: Abu Dhabi Ports; Antwerp Port Authority; Bureau of Port and Harbor, Tokyo Metropolitan Government; Busan Port Authority; Guangzhou Port Authority; Hamburg Port Authority; Maritime and Port Authority of Singapore; Montreal Port Authority; Ningbo Municipal Port Administration Bureau; Port Authority of Thailand (Bangkok Port); Port of Barcelona; Port and Harbor Bureau, City of Yokohama; Port and Harbor Bureau, Kobe City Government; Port Klang Authority; Port of Long Beach; Port of Los Angeles; Port of Rotterdam; Port of Seattle; Shanghai Municipal Transportation Commission; and Port of Le Havre.

## WHAT IF – MOBILE PHONE PROTECTION COVERS WERE MADE OUT OF ALUMINIUM

#### High Strength to Weight Ratio

Aluminium has a tensile strength of 572 MPa and a density of 2.81 g/cm<sup>3</sup> while steel on the other hand has a tensile strength of 505 MPa and a density of 8.00 g/cm<sup>3</sup>. That means we are getting twice as much the amount of strength on the aluminium per given volume than on the steel.



#### Improved Looks

Aluminium oxide resists corrosion. Hence surface treatment like painting and lacquering further adds to its looks.

#### Non-toxic

Aluminium is non-toxic and odourless at the same time resistant to microbial growth. So, you could leave it at home and not worry about bad effect on children and elderly.

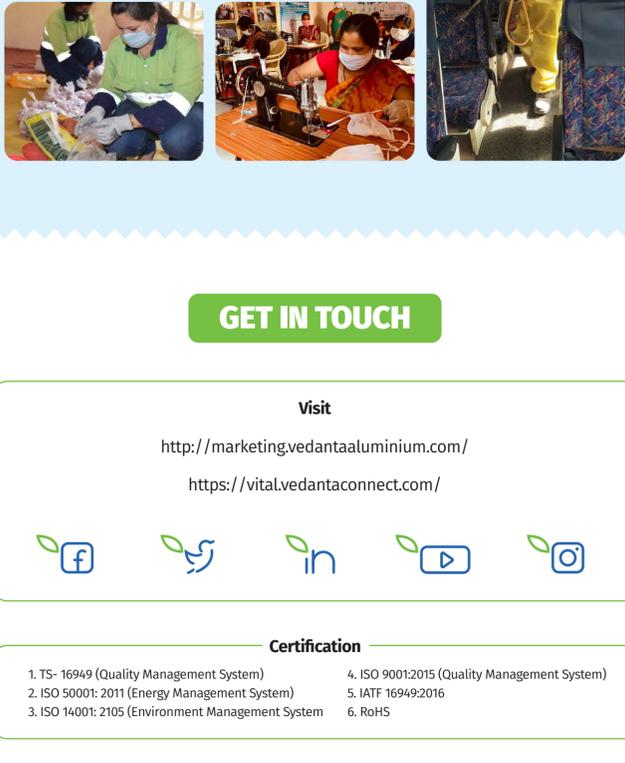
#### Non-Sparking

Aluminium alloys exhibit non-sparking characteristics. You must have had the experience of being zapped by static electricity every time you touch a doorknob; but a protective phone cover made up of aluminium will never put you in that situation.

#### Dampened Radiation Effect

A recent study shows that Aluminium foil dampened the adverse effect of 2100 MHz mobile phone on blood parameters. **Source -** <https://www.ncbi.nlm.nih.gov/pub-med/30806932>

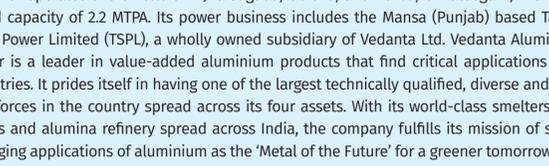
## OUR DEEPEST GRATITUDE TO OUR COVID HEROES



## GET IN TOUCH

Visit

<http://marketing.vedantaaluminium.com/>  
<https://vital.vedantaconnect.com/>



### Certification

- TS- 16949 (Quality Management System)
- ISO 50001: 2011 (Energy Management System)
- ISO 14001: 2105 (Environment Management System)
- ISO 9001:2015 (Quality Management System)
- IATF 16949:2016
- RoHS

## ABOUT VEDANTA ALUMINIUM AND POWER

Vedanta Aluminium & Power, a part of Vedanta Limited, is India's largest producer of aluminium, producing 1.9 million tonnes per annum (MTPA) in FY20. Vedanta Limited operates a 2 MTPA (million tonnes per annum) capacity alumina refinery in Lanjigarh (Kalahandi district, Odisha), India since 2007 and an associated 90 MW captive power plant. The refinery feeds Vedanta's aluminium smelters at Jharsuguda in Odisha and at BALCO in Korba, Chhattisgarh. Vedanta Aluminium & Power operates two smelters in Jharsuguda, Odisha, and Korba, Chhattisgarh, with a combined capacity of 2.2 MTPA. Its power business includes the Mansa (Punjab) based Talwandi Sabo Power Limited (TSPL), a wholly owned subsidiary of Vedanta Ltd. Vedanta Aluminium & Power is a leader in value-added aluminium products that find critical applications in core industries. It prides itself in having one of the largest technically qualified, diverse and vibrant workforces in the country spread across its four assets. With its world-class smelters, power plants and alumina refinery spread across India, the company fulfills its mission of spurring emerging applications of aluminium as the 'Metal of the Future' for a greener tomorrow.

For more information please log on to <https://www.vedantalimited.com>

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