



Press Release:

Double win for Vedanta Aluminium & Power Business at the 59th ABCI Awards

New Delhi, January 12, 2021: Vedanta Aluminium & Power Business, India's largest producer of the aluminium and value-added products, has won coveted awards at the recently concluded 59th Association of Business Communicators in India (ABCI) Awards 2020.

The Aluminium & Power Business bagged the Bronze Award for 'PR Campaign for Reviving Dhokra Art' under Social Responsibility Communication category. Vedanta's subsidiary Bharat Aluminium Company Ltd. (BALCO), India's iconic aluminium producer won the Bronze Award for its daily e-magazine 'BALCO Today' under E-Zine category.

Mr. Ajay Kapur, CEO - Aluminium & Power Business and Managing Director - Commercial at Vedanta Ltd., says, "Vedanta strives to enable its communities in the areas where it operates to become empowered and self-reliant participants in the economic progress of the country. Our endeavors brought not just recognition for the Dhokra artisans of Kankeri but also created a new market for them, resulting in more business and increased household income, and we are elated to have been recognized for the same. We are equally invested in nurturing a strong, engaged and participative employee culture within our operations as well. Our internal communications are robust and go a long way towards fostering a shared value system, reinforcing organizational goals and strengthening the bond that holds our employees together."

The business employs significant focus on Social Responsibility Communication endeavors with the aim to increase awareness and outreach of its community development initiatives, so that more people can leverage and get benefited through its CSR projects. This is of crucial importance, since the business' operations are located in rural hinterlands and Vedanta's social interventions have significantly improved the quality of life of peripheral communities.

Dhokra, a beautiful traditional artform which has existed in India for nearly 4000 years and dates as far as back as the Indus Valley Civilization, is being nurtured and revived by Vedanta at Kankeri Village in Lanjigarh, Kalahandi, Odisha. For bringing it back into public fray, promoting the craft and thereby, aiding the artisans of Kankeri village in sustaining their livelihood, Vedanta has undertaken extensive omni-channel PR campaign, which wowed the jury at ABCI Awards.

In ensuring meaningful stakeholder relations and transparent dialogue, BALCO's daily e-magazine 'BALCO Today' has emerged as the one-stop shop for employees and partners. The magazine goes a long way in fostering stronger connect with employees and their families, informing them of all the news and initiatives on an everyday basis.

Vedanta Aluminium & Power Business is India's largest producer of 'green metal' aluminium, producing almost half of India's aluminium at 1.9 million tonnes per annum (MTPA) in FY20, and is also one of the largest private power producers in the country. It is a leader in value-added aluminium products that find critical applications in core industries. 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.

About Vedanta Limited:

Vedanta Limited, a subsidiary of Vedanta Resources Limited, is one of the world's leading Oil & Gas and Metals company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa, Namibia, and Australia. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. Under the aegis of Vedanta Cares, the flagship social impact program, Nand Ghars have been set up as model anganwadis focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development. The company has been featured in Dow Jones Sustainability Index, and was conferred CII-ITC Sustainability Award, the FICCI CSR Award, Dun & Bradstreet Awards in Metals & Mining, and certified as a Great Place to Work. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange in India and has ADRs listed on the New York Stock Exchange.

About Vedanta Aluminium and Power:

Vedanta Aluminium & Power, a part of Vedanta Limited, is India's largest producer of Aluminium, producing almost half of India's Aluminium or 1.9 million tonnes per annum (MTPA) in FY20, and is also one of the largest private power producers in the country. BALCO is a part of Vedanta's Aluminium and Power Business. Vedanta is a leader in value-added Aluminium products that find critical applications in core industries. 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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