

# ELEMENTAL

Aluminium & Power Business' Monthly Newsletter



## CEO's MESSAGE



**Ajay Kapur - CEO**  
Vedanta Ltd.,  
Aluminium & Power Business

In partnership with our customers, we fulfil critical needs of the country, triggering socio-economic transformation in areas where we operate and making India self-reliant. From space exploration to rural electrification, this partnership has been and continues to be a driving force in India's journey of growth and resilience.

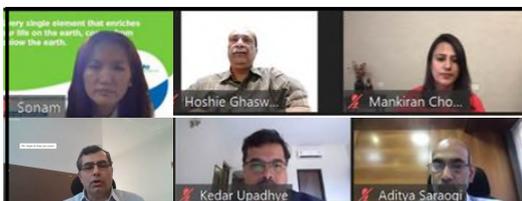
## CFO ON BUSINESS CONTINUITY IN COVID TIMES

Recently, in a webinar conducted by Business World, our Chief Financial Officer, Sonam Donkar spoke about business continuity, the acceptability of working from home, and encouraging & motivating the people on ground in the face of the pandemic. She also spoke about quicker adoption of digital technologies



**Sonam Donkar - CFO**  
Vedanta Ltd.,  
Aluminium & Power Business

leveraging digital to full scale and along with that, strengthening the balance sheet.



## THIS ISSUE:

OUR COMMUNITY

Global Handwashing Day Campaign

SPORTS

Volleyball Court for Community

RECOGNITION

ET Best Brands 2020 - BALCO

WEBINAR

Digital Transformation & Cyber Security

SPECIAL INITIATIVE

Self-Defence Training for Women

MEDIA HIGHLIGHTS

Business Leaders Featured in Media

**TSPL dedicates volleyball court to community**

TSPL has always been at the forefront of promoting sports and activities that help develop an active and healthy lifestyle, particularly among the youth & children. TSPL dedicated a volleyball court to Talwandi Aklia village, giving an engaging avenue to nurture young talent and support them in pursuing their passion for sports.



**HIV/AIDS awareness campaign**

In collaboration with Odisha State AIDS Control Society (OSACS), our Jharsuguda unit conducted an HIV/AIDS awareness and sensitization campaign reaching out to more than 3000 members of the community and mobile workforce.

**Training on agricultural best practices**

Amidst the pandemic, when physical interactions are not advisable, Vedanta team enabled hundreds of farmers from remote locations to attend a series of virtual training sessions & workshops. The workshops were conducted by agri-scientists who educated farmers on agricultural best practices for crop planning & care, harvesting, post-harvest management, packaging techniques, distribution etc.



**Global Handwashing Day campaign**

Commemorating Global Handwashing Day, our units in Odisha sensitized communities on the importance of washing hands and the right way to do it, through dedicated campaigns in numerous villages of Jharsuguda & Kalahandi.

### Self-defence training for women employees

Vedanta encourages women to be self-reliant and have the capability to deal with adverse circumstances. In light of that, TSPL organized a self-defence training for all women employees of TSPL, its business partners and sub-business partners. All trainees were awarded a certificate of completion, post the training session.



### Felicitation ceremony for rank holders

Our Jharsuguda unit organized a felicitation ceremony for 26 children of Subhalaxmi Co-operative members, who are matriculation rank-holders for the academic year 2019-20. Under the co-op's social welfare scheme, cash grants were awarded to the students as a token of appreciation.

### Ex-national footballer Tanuja Baghe coaches youth

Roped in by Vedanta, Odisha's famous national-level footballer, Tanuja Baghe has joined as coach for Vedanta's community football program. This initiative is aimed at promoting grassroots sporting culture, encouraging adoption of sports for a healthy & active lifestyle, as well as encouraging the rural youth to explore sports as a potential career option.



### Obeisance on Police Martyrs Day

TSPL recently participated in the commemoration of Police Martyrs Day at Mansa, Punjab, in honor of the sacrifices made by valiant police personnel who lost their lives in the line of duty. After paying respect to the martyrs, TSPL presented gifts to their family members.

## WEBINAR: CSO ON DIGITAL & CYBER SECURITY

Manufacturing Today recently conducted a webinar on Digital Transformation & Cyber Security where our Chief Security Officer – Cdr. Sandeep Kumar participated as one of the key speakers. Emphasizing the growing need for digitalization amidst the pandemic, Cdr. Sandeep Kumar explained the challenges and emerging risks



**Cdr. Sandeep Kumar - CSO**  
Vedanta Ltd.,  
Aluminium & Power Business

involved as a result of the exposure. He further spoke on the importance of mitigation measures by companies to combat cyber crime.



## BALCO RECOGNIZED IN 'BEST BRANDS 2020' BY ECONOMIC TIMES

BALCO has always been an iconic flagbearer of the Indian aluminium industry on a global scale. This year, BALCO was recognized as one of The Economic Times Best Brands of 2020. This stands testimony to BALCO's strong brand values of excellence, innovation & trustworthiness, as we strive to deliver the best quality of products and services to our customers.



## 7th CSR AWARD FOR BALCO AND TSPL

BALCO and TSPL won the 7th CSR Award by Greentech Foundation for the betterment of communities through Project Unnati at Korba, Chhattisgarh and overall sustainable development & growth of the farming community at Mansa, Punjab respectively.



Click on the stories to read more

**Business Standard**

**'Aluminium export can touch \$10 bn with govt help'**

India with its plentiful reserves of bauxite and thermal coal has the potential to become a leading aluminium supplier, says **AJAY KAPUR**, CEO, Aluminium and Power, Vedanta, in an interview with **Kamal Bose**. Edited excerpt:

With a 6 per cent fall in demand in 2019-20, India's aluminium consumption in the 2020-21 first quarter collapsed 17 per cent. What is looking like for the whole year?

The demand destruction was because of production slump in all end-use sectors of aluminium. Now, with economic activities getting back on track, demand is picking up. Global aluminium use is driven mainly by India and China. We have seen around 10 per cent demand growth in India in the past. Based on current market behaviour, you can expect a demand bounce of 10 to 15 per cent this fiscal.

Asia steel in aluminium too, exports have come to the rescue of Indian smelters. How much of the production will be exported this year?

The capacity use in smelters is around 90 per cent. With imports having a 60 per cent share of domestic market, we are not left with no option but to depend heavily on exports.

This year, the industry will end up exporting up to 65 per cent of production. Government support for exports will provide Indian aluminium smelters a local edge.

under FTAs. To our relief, New Delhi is reviewing some critical FTAs such as ASEAN-India FTA. A major concern for us is growing imports of scrap, which now constitute 63 per cent of the aluminium imports. Chinese restrictions on scrap imports have resulted in a major diversion of global scrap supply to India. Scrap imports are coming into the share of primary aluminium due to import duty differential of 5 per cent between primary metal and scrap, incidentally, except for aluminium, all other non-ferrous metals such as copper and zinc have identical import duty for primary metal and scrap. Worryingly, the country still lacks ISO quality standards for scrap recycling, usage and imports, resulting in dumping of sub-par and sometimes hazardous scrap into India.

How can we improve global competitiveness of Indian aluminium?

Indian aluminium exporters are at a major disadvantage vis-a-vis global competitors who are beneficiaries of various state incentives and subsidies. Our industry has to put up with the burden of unrelaxed central and state taxes and duties, constituting 18 per cent of the cost of primary metal. The industry will end up with a 65 per cent of profit. Government support for exports will provide Indian aluminium producers a level playing field vis-a-vis global suppliers.

What about reining in imports from FTAs?

The reality is that despite self-local production capacity, India's total exports are only 0.6 per cent in FY14 to 1.6 per cent in FY20. During this period, aluminium exports are upable times, from \$19 billion to \$1 billion. The industry has paid double exports to \$10 billion could well become a leading aluminium supply hub for it. This is why we want the government to implement restraints on imports and taxes on exports (RoDTEP) at the earliest.

What do you think of the government's move to cut bauxite and coal deposits auction?

It's a great idea. The new raw material security for aluminium makers and our competitive advantage is abundant reserves quality bauxite. Availability of raw material in a transparent manner will improve the domestic iron



**Mr. Ajay Kapur's interview with Business Standard**

**T&D Magazine**

**IN CONVERSATION**

**Our power plant has contributed immensely to Punjab's economy**

— Vikas Sharma, CEO and Whole Time Director, Talwandi Sabo Power Ltd

Vedanta's Talwandi Sabo plant is among India's earliest independent power producer (IPP) generation project to use supercritical technology. Tell us about how the plant has been performing in recent years, in terms of electricity generation, plant load factor, etc.

Talwandi Sabo Power Ltd (TSPL), one of India's finest power plants is a 1980-mw supercritical world-class thermal power plant in Banawali, Mansa district, Punjab. It supplies 100 per cent of the electricity it generates to Punjab State Power Corporation Ltd. The power plant is vital to Punjab's agricultural economy that depends heavily on electricity. TSPL displays globally benchmarked environment and safety practices making it Punjab's greenest thermal power plant, and

The power plant has been performing very well with plant availability of 91 per cent in FY20. The plant's efficiency, in terms of auxiliary power consumption, heat rate and specific water consumption, has improved substantially over the past couple of years. We are the largest power supplier to Punjab and our plant load factor depends on the requirement of the state.

What is roughly the quantum of carbon emissions that the plant's supercritical technology is helping forestall, annually?

Supercritical technology adopted at TSPL operates above the regime of vapor dome of the Rankine Cycle and hence the plant operates at higher cycle efficiency. The following benefits, in terms of achieving

The 1,980-mw supercritical Talwandi Sabo power plant, owned by Talwandi Sabo Power Ltd (TSPL), a Vedanta Group company, has earned several distinctions for its performance, and is today regarded as the backbone of Punjab's economy. [www.tndindia.com](http://www.tndindia.com)

**Mr. Vikas Sharma in conversation with T&D**

**Hindustan Times**

**BALCO recognized in 'Best Brands 2020'**

BALCO, one of India's pioneering aluminium producers, has been recognized as one of the Economic Times Best Brands 2020.

The prestigious recognition, synonymous with consumer trust and quality, reiterates BALCO's value as a brand that of being innovative, trustworthy, unique, ethical, adaptable, and delivering the best quality products and services to its consumers and channel partners. The 'Best Brands 2020' features successful brand stories and outlines the DNA of brands, their basic core values, and their commitment to socio-economic development.

The conferring of this recognition is an esteemed representation of the strong positioning of BALCO's reputation in the ever-challenging business environment that puts its products at par with global competitive brands. BALCO, one of India's pioneering aluminium producers is owned 49% by the Government of India and 51% by Vedanta Limited. The brand's Korla (Chhattisgarh) plant operates a 2.7 million tonnes per annum aluminium smelter and is also leader in value-added Aluminium products that find critical applications in core industries. With its world-class smelter and power plants, the company fulfills its mission of spurring emerging applications of Aluminium as the 'Metal of the Future' for a greener tomorrow.

Abhinav Paul, CEO & Director, BALCO, on receiving the accolade said, "We feel extremely honoured that BALCO has been conferred the prestigious 'Best Brands 2020' recognition. This

**BALCO recognized in 'Best Brands 2020' by ET**

**Grihalaxmi**

**अपनी जगह जरूर बनाएँ**

पहली पोस्टिंग श्रीनगर में हुई। उसके बाद उन्होंने जम्मू कश्मीर के नार्थ ईस्ट रीजन में मोलिटरी इंजीनियरिंग सर्विसेस और ओपरनेबिलिटी में अपनी सेवाएं दीं। आर्मी का हिस्सा बनने के बाद हिमानी ने कभी पछे मुझकर नहीं देखा। इसके बाद हिमानी को पोस्टिंग और भी कई जगह रही और इस दौरान उन्हें अपने करियर में कई मुश्किलों का सामना भी करना पड़ा। मगर बुलंद हौसले हिमानी को नहीं रोक पाए। उसके बाद हिमानी ने वेदांता लिमिटेड कंपनी को जवाइन किया, जहां उन्हें चीफ सिन्क्रोमेट्री ऑफिसर के पद के लिए चुना गया। हिमानी का ये करम समस्त महिलाओं के लिए गौरव का बात है। खास बात ये है कि हिमानी पूरे वेदांता ग्रुप में पहली महिला चीफ सिन्क्रोमेट्री ऑफिसर चुनी गईं। जहां वो अपनी जिम्मेदारियों को बखूबी निभाती हैं और उन्हें

**हिमानी थापलियाल**  
(सैरिस्ट्रेट कर्नल)

तू शाहीं है परवाना है काम तेरा तेरे सामने आसमां और भी हैं आसमान नो बहुत है मगर उन्हें फतह

**Women achievers in unusual professions featuring Lt. Col. Himani Thapliyal, CSO - Jharsuguda**

**EPC World Magazine**

**The Green Metal, Aluminium, is the Metal of the Future**

by **Ajay Kapur**, CEO - Aluminium & Power Business, Vedanta Limited

**Feature on why aluminium is the metal of the future**

**ET CIO**

**Vedanta invests in automation to stay relevant in the metal industry**

The multi-billion group is betting big on industry 4.0 and digital technologies to stay ahead of the game.

As the global population grows, demand for metals continues to rise. Aluminium is the second most important metal in the world and the metal industry plans to invest substantially in digital operation solutions over the next five years across the globe. This investment is translating into an increasingly advanced level of digitalisation and integration, resulting in substantial operational cost savings, safety, and sustainability of the business as well as social inclusiveness.

Apart from digital technologies, companies in the metal industry are infusing AI into Industry 4.0. The technology allows manufacturing heightened connectivity and automation to add value to operations and products and to develop new kinds of offerings to address their markets, which is the need of the hour for the aluminium sector in India to sustain and re-invent itself.

Vedanta Ltd - Aluminium & Power is one of the India's largest Aluminium producers which can never go out of business and has to ensure operational continuity even during the lockdown. The company has put industry 4.0 and other automation technologies as a priority in its corporate tech strategy.

**Vedanta aluminium featured in ET CIO**

FOR MORE EXCITING STORIES CONNECT WITH US ON SOCIAL MEDIA



Got something interesting to share? Please share your comments and feedback on [AluminiumPower.Communications@vedanta.co.in](mailto:AluminiumPower.Communications@vedanta.co.in)