

# Vedanta Jharsuguda Observes World Quality Month Through Several Awareness Initiatives

Jharsuguda, December 1, 2025: Vedanta Aluminium, India's largest aluminium producer, concluded a month-long series of high-impact awareness-building initiatives centered around World Quality Week (10-14 November) at its mega aluminium plant in Jharsuguda. Aligned with this year's theme 'Quality: Think



Differently', the campaign sought to encourage employees and business partners to challenge conventional approaches and inspire them to adopt innovative approaches towards achieving operational excellence and world-class quality. The celebrations commenced with a Quality Awareness Rally featuring over 1500 participants, which focused on spreading the message of reimagining quality through fresh perspectives. Reflecting on the success of the initiative, Mr. C. Chandru, CEO - Vedanta Jharsuguda, said at Vedanta Jharsuguda, quality is at the core of everything we do, a concept that we imbue as a culture, responsibility, and our promise to every stakeholder. With the successful culmination of World Quality Month, Vedanta Jharsuguda reaffirms its commitment to building an environment where quality is embedded into every action, decision, and process