

Vedanta Aluminium Strengthens Zero Harm Mission Through Wide-Ranging Road Safety Campaigns in Odisha

Bhubaneswar : Vedanta Aluminium, India's largest producer of aluminium, marked the 37th National Road Safety Month 2026 with coordinated, high-impact road safety initiatives across its operations in Jharsuguda and Lanjigarh, engaging over 2,000 employees, business partners, and the local community, to promote safer mobility and responsible road behaviour across



the communities it serves. Partnering with local authorities and community stakeholders, the company rolled out high visibility campaigns promoting responsible driving behaviour, road discipline and life safety. Under the theme S a d a k Suraksha, Jeevan Raksha, multiple public engagement activities. Commending the initiative, Rajiv Kumar, CEO,

Vedanta Aluminium, said, Road safety demands awareness, discipline and a shared commitment from organisations and communities alike. Our efforts were directed at deepening awareness and empowering employees, partners and communities to embrace safe road practices as a daily discipline, helping create meaningful behavioural change.