

Seva at Sundown: Vedanta Aluminium wraps up Rath Yatra relief efforts with hydration, meals and medical aid across Puri and operational sites

BHUBANESWAR, JULY 27

COMMEMORATING the grand conclusion of Rath Yatra and Bahuda Yatra 2026, Vedanta Aluminium Metal Limited, India's largest producer of aluminium, extended comprehensive welfare services, essential ground support, and hydration drives across Odisha. As part of its overarching festive outreach for devotees, the company distributed 3,00,000 water bottles to the Puri district administration, alongside 40,000 glucose drinks, 10,000 community meals, 5,000 ORS packets, and 3,000 Nirmalya (Dry Prasad of Lord Jagannath) packets directly to visiting pilgrims. Additionally, 200 umbrellas were provided directly to on-duty government officials to support them during ground operations.

Driven by a spirit of local community care around its Lanjigarh and Koraput operational sites, Vedanta Aluminium's teams mobilized

across Laxmipur and Kakriguma to offer direct relief during the celebrations. Spearheaded by the Kodingamali site, strategically located refreshment points distributed 40,000 glucose drinks and 5,000 ORS packets, providing much-needed sustenance and energy to more than 30,000 visiting devotees. Extending the festive spirit to its operations at BALCO in Korba, Chhattisgarh, the company brought together nearly 4,000 employees, partners, and community members for traditional rituals alongside local cultural performances and Bhandara meal distribution serving over 4,000 devotees.

Marking the culmination of Rath Yatra and Bahuda Yatra 2026, Vedanta Aluminium Metal Limited, India's largest producer of aluminium, undertook an extensive seva-led outreach initiative across Odisha and Chhattisgarh to support devotees participating in one of eastern India's largest cultural and spiritual gatherings.

Anchored in the values of community care, public service and cultural stewardship, the initiative benefited over 5 lakh devotees through a wide range of welfare and support measures. Working in close coordination with local administrations and community stakeholders, the company facilitated the distribution of 3 lakh water bottles, 40,000 glucose drinks, 10,000 community meals, 5,000 ORS packets and 3,000 packets of Nirmalya (dry prasad of Lord Jagannath), while also providing over 200 umbrellas to government personnel engaged in managing festival operations and ensuring the well-being of pilgrims during the celebrations.

Extending from the pilgrim corridors of Puri to Vedanta Aluminium's operational regions in Odisha and Chhattisgarh, the initiative reflected a shared commitment to enhancing the festival experience for devotees and host communities alike. In Puri, the company partnered with the



district administration to strengthen on-ground arrangements for the influx of pilgrims. Around Lanjigarh and Koraput, strategically positioned refreshment points in Laxmipur and Kakriguma provided hydration and wellness support to over 30,000 devotees, helping them navigate the festivities comfortably amid large crowds and summer conditions. At BALCO in Korba, Chhattisgarh, the spirit of Rath Yatra brought together nearly 4,000 employees, business part-

ners and community members for traditional rituals, cultural performances and a community Bhandara that served over 4,000 devotees, underscoring the festival's enduring message of devotion, service and collective celebration.

Speaking on the occasion, Rajesh Kumar, CEO, Vedanta Aluminium, said, "The sacred Rath Yatra and Bahuda Yatra represent the cultural heartbeat and spiritual identity of Odisha, and it is our privilege to extend our support to the

laks of devotees participating this year. Beyond industrial growth, our commitment lies in serving the health, safety, and well-being of the people in our communities. Through these multi-faceted ground initiatives, we are honored to contribute to a comfortable, safe, and meaningful festival experience for pilgrims and hard-working civic officials alike."

Expressing gratitude for the arrangements on the ground, Durga Debi Sahu, a devotee from Laxmipur, Odisha, said, "Standing in the heat for hours among huge crowds during Rath Yatra and Bahuda Yatra is really exhausting. Having volunteers right there handing out cold glucose drinks and ORS was a massive relief for my family and everyone around us. It's small, practical help like this that makes a huge difference when you're out on the streets all day."

Echoing similar sentiments, Suresh Naik, a pilgrim who travelled from neighbouring Chhattisgarh, shared,

"Travelling from another state with family for the Yatra can be stressful, especially when it comes to finding basic food and water in the middle of lakhs of people. Getting hot meals, clean drinking water, and sacred Nirmalya served so smoothly made our entire trip much easier. It was great to see such genuine hospitality extended to visitors like us."

Beyond supporting one of the region's most cherished cultural celebrations, the initiative reflects Vedanta Aluminium's wider vision of community development rooted in participation, care and shared progress. In FY26 alone, the company's social impact programmes reached over 8 lakh beneficiaries across healthcare, education and livelihood enhancement. As it continues to work alongside communities, Vedanta Aluminium remains focused on creating enduring value while celebrating the cultural traditions that unite and inspire generations.