

Vedanta Aluminium Commences Rath Yatra 2026 Celebrations Across Its Operations

Bhubaneswar, (correspondent)\:: Reinforcing its deep-rooted commitment to preserving Odisha's cultural heritage and rich traditions, Vedanta Aluminium is celebrating Rath Yatra 2026 through extensive community service efforts and pilgrim welfare measures in the vicinity of the Lord Jagannath Temple in Puri, and by organising vibrant cultural initiatives across its plant locations in Odisha and Chhattisgarh. Through these efforts, the company aims to support lakhs of devotees and bring together employees, business partners, and local communities in celebrating one of Odisha's most significant and widely-revered festivals. Guided by the ethos of seva, the selfless pursuit of serving others without expectation, Vedanta Aluminium's Rath Yatra



initiatives are dedicated to supporting devotees, strengthening community bonds and preserving Odisha's rich cultural heritage. The company's initiatives include food and drinking water distribution, volunteer assistance for pilgrims, organising devotional and cultural programmes, promotion of traditional art forms, and support for community celebrations.

Undertaken in close collaboration with local authorities and complemented by environmentally responsible practices, these efforts aim to provide a safe, inclusive and fulfilling experience for all devotees while honouring the timeless legacy of Lord Jagannath. Commenting on the occasion, Rajesh Kumar, CEO, Vedanta Aluminium, said, "Rath Yatra is a celebration of faith, service and

togetherness that reflects the cultural soul of Odisha. At Vedanta Aluminium, we are honoured to join our communities in celebrating this long-cherished tradition through initiatives that promote pilgrim welfare, preserve our rich cultural heritage and bring people together. We remain committed to strengthening our partnership with the communities of Odisha by supporting traditions

that inspire unity, service and collective pride." At Jharsuguda, Odisha, the Rath Yatra celebrations brought together more than 10,000 employees, business partners and members of the local community in a grand celebration of faith, devotion and cultural heritage. The week-long festivities will feature devotional music, theatre, dance and community driven cultural programmes, creating a vibrant atmosphere of spiritual fervour while strengthening bonds. At the company's alumina refinery in Lanjigarh, Odisha, this year's Rath Yatra marked a historic milestone as the plant's employee township observed its first ever Rath Yatra at its newly-established Jagannath Temple. The celebrations witnessed enthusiastic participation with over 2000 devotees receiving prasada.