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Vedanta Aluminium extends 'seva' to lakhs of devotees during Rath Yatra

COMMEMORATING Rath Yatra 2026, Vedanta Aluminium, India's largest producer of aluminium, has extended essential welfare services to over 5 lakh pilgrims so far during the annual Rath Yatra in the sacred city of Puri, in addition to providing 7000+ community members with comprehensive care and hospitality services during the festival.

To help ensure the comfort, safety, and well-being of the lakhs of devotees visiting Puri from around the world, the company mobilized a dedicated task force of 100 volunteers to execute round-the-clock ground services across key festival locations.

Through the extensive dis-

tribution of nutritional meals, specialized cooling refreshments, and a grand showcase of local artistry, Vedanta Aluminium actively collaborated with local civic authorities to celebrate and sustain Odisha's profound spiritual legacy through its community building efforts.

Anchored in the spirit of 'seva' (selfless service), the company established a high-capacity base camp and a mega 'Arma Chatra' community kitchen near the Jagannath Temple to cater to the immense footfall.

The volunteer task force supported crowd management and distributed thousands of hot, hygienic meals daily alongside breakfast packets, Maha Prasad servings, and vital hydration support like ORS and



drinking water.

To uphold public safety and environmental responsibility at scale, Vedanta worked closely with the government administration, deploying dedicated infrastructure support while integrating eco-friendly practices such as biodegradable plates and strict waste-management systems across its service zones.

Speaking on the scale and spirit of these initiatives, Rajesh Kumar, CEO, Vedanta Aluminium, said, "The sacred Rath Yatra is a vivid expression of Odisha's cultural heartbeat

and identity, and it is our privilege to celebrate this important occasion by extending our multifaceted support to over 5 lakh devotees so far this year. These efforts reflect our deep reverence for the state's rich heritage and our unwavering commitment to serving its people. By combining essential ground support with a celebration of traditional arts, we hope to enrich the spiritual journey of pilgrims while reinforcing our role as a dedicated partner in the state's holistic growth."

To elevate the festive experience, Vedanta Aluminium facilitated a rich cultural showcase featuring a devotional Bhajan Samaroha, classical Odissi dance performances, and a landmark sand art installation by acclaimed artist Manas

Kumar Sahoo at Puri Beach. Reflecting the grand celebrations in Puri, the company simultaneously hosted Rath Yatra festivities across its plant residential townships in Jharsuguda and Lanjigarh.

These celebrations also featured community chariot-pulling and community kitchens, uniting thousands of employees, their families, and local communities in shared devotion.

Vedanta Aluminium has consistently served as Odisha's partner in progress, anchoring its long-term vision in the state's socio-economic empowerment and growth. Over the years, the company has heavily invested in creating robust grassroots community infrastructure, generating thousands of direct and indirect livelihoods, and transforming local industrial landscapes.

By integrating MSMEs into its value chain, Vedanta Aluminium has also helped a resilient economic engine that empowers local youth and drives sustainable development across the state.

Vedanta Aluminium's community interventions extend to diverse areas such as education, women empowerment, livelihood generation, and healthcare to strengthen the societal fabric of Odisha. From running mobile health vans in remote villages to establishing world-class sports academies and nurturing traditional Odia art forms like Dhokra and Saura art, the company has systematically worked to ensure enhanced quality of life for Odisha's rural communities.