

BemisALBharat: Vedanta Aluminium Marks India's 80th Independence Day, Celebrating a Nation in the Making

BHUBANESWAR, (correspondent): On the occasion of India's 80th Independence Day, Vedanta Aluminium, India's largest aluminium producer, celebrated the country's nation-building journey through its campaign #BemisALBharat – In the Making, highlighting how aluminium, technology, skills, and people are shaping a stronger, more self-reliant, and future-ready India. Built around the thought 'India in the Making, Turning Possibility into Reality,' the campaign draws a parallel between the transformation of alumina into aluminium and India's ongoing evolution into a globally competitive



manufacturing and economic powerhouse. At the heart of #BemisALBharat is a celebration of the people, ideas and innovations shaping India's future. Through stories of manufacturing excellence, skill development, livelihood and the growing participation of women, the campaign highlights the many forces driving the nation's progress. Speaking on

the occasion, Rajesh Kumar, CEO, Vedanta Aluminium, said, "India's growth story is being shaped by the ambition, talent and enterprise of its people. Through #BemisALBharat, we celebrate the ideas, innovations and collective effort that continue to propel the nation forward. As a foundational material for infrastructure, mobility, energy and manufacturing, aluminium

plays a vital role in enabling India's development. At Vedanta Aluminium, we are committed to helping build the foundations of a Viksit Bharat through responsible manufacturing, innovation and sustainable growth. The spirit of #BemisALBharat resonated across Vedanta Aluminium's operations in Jharsuguda, Lanjigarh, Bhawanipatna, Rayagada and BALCO, bringing together employees, students and neighbouring communities in a shared celebration of India's 80th Independence Day. At Lanjigarh, the occasion was marked by the inauguration and hoisting of a High-Mast National Flag by Mr. Pranab Kumar

Bhattacharyya, CEO, Alumina Business, VAML, followed by a ceremonial parade and the felicitation of exemplary workers and security personnel. The celebrations extended to DAV Vedanta International School, where students showcased patriotic and cultural performances in the presence of senior leadership, while the Har Ghar Tiranga initiative reached over 250 households across six neighbouring villages. In Bhawanipatna and Rayagada too, flag-hoisting ceremonies, cultural programmes and community engagements fostered a spirit of national pride and collective celebration.