



VEDANTA TAKES FORWARD ITS 'BRAVEHEARTS' CAMPAIGN

Celebrates unsung heroes for their efforts to reinvent themselves & serve societal needs

New Delhi/Mumbai, August 25, 2021: As a part of its unique digital campaign 'Bravehearts', Vedanta Group, India's leading producer of metals and oil & gas, is rolling out a new video tomorrow featuring Meera Shenoy, change maker and founder of Youth4Jobs, an online platform focusing on education and employment of people with special needs.

The 'Bravehearts' campaign salutes the unsung heroes who went beyond their call of duty during the Covid pandemic, creating an impact through their compelling real-life stories and humanitarian efforts.

Speaking on the occasion, President, Communications and Brand, Vedanta, Roma Balwani said, "Vedanta's Bravehearts campaign is an opportunity to celebrate the "real heroes" who have been giving hope to positively make a difference and impact members of society. Meera's hard work has resulted in providing employment opportunities to the specially abled who have overcome Disability to Ability thereby creating a platform of equality amongst all. It's stories like these that motivate us especially during these trying times, and teach us that with a little effort we can overcome any obstacle. We at Vedanta are proud to be able to make these stories come to life and be heard".

About the Meera Shenoy Bravehearts Video

Vedanta plans to release a series of short videos depicting and showcasing stories of "Braveheart" individuals. This video film opens with a sequence of Meera Shenoy helping a student do a primary job of putting a thread through a needle, but it makes the viewer realize how challenging that could be. Meera shares her teaching experience pre-pandemic and importance of education now more than ever to help these determined youngsters. Towards the end, the film depicts the impact of her online programme through happy visuals of students at work and Meera supporting them online as it relates the tale of hope and positivity.

Vedanta has also launched its brand campaigns 'Desh Ki Zarooraton Ke Liye' and 'Aatmanirbhar Bharat ke liye', with the aim of creating awareness about metals and its potential to contribute towards a self-reliant India. Through this campaign, the company highlights how Vedanta contributes to the day-to-day life of people with its diversified offering, including oil and gas, zinc, lead, silver, copper, iron ore, steel, and aluminium and power.

Vedanta has been at the forefront of the country's battle against Covid-19. The company took the lead in supporting local communities, migrant workers, feed stray animals, set up field hospitals, diverted oxygen from the plants for medical use. The 10 field hospitals which were set up in record time provided support to Covid patients, and will come handy of the



third wave hits us as predicted. Vedanta has vaccinated more than 1 lakh employees, business partners and families and plan to facilitate 5 lakh vaccinations for communities as well.

Link to the #Meera Shenoy #Bravehearts film: <https://youtu.be/6Stptms17Js>

About Vedanta Limited

Vedanta Limited, a subsidiary of Vedanta Resources Limited, is one of the world's leading Oil & Gas and Metals company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa, Namibia, and Australia. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. The company's flagship social impact program, Nand Ghars, have been set up as model anganwadis focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development. Under the aegis of the Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, the Vedanta group has pledged Rs 5000 crore over the next five years on social impact programmes with a thrust on nutrition, women & child development, healthcare, animal welfare, and grass-root level sports. Vedanta and the group companies company have been featured in Dow Jones Sustainability Index 2020, and was conferred Frost & Sullivan Sustainability Awards 2020, CII Environmental Best Practices Award 2020, CSR Health Impact Award 2020, CII National Award 2020 for Excellence in Water Management, CII Digital Transformation Award 2020, ICSI National Award 2020 for excellence in Corporate Governance, People First HR Excellence Award 2020, 'Company with Great Managers 2020' by People Business and certified as a Great Place to Work 2021. Vedanta's flagship Nand Ghar Project was identified as best CSR project by Government of Rajasthan. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange in India and has ADRs listed on the New York Stock Exchange.

For more information please visit www.vedantalimited.com

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