



**SUSTAINABLE & RESPONSIBLE  
DEVELOPMENT**

## ESL WEBSITE REDESIGNING

**ESL Steel Limited,**  
(a subsidiary of Vedanta Limited)  
**REGISTERED OFFICE :**  
Siyaljori, P.O. Jogidih, O.P. Bangaria, P.S. Chandankyari,  
Bokaro, Pin - 828303, Jharkhand, India

## EXPRESSION OF INTEREST



**Vedanta Limited**, a subsidiary of Vedanta Resources Limited, is the world's leading Oil & Gas and Metals Company, and one of the largest producers of Oil & Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa, Namibia, and Australia.

**ESL Steel Limited**, a subsidiary of Vedanta Limited, operates 1.5 Million Ton Per Annum (MTPA) integrated steel plant near Siyaljori village in the Bokaro district of Jharkhand. ESL has established excellence at every stage of production by bringing international expertise and solution from reputed manufacturers.

We invite **Expression of Interest (Eoi)** from all reputed digital agencies who follow global best web development practices, to create our corporate website. The intended website should reflect Vedanta's futuristic and progressive approach towards transforming the world for the better green technologies and disruptive business innovation with respect to our ESG initiatives.

The vendor must have end-to-end capabilities in designing, developing and maintaining the website with proven expertise in providing a great user experience, CRM, content, design, technology and maintenance services. Here are the list of scope of work:

- Mobile-first website
- Multilingual & Accessible UX
- Robust technical architecture with all inbuilt optimization tools - minimum load time, well indexed and improved searchability
- High-end design thinking to create effective content - dynamic, user-need-based, analytical & data-driven approach, SEO-friendly, video laden and interactive graphics that can well engage and communicate brand messaging
- An active blog to leverage content to highlight our value proposition and innovations
- An advance analytical dashboard to provide valuable insights on user behavior
- A dedicated resource for updates and maintenance

Interested parties/individuals of good repute and having proven track record may send their Eoi and suitable credentials at the below mentioned mail ID within 7 days from the publication of this advertisement: [esl.bids@vedanta.co.in](mailto:esl.bids@vedanta.co.in)

