

## Branding Agency for TMT Retail in Bihar and Jharkhand



**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.

Supporting India's vision of 'Atmanirbhar Bharat' with a key focus on empowering all our customers, Vedanta is pleased to invite Expression of Interest from reputed Branding Agencies for its' TMT Retail Launch' in Bihar and Jharkhand market for the following:

- Design ATL:BTL Mix
- Compile marketing budget split amongst ATL:BTL
- Prepare marketing collaterals/creatives – banners, ads, etc.
- Media Planning and buying
- Launch event planning + influencer meets planning
- Identify and on-board brand ambassador

Interested parties are requested to send their EoI/documets/queries via e-mail to: [EOI@vedanta.co.in](mailto:EOI@vedanta.co.in). Pls fill the form at: [tinyurl.com/VedantaEoi](https://tinyurl.com/VedantaEoi). Last Date to submission of EOI: 30th September'21

**V-XEGA**  
TMT BAR

**V-WIRRO**  
WIRE RODS

**V-DUCPIPE**  
DI PIPES