vedanta iron & steel
ESL Steel Limited

EXPRESSION OF INTEREST

APPOINTMENT OF AGENCY FOR 360° DIGITAL MARKETING

Vedanta Iron & Steel Limited, a subsidiary of Vedanta Resources Limited, is an integrated iron and steel enterprise with a diversified portfolio spanning iron ore, steel, pig iron, ductile iron pipes, TMT rebars, wire rods, ferro alloys, and cement.

ESL Steel Limited, a subsidiary of Vedanta Iron & Steel Limited, operates an integrated steel plant near Siyaljori village in Bokaro district, Jharkhand. The company is committed to strengthening its product portfolio and expanding its market presence through a robust, customer-focused distribution network.

As part of its objective to increase market reach, ESL Steel Limited invites **Expressions of Interest** from professional Digital Marketing Agencies to enhance its digital presence, strengthen brand visibility, generate business leads, support channel and project sales, and establish ESL Steel as a preferred steel brand across key markets in the country and beyond.

Profile of an Ideal Agency

- Minimum of 5 years of experience in Digital Marketing, Brand Communication, and Social Media Management.
- Proven experience with steel, metals, mining, cement, power, EPC, infrastructure, or FMCG companies.
- Meta Business Partner accreditation with Google Ads Certified professionals.
- HubSpot, Salesforce, Zoho CRM, or similar marketing automation expertise.
- Proven track record of successful B2B and B2C lead generation campaigns.
- Capability to have in-house creative team for campaign and digital marketing.
- Provide end-to-end digital marketing services to enhance visibility of ESL Steel across all digital platforms.

Interested organizations having relevant experience and resources are invited to submit their **Expressions of Interest** on or before **30th November 2026** through the application form available at **https://forms.cloud.microsoft/r/y4N1yxarP1** or scan the QR code provided in this communication.

For any queries or support, please reach out to: **contact.esl@vedanta.co.in**