

## INVITATION TO PITCH

# CREATIVE AGENCY

Vedanta Group is a global leader in natural resources and energy, operating a diverse portfolio of world-class, cost-efficient assets. We are the world's largest producer of zinc, fourth largest producer of silver, amongst the world's top aluminium producers, India's only private oil and gas producer, and one of its largest private power producers. With an eye on the future, we are strategically expanding our business portfolio by venturing into rare earths, other critical minerals, and renewable energy.

### THE OPPORTUNITY

The Vedanta Group is on the cusp of a significant transformation, with our demerger leading to the creation of independent and agile, world-class, industry-leading entities, aimed at unlocking long-term value for all stakeholders. We invite proposals from large and mid-sized full-service agencies to infuse fresh energy, new perspectives and strong storytelling into Vedanta 2.0.



### ELIGIBILITY & REQUIREMENTS

- Capability for servicing all brand and creative requirements [mainline and digital]
- Fresh, futuristic and global look & feel to their creatives
- Proficiency in Hindi and English
- Ability to service a conglomerate of Vedanta's scale and diversity
- Prior experience of working with large B2B clients / conglomerates is desirable
- Understanding of the natural resources and energy industries, global commodity markets, investor communication, B2B product marketing, and ESG is desirable
- Understanding of socio-cultural dynamics of, and communication experience in, Indian [national, and states – Rajasthan, Gujarat, Odisha, Maharashtra, Tamil Nadu, Goa, Assam] and international markets [especially US, UK and MEA] is desirable

### SUBMISSION DETAILS

Interested agencies can formally submit their EOI by emailing to [commercial.aaf@vedanta.co.in](mailto:commercial.aaf@vedanta.co.in) and [Mohd.Mohib@cairnindia.com](mailto:Mohd.Mohib@cairnindia.com) with the following details:

- Agency profile and credentials, including group network
- Relevant experience of working with B2B clients
- Best campaign in English and Hindi

## LAST DATE TO APPLY

## 24<sup>TH</sup> MAY 2025