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Vedanta reports ₹40,000 cr in sales through metal e-store; MSMEs drive growth

The e-store is being used by a growing number of micro, small and medium enterprises (MSMEs), which now make up 60 per cent of its customer base.

ETManufacturing Desk ETManufacturing

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Vedanta Limited has announced that its digital metals procurement platform, Vedanta Metal Bazaar, has crossed a total sales value of ₹40,000 crore (approximately $4.7 billion).

The e-store, which offers more than 1,200 stock keeping units (SKUs) across metals such as aluminium, zinc, lead, and copper, is being used by a growing number of micro, small and medium enterprises (MSMEs), who now make up 60 per cent of its customer base.

The announcement coincides with National MSME Day and highlights a shift towards digital procurement in the metals sector. Vedanta Metal Bazaar is designed to simplify the procurement of non-ferrous metals by offering real-time pricing, shipment tracking, hedging, financial reconciliation, and embedded credit services through partnerships with banks and NBFCs.

According to Vedanta, the platform has seen a 240 per cent increase in active users and a 35 per cent rise in MSME registrations within six months. The e-store allows businesses to purchase required quantities without order minimums, removing reliance on intermediaries. One of its distinguishing features is integration with hedging service providers, which allows users to manage price risks directly during transactions.

Customers highlight ease of use and accessibility

Gaurav Verma, Director of Pranava Electrical Industries, said, “Vedanta Metal Bazaar is a game-changer for MSMEs. With its user-friendly platform and no minimum order policy, metal procurement has never been easier.”

Nilesh Patil, VP-Operations at Kothari Metsol, said, “This is a revolutionary platform offering ease of access and user-friendly interface for buying of zinc. It offers everything in one place and acts as a one-stop solution, from order booking to financial statements to tracking to query handling.”

Abhishek Aggarwal, owner of Sant Aluminium in Alwar, added, “As a business owner seeking a hassle-free way to buy aluminium, Vedanta Metal Bazaar exceeded my expectations. The platform is easy to use and there is no limit on purchase quantity. The feedback system contributes to better planning, and the mobile app is a handy tool for on-the-go order tracking.”

Product range and platform access

Products available on the platform include aluminium ingots, billets, wire rods, rolled products, copper cathodes and rods, special high-grade zinc, die-casting alloys, and lead ingots. It also includes access to Vedanta’s low-carbon product lines —Restora (aluminium) and EcoZen (zinc).

Vedanta Limited is a producer of critical minerals and operates across segments including zinc, silver, aluminium, oil and gas, and power. The company is also expanding into rare earths, other minerals, and renewable energy.