

Vedanta 'Tour de Thar' – India's first desert endurance cycling race for a hunger-free future in Bikaner on November 23

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Jaipur: In a first-of-its-kind landmark initiative blending endurance sport with social transformation & sustainability, Vedanta Limited, India's leading critical minerals, transition metals, energy, and technology conglomerate, is proud to be associated with Tour de Thar -- India's first ever international-level desert endurance cycling event, scheduled for November 23, 2025 at Bikaner, Rajasthan. The event will also power Vedanta's #CycleForZeroHunger campaign, under which, Vedanta will contribute towards nourishing children at Vedanta's Nand Ghars, its flagship social impact project aimed at modernizing anganwadis in rural India. Through this event, Vedanta will champion the cause of #CycleForZeroHunger, an extension of its acclaimed #RunForZeroHunger campaign, which has inspired thousands of runners nationwide. Nand Ghar being the company's flagship social impact project, Vedanta has pledged to provide Poshan Packs (nutritious supplements) to the Nand Ghar children for every Kilometer cycled during the event. Developed in partnership with the Ministry of Women and Child Development, Nand Ghar is transforming rural India by providing nutrition, healthcare, and early childhood education for children, alongside skill development and entrepreneurship opportunities for women. With nearly 10,000 centers operational across 15 states, Nand Ghar continues to ensure that no child sleeps hungry and every woman leads an empowered life. The Curtain Raiser for Tour de Thar, held in New Delhi, was graced by Arjun Ram Meghwal, Union minister for law and justice, Dr Mansukh

Mandaviya, Union minister for Labour & Employment and Youth Affairs & Sports and Vedanta leadership. Organized by the Cycling Federation of India (CFI), the event invites cyclists from across India and abroad to participate in this landmark endurance challenge. An iconic cycling event, the race will traverse the majestic landscapes of the Thar Desert, covering picturesque routes across Amritsar–Jamnagar Expressway and offering participants a one-of-a-kind experience that combines adventure with purpose. Beginning from Norangdesar to Deshnok near Bikaner, Rajasthan, it is expected to draw over 2,500 professional cyclists, adventure enthusiasts, and community riders to test their endurance, resolve and spirit against the desert wind and golden sands across three competitive categories - 100-km, 200-km, and 300-km formats. More than a sporting event, the Vedanta Tour de Thar is envisioned as a celebration of resilience, sustainability, and Rajasthani culture blended with a social cause. The event will feature folk performances, traditional art showcases, and a Sustainability Conference highlighting themes such as climate action, renewable energy, desert biodiversity conservation, and transforming the race into a mission against hunger. #CycleForZeroHunger reinforces Vedanta's commitment to Transforming for Good, ensuring that every pedal stroke fuels a child's future. Supported by Namo Fit India Cycle Clubs under the Fit India Movement, the event aligns with India's vision of a healthier and more sustainable future.