

Vedanta rolls out 'From Earth to the Sky' ad film across 1,000+ theatres

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Vedanta Limited, the world's leading producer of metals, oil & gas, critical minerals, power and technology, has taken its latest ad film to cinemas, with the film being showcased across 1,035 theatres in key markets including Delhi, Mumbai, Ahmedabad, Bengaluru, Jaipur, Udaipur, Bhubaneswar, Cuttack, Raipur, Panjim and Bokaro.

The Vedanta 2.0 ad film is built around the thought: **"Aasmaan ko chune waley raastey, zameen se shuru hotey hain"** (The paths that reach the skies begin from the earth). Through a compelling narrative, the film brings alive how the "impossible" stories of childhood imagination translate into real-world possibilities, powered by science, innovation and essential materials.

Kyunki aasmaan ko chhoone waley raastey, zameen se
Vedanta Group



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Told through the eyes of a child, the film humanises Vedanta's role in enabling progress, highlighting how metals, minerals, oil and technology form the invisible building blocks behind everyday life. From infrastructure and mobility to energy and innovation, the film connects Vedanta's work to the aspirations and realities of modern India.

The ad film positions Vedanta at the heart of progress - as a company that powers the world's dreams while remaining largely unseen in the background. By bringing this narrative to the big screen, Vedanta aims to create a stronger emotional connect with audiences and make its role in nation-building more relatable and visible.

The film is currently being screened in theatres alongside major film releases, leveraging the scale and immersive nature of cinema to drive wider audience engagement across both metro and regional markets.

This initiative is part of Vedanta's integrated communication strategy to build awareness around the critical role of natural resources in shaping modern life, while positioning the company as a future-forward, responsible and nation-building enterprise.

Marketing 21-Mar-2026 Vedanta Limited
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