

Vedanta Unveils ‘Vividh Verse’ - A Premium Magazine Where India’s Many Worlds Converge

• A premium, collectible bilingual magazine bringing together for the first time, exclusive storytelling experiences converging many worlds of aspirational India.

• Features prominent voices including Pankaj Tripathi, Shri Arjun Ram Meghwal, Sonal Mansingh, Manu Bhaker, Rahul Garg, Flipperachi and many more that are shaping contemporary India

New Delhi, 2026: Vedanta Limited today unveiled **Vividh Verse**, a limited-edition collectible, premium, bilingual magazine that for the first time brings together India’s storytelling experience through most unseen, unheard and carefully curated narratives on culture, public policy, entrepreneurship, AI, sports, grassroots India, and more, thoughtful conversations, and curated storytelling.

In a rapidly evolving digital landscape, Vividh Verse offers a rare pause in print—a space where ideas breathe, stories inspire, and India’s many worlds and perspectives converge. Conceived as an exclusive and unique storytelling collectible available in both print and digital formats, each issue is a tapestry of voices from India’s heartland, classrooms, factory floors, start-ups, and cultural corridors, reflecting both the timeless traditions and bold aspirations of our nation on the move. It brings together perspectives from artists, entrepreneurs, policymakers, innovators and changemakers shaping modern India.

In his foreword, **Anil Agarwal, Chairman, Vedanta Group** said, *“Nation-building cannot be limited to building huge infrastructure or creating billion-dollar businesses. It is essentially about creating opportunities, nurturing industries, empowering women, and ensuring that children receive the right nutrition and education. Most importantly, it is about believing in India’s potential and giving it a platform. Vividh Verse is born out of that very belief. A belief that stories have the power to change mindsets and shape the future.”*

“This magazine is dedicated to the millions of Indians who, through their hard work, are steering the nation forward. In such times of uncertainty and hope, what we need is not noise but clarity of thought. This magazine is a step towards that clarity”, added Anil Agarwal whose vision anchors this initiative.

Thoughtfully curated and visually immersive, it is only in the inaugural issue of Vividh Verse that you will discover diverse and unique perspectives from eminent voices.

Union Law Minister Arjun Ram Meghwal reflects on how the Constitution empowers ordinary citizens: “My journey was not the result of individual brilliance alone; it was made possible because the Constitution of India levelled the playing field.” **Padma Vibhushan Dr. Sonal Mansingh** on India’s living civilisational wisdom: *“To preserve the Indian civilisation is not merely to remember the past, but to live its values consciously.”* Acclaimed Bollywood actor **Pankaj Tripathi** on authenticity in a fast-changing cultural landscape: *“Likes nahin, life ke anubhav zaroori hain”*. From sport, **Olympic medallist Manu Bhaker** reflects on discipline and resilience: “Achieving sporting excellence is a process, one that must be supported regardless of hurdles.” From enterprise, founder of startup turned **unicorn, Moglix Rahul Garg** challenges structural inertia with a direct question: “Why should India’s factories operate like it’s still the 1990s?” From music and cultural reinvention, Dhurandhar movie fame **Flipperachi** notes: “If people from another culture connect with your sound, that’s the highest compliment,” while Lokesh Anand shares, “Young listeners are hearing the shehnai beyond

weddings for the first time... that makes me incredibly happy.” DJ Outlaw adds, “The idea was to make something you feel before you think.” Together, these perspectives reflect the diversity and ambition of contemporary India.

Beyond thought leadership, the magazine journeys into rising digital trends, grassroots entrepreneurship, wellness traditions, food festivals, and even the role of AI in reshaping education.

What further distinguishes Vividh Verse is its curated exclusivity. Every edition is designed as a collectible cultural object that includes a specially commissioned, limited edition framed artwork, reinforcing the idea of the magazine as something to keep, revisit and preserve.

As a general interest magazine, it positions itself at the intersection of culture, ideas and contemporary India. Future editions will continue to feature diverse perspectives and changemakers whose journeys collectively reflect India’s evolving social and cultural landscape.

Through Vividh Verse, Vedanta invites readers not just to read, but to own a piece of India’s evolving story on many worlds that make India extraordinary—and to keep it.

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If you cherish thoughtful stories, inspiring journeys and curated insights from across India, we warmly invite you to email vividhverse@vedanta.co.in to request a complimentary copy of Vividh Verse magazine, along with your feedback and contributions for the upcoming editions. Kindly include your full name, email, mobile number, complete postal address with PIN code, and whether you'd like updates, newsletters and exclusive offers.

Selected readers will enjoy a free issue delivered to their doorstep. Limited copies available.



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