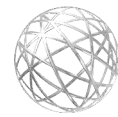




**MARCH 8 #InspireInclusion**

**HAPPY INTERNATIONAL WOMEN'S DAY**



INTERNATIONAL  
**ALUMINIUM**

Aluminium, shaping a better tomorrow

# 'Aluminium is the metal of the future'

Sonal Choithani, Vedanta Aluminium



**Sonal Choithani, Chief Brand & Communications Officer at Vedanta Aluminium, shares her passion and excitement about being a part of the aluminium industry.**

## How did you come to work for the aluminium industry?

I have been a part of the aluminium industry for over five years now. My experience before this was largely in banking and financial investment firms. After intangible financial products, the physicality of the heavy engineering and metal production industry spoke to the storyteller in me.

When I went for my job interview at Vedanta, it was with a certain amount of trepidation. After all, aluminium was not one of the more glamorous metals, unlike lithium or chromium these days. However, during the interview, the then CEO highlighted how aluminium is considered the metal of the future as all future clean technologies will be aluminium-intensive. That was the moment I was sold on the idea of joining the aluminium industry. Indeed, all our messaging still resonates around the fact that aluminium is the undisputed "Metal of the Future".

## What about the aluminium industry most excites you?

Aluminium's story deserves to be told, and told well, and this presents an exciting opportunity. As an extremely versatile metal, aluminium stars in everyday objects and futuristic applications with equal elan. The metal itself, the way it is produced, its multiplier effect on the growth of industries and development of rural communities, its endless potential to lend itself to emerging applications, its superpowers of recyclability, superior strength-to-weight ratio, corrosion-resistance etc. are all fascinating aspects.

The staggering width of stakeholders in the world of aluminium is also remarkable – from multinational customers and worldwide supply chains to global investors and community members in the remote villages near our operations.

## What do you think is the most pressing issue facing women today in the aluminium sector?

At Vedanta, we put significant efforts into ensuring that both men and women find it rewarding to pursue

careers in this sector, as an equal opportunity employer. So I prefer to reframe "pressing issues" as a pressing responsibility that women in the sector have. It is incumbent upon them to pave the way and make it easier for more women to opt for these careers.

Women already in the industry must role-model and share with other women why careers in the aluminium industry are rewarding and slated to become extremely sought-after in the near future. They must ensure that any difficulties they faced are ironed out for the women who join the sector after them so they in turn can smooth the road ahead for others who follow.

## What is your advice for young women aspiring to work in the sector?

First, take extreme ownership of your role, your job, your vocation. You are the CEO of your career, and it is an abiding and exciting responsibility.

Second, this is a growing sector, so career trajectories are also going to be accelerated. To be at your most effective, it is a must to understand the entire value chain from mining and raw material sourcing to how the metal is produced and how customers finally consume it and everything in between. Leveraging this knowledge opens the possibilities of how you do your job and makes you deliver more value and, hence, become more valuable.

## Can you highlight some of your career successes?

My most cherished success at Vedanta Aluminium is launching India's first low-carbon "green" aluminium, branded Restora, and an ultra-low carbon variant, Restora Ultra.

A close second is contributing to Vedanta Aluminium's ESG excellence journey and articulating it compellingly enough for us to secure the 1st rank in the S&P Global Corporate Sustainability Assessment 2023 rankings.

My most recent accomplishment has been spearheading the launch of Vedanta Metal Bazaar, the world's largest online superstore for primary aluminium products.

**Take extreme ownership of your role, your job, your vocation.**