

# Vedanta Aluminium to offer 360-degree solutions to buyers on its Metal Bazaar platform

**Subramani Ra Mancombu**  
Chennai

Vedanta Aluminium plans to have more app-based features on its online platform Metal Bazaar so that most of the transactions can be done on mobile phones while it is looking to offer price risk management, its Chief Marketing Officer (CMO) Alok Ranjan has said.

“Currently, we have initiated hedging, which is one of the few electronic platforms doing this. Going forward, we can extend these services to give a complete 360-degree solution bundled with financing or logistics companies,” he told *businessline* in an online interaction.

Vedanta Metal Bazaar (VMB) is mulling to leverage its house expertise. It also works with a lot of start-ups under ‘Vedanta Spark’, where the productivity of



Alok Ranjan, Chief Marketing Officer, Vedanta Aluminium

new-age companies is improved.

“So how to extend that functionality to all our customers through this platform will be something which we still need to work on,” said Ranjan.

VMB has solutions designed around customers’ needs and Vedanta, India’s largest aluminium producer, will continue to evolve using the online platform.

VMB is transforming the

buying behaviour of small and medium enterprises (SMEs). In just six months since its launch in January-February, utilisation by SMEs has increased by 35 per cent, and active users have surged by 240 per cent.

According to Vedanta, the online platform aligns with the evolving needs of Digital India by providing seamless access to quality aluminium products. It offers facilities for instant orders, price locking and real-time shipment tracking

## KEY FEATURES

The platform has key features such as price booking (LME hedging), ledger (financial reports), and dispatch visibility (live shipment tracking and documentation).

“Since January 2024, Vedanta Metal Bazaar has generated more than 150 leads, including 45 for exports,” a

company statement said.

Ranjan said there had been a big shift from traditional aluminium sourcing, which involves managing multiple tasks to something which is very simple. “At the click of a button with complete transparency, the entire transaction can be done,” he said.

One of the features of VMB is artificial intelligence-based price discovery integrated into the platform.

“It digs into a lot of data. Depending on the price conditions of the market and buyers’ purchase history, it develops a replicable pattern.”

“It empowers customers to make an informed decision based on stock requirements, suitability based on current market trends and the inventory throughout the chain. It is disrupting the way aluminium was being purchased earlier,” said the Vedanta CMO.