

Vedanta supports the Jaipur Literature Festival at Southbank in London

Vedanta sponsored the Kutle Khan project, a unique collective of musicians who embody the rich and rhythmic traditions of Rajasthani folk music.

Delhi, India, 18 May, 2015: India's iconic Jaipur Literature Festival showcased myriad hues from its heartland in the second edition of JLF at Southbank in London. Described as 'the greatest literary show on earth', the Jaipur Literature Festival, held on 16 May and 17 May, put India on the map, making its way onto the bucket lists of authors and literary lovers alike. The festival is a uniquely electrifying experience that sets serious literary dialogue amidst a backdrop of mystic rhythms and incredible creative energy. The legendary magic of JLF returned to London for a second year this weekend, bringing with it a creative caravan of writers and thinkers, poets and balladeers.

"The cultural connectivity through literature invokes a celebration of unity, diversity and the creative potential of talents, and we are happy to be a part of this literary pilgrimage that transcends boundaries to present the finest conversations, experiences and imaginations," said, **Anil Agarwal, Chairman, Vedanta Resources Plc**, adding that, "The festival is of significance to Vedanta, as we partner Rajasthan's growth through our presence in the state, while today, we are celebrating 'Jaipur – on – Thames', in London, where we have our company's headquarters." The company's shared destiny approach has benefited almost 2 million people in Rajasthan where there have been significant investments of over \$ 20 million in corporate social responsibility initiatives in the financial year 2015.



At the festival, the Kutle Khan project was supported by Vedanta Resources, a diversified natural resources group that has a strong association with Rajasthan through Hindustan Zinc and Cairn India. Folk music and dance is an integral part of the social fabric of Rajasthan and the Kutle Khan Project is a unique collective of Rajasthani folk musicians who embody the rich and rhythmic traditions of Rajasthani folk music.

Among the myriad of sessions at JLF @ Southbank, many-a-tale are from the country of its origin – India. Co-directed by authors William Dalrymple and Namita Gokhale, JLF @ Southbank is produced by Teamwork Arts, a pioneer in the performing arts space.

About the Jaipur Literature Festival

The Jaipur Literature Festival is the world's largest free literary festival, celebrating national and international writers, and encompassing a range of interests spanning film, music and theatre. The festival has hosted world renowned authors including Orhan Pamuk, J.M. Coetzee, John Berendt, Kiran Desai, Christopher Hampton, Ian McEwan, Vikram Seth, Wole Soyinka, Salman Rushdie, Pico Iyer, Simon Schama, Thomas Keneally, Hanif Kureishi, Vikram Chandra, Michael Frayn, Stephen Frears, Alexander McCall Smith, Donna Tartt, Tina Brown, Shashi Tharoor, Mohammed Hanif, Paul Zacharia, among many others. The directors of the ZEE Jaipur Literature Festival are William Dalrymple and Namita Gokhale and produced by Sanjoy K. Roy and Sheuli Sethi of Teamwork Arts.
www.jaipurliteraturefestival.org

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