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ECONOMY & POLICY

Hindustan Zinc Sets Stage for Vedanta Udaipur World Music Festival

📅 06 Feb 2025 ⌚ 5 Min Read ✍️ CW Team

The countdown to Vedanta Udaipur World Music Festival 2025, presented by Hindustan Zinc, has begun with the unveiling of its official poster and artist lineup at a special event at the Hindustan Zinc Ltd., Udaipur premises. The festival will be a confluence of Indian and global music – classical rock and folk, traditional and modern music, and will once again transform Zinc City – Udaipur into a vibrant hub of music and culture from February 7 to 9, 2025. In a bigger, brighter avatar, this year, the festival aims to celebrate the preservation and propagation of Rajasthan's

Presented by Hindustan Zinc and Department of Tourism, Government of Rajasthan and conceptualized by SEHER – an organization dedicated to democratizing art and culture, the festival reaffirms its commitment to making world-class music accessible to all with free entry for attendees.

Over the years, the festival has grown to become Asia's most sought-after celebration of world music, attracting a footfall of over 55,000 attendees annually. With performances featuring over 22 bands from more than 15 countries, including Argentina, Iran, Sweden, Spain, Ivory Coast, Kurdistan, Germany, Hungary, Reunion Island, and many more, the festival offers an unparalleled opportunity to experience music from all corners of the world. For many of these international artists, this will be their first-ever performance in India. In addition to globally renowned acts, the celebration will also showcase a stellar lineup of Indian talent, including Shaan, Karsh Kale, Kanika Kapoor, Faridkot, Sukriti-Prakriti, Euphoria and Western Ghats, among others.

The music festival will unfold across three distinct locations in Udaipur, each offering a unique musical experience. Mornings at Manji Ka Ghat (February 8th and 9th, 8 AM – 10 AM) will feature serene, meditative performances set against the picturesque views of the famed City Palace and Jag Mandir. Afternoons at Fateh Sagar Paal (February 8th and 9th, 3 PM – 5 PM) will host a soothing blend of world music, featuring romantic melodies that create the perfect setting to relax and immerse in diverse musical traditions. As night falls, the festival will take place at Gandhi Ground (February 7th – 9th, 6 PM – 10 PM), where high-energy performances will offer a spectacular conclusion to each day.

Mr Arun Misra, CEO – Hindustan Zinc added, "Art and music are universal languages that inspire creativity, tolerance, respect, kindness, and harmony. At Hindustan Zinc and Vedanta, we have always championed art and culture, striving to nurture young talent by offering them opportunities to showcase their skills, learn, and grow. With this platform, we take another step towards our vision of making Zinc City – Udaipur a global culture capital, fostering creativity and passion in every note. It makes us happy to see how this initiative has provided a global platform for music talent from more than 15 countries and has been one of the most sought-after global music events, that brings together cultures while subliming boundaries."

Speaking at the unveiling event, Mr Sanjeev Bhargava Founder Director, SEHER, said, "The Vedanta Udaipur World Music Festival has grown into a landmark event, bringing the world's finest musicians to India and introducing audiences to a wide spectrum of sounds and cultures. This year's lineup continues that tradition, creating a unique, unforgettable experience.

Hindustan Zinc has a long-standing commitment to preserving Indian culture. Recognizing the universal appeal of music, the company has launched several initiatives to connect people through this art form. These include the Vedanta Udaipur World Music Festival, Srajan – The Spark (an international music and arts organization that celebrates India's global artistic presence), and Smritiyan (celebrating the legacy of the legendary tabla maestro, Oscar nominee and BAFTA awardee Late Pandit Chatur Lal). Beyond music, Hindustan Zinc's commitment extends to addressing social issues. The Vedanta Zinc City Half Marathon, hailed as India's Most Beautiful Marathon, due to its picturesque route aims to combat hunger in the vibrant Zinc City, also recognized as a global cultural capital. Vedanta Udaipur World Music Festival, in particular, significantly boosts the local economy by attracting a global audience. This free event increases tourism by approximately 10 percent in just three days.

With a stellar artist lineup and performances spanning multiple genres, the festival promises to be a truly immersive experience for music lovers. As the city gears up for this grand celebration, the anticipation continues to build for what is set to be one of the most awaited cultural event of the year.

About Hindustan Zinc

Hindustan Zinc Limited (BSE: 500188 and NSE: HINDZINC), a Vedanta Group company, is the world's second-largest integrated zinc producer and the third-largest silver producer. The company supplies to more than 40 countries and holds a market share of about 75% of the primary zinc market in India. Hindustan Zinc has been recognized as the

energy, EcoZen has a carbon footprint of less than 1 tonne of carbon equivalent per tonne of zinc produced, about 75% lower than the global average. Hindustan Zinc is also a certified 2.41 times Water-Positive company and is committed to achieving Net Zero emissions by 2050 or sooner. Transforming the lives of 1.9 million people through its focused social welfare initiatives, Hindustan Zinc is among the Top 10 CSR companies in India. As an energy transition metals company, Hindustan Zinc is pivotal in providing critical metals essential for a sustainable future.