

Hindustan Zinc launches Women of Zinc campaign, attracting women to Metals sector

- *The campaign focused on garnering attention towards the diverse job roles the metals sector has to offer to women*
- *Run-up to the International Women's Day, Hindustan Zinc hosted series of engaging activities for women employees, families and community members*

Udaipur, 08th March 2025: On International Women's Day 2025, Hindustan Zinc Limited (NSE: HINDZINC), India's largest and the world's second-largest integrated zinc producer, has launched the #WomenOfZinc campaign—a bold initiative designed to showcase the exciting career opportunities for women in the metals, mining, and manufacturing sectors. This initiative highlights the vast potential for women in exploration, mining, and smelting, challenging outdated perceptions and encouraging greater gender diversity in traditionally male-dominated industries.

Through a compelling video series, #WomenOfZinc offers a 'slice of life' perspective, featuring inspiring stories of women professionals who are already shaping core operations at Hindustan Zinc. By spotlighting these trailblazers, the campaign not only fosters strong role models but also positions the metals and mining industry as an attractive career destination for young women professionals. With an ambition to increase its women workforce to 30% from its current 25% gender diversity ratio, Hindustan Zinc is accelerating its journey towards greater gender representation and inclusion.

The campaign is now live across all major social media platforms:

- Meet Sqn Ldr (Retd) Anamika Jha, Business Unit Director – Pantnagar Metal Plant, Hindustan Zinc - https://youtu.be/fwKnBcAQK_4?si=j8dDwud_TptILnrF
- Meet Dr. Kavita Bhardwaj, Deputy CEO – Hindmetal Exploration (subsidiary of Hindustan Zinc Limited) - https://youtu.be/y-fe8KWNZE?si=k_IlcXRsdqCgUct4
- Meet Nehal Solanki, Mine Planning – Rajpura Dariba Mine, Hindustan Zinc Limited - <https://youtu.be/XFKKRxVDyQU?si=hm61jtf9oJWhUpHJ>

Women remain grossly underrepresented in metals, mining, and manufacturing, despite these sectors witnessing unprecedented growth due to India's rapid economic expansion and the global energy transition. As the world moves toward a metal-intensive future, Hindustan Zinc is at the forefront of creating an equitable, future-ready workforce. The #WomenOfZinc campaign is a creative tribute to the growing participation of women in one of the world's most critical industries, using real stories to inspire change and encourage more women to join this fast-growing, high-impact sector.

At Hindustan Zinc, diversity and inclusion are not just aspirations but core business imperatives. Employees benefit from a unique blend of rich job content in high-growth businesses, stability and agility. They are supported by progressive policies such as flexible work arrangements, spouse hiring, physical & mental health leaves, year-long sabbaticals for childcare, and work-from-home options. The company is also leading the way by integrating women into backshifts (2 to 10 pm, instead of general shift timings) across mines and plants, ensuring they have equal career growth opportunities.

Adding his thoughts, **Mr. Arun Misra, CEO Hindustan Zinc Limited**, said, “Metals & mining is going to be intrinsic to a low-carbon future. It has historically seen very low representation by women, and we need to bridge the skill gap in this sector by leveraging the high-quality talent pool presented by women. At Hindustan Zinc we firmly believe that diversity, equity & inclusion are integral to running our businesses. We are continually increasing the representation of women across all levels to make these sectors the most preferred choice for women and our campaign Women of Zinc is another step towards that direction. We are committed to achieving 30% female representation in our talent pool by 2030.”

By harnessing Industry 4.0, digitalization, robotics, and automation, Hindustan Zinc is transforming operations and dismantling outdated industry stereotypes. Its digital mines, featuring tele-remote underground mining and real-time analytics, offer an inclusive, dynamic career landscape for aspiring professionals. This forward-thinking approach has led to 34% women joining through recruitment from top-tier colleges in FY24, further strengthening Hindustan Zinc’s reputation as a leading employer for women in metals. Explore career opportunities here: <https://www.hzindia.com/people/careers/>

Hindustan Zinc’s International Women’s Day celebrations extend beyond corporate walls, reinforcing its commitment to women’s empowerment at every level. The company has planned a month-long series of activities across its operational units, including self-defence workshops, personal finance training, soft skills development, exclusive mentoring sessions, and C-suite role shadowing opportunities.

At the community level, Sakhi Utsav will bring together over 10,000 women from Hindustan Zinc’s flagship social impact initiative, Sakhi, which supports nearly 30,000 rural women entrepreneurs in Rajasthan and Uttarakhand. This initiative fosters economic independence and entrepreneurial opportunities, further strengthening Hindustan Zinc’s commitment to inclusive and sustainable growth.

Hindustan Zinc, a Vedanta Group company, is the world’s second-largest integrated zinc producer and the third-largest silver producer. The company holds a market share of about 75% of the primary zinc market in India. Hindustan Zinc has been recognized as the world’s most sustainable company in the metals and mining category for the second consecutive year by the S&P Global Corporate Sustainability Assessment 2024, reflecting its operational excellence, innovation, and leading ESG practices. Hindustan Zinc is also a certified 2.41 times Water-Positive company. As a world leader in the metals and mining industry, Hindustan Zinc is pivotal in providing critical metals essential for the global energy transition for a sustainable future.

[#WomenInMining](#) [#Diversity](#) [#Inclusion](#) [#InternationalWomensDay](#) [#IWD2025](#) [#DEI](#)

About Hindustan Zinc Limited

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 world’s most sustainable company in the metals and mining category for the second consecutive year by the S&P Global Corporate Sustainability Assessment 2024, reflecting its operational excellence, innovation, and leading ESG practices. The company also launched EcoZen Asia’s first low carbon ‘green’ zinc brand, produced using renewable energy, EcoZen has a carbon footprint 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 a world leader in the metals and mining industry, Hindustan Zinc is pivotal in providing critical metals essential for the global energy transition for a sustainable future.



HINDUSTAN ZINC
Zinc & Silver of India

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