

Opportunities and Challenges of Indian Aluminium Industry

Bibhu Mishra

Head - Manufacturing Centre of Excellence

Hindalco Industries Limited, Mumbai, India

Corresponding author: bibhu.mishra@adityabirla.com

Abstract

Hindalco is a leading Aluminium Producer that operates in entire aluminium value chain from mining to primary metal production and value added products. At present, it operates 44 units in 11 countries employing more than 36000 workforce. As globally primary aluminium industry faces cyclical trends based on international price movements, Hindalco's operational excellence coupled with a diverse portfolio of value added products and resource security enables it to face market volatility and expand its market presence. As the trends suggest, there is enough space for aluminium industries to expand in value added products particularly in the developing nations. The other challenges, which stand tall in front of aluminium manufacturing fraternity, are reducing the reliance on fossil fuel for power requirements and cutting down on emissions. We at Hindalco are committed to our organization's purpose of producing the materials that make the world Greener-Stronger-Smarter. We are investing in renewable sources of energy. In addition, we are taking adequate steps to reduce our carbon footprints by relentlessly pursuing efficiency improvements and changing energy mix.

Keywords: Hindalco, downstream operations, value added products, emissions, carbon footprint.