
PRESS RELEASE

Sesa Football Academy to Equip Players beyond Football – SFA President

Delhi, 6 July 2017: Vedanta Sesa Goa Iron Ore is committed to foster skill development through sports and the Sesa Football academy (SFA) has been doing this since its inception in 1999. Speaking at the CII's flagship event on sports, the President of SFA, Mr. Annanya Agarwal spoke about 'Corporate Philanthropy and Sports'. The event organized by CII titled 'CII Scorecard 2017' was held in Delhi and attended by esteemed dignitaries Shri Vijay Goel - Hon'ble Minister, Youth Affairs and Sports, Shri Ratan P Watal - Principal Advisor, NITI Aayog, and representatives from various sports federations and academies.

Sharing his views, Mr. Annanya Agarwal- President- SFA said "Corporates can leverage sports widely to connect with the youth as sports is a medium that can inspire and engage youth in indescribable ways. The impact sports can garner even with minimal investment is far superior compared to other mediums. There is a high need of effective utilization of CSR funds at the corporate level. At SFA, we focus on holistic development of our players by providing full scholarship, compulsory education, rigorous training and nutritious meals that prepare and equip them for opportunities even beyond football. Our dream is to create players who will make India proud at global level"

Mr. Vijay Goel - Hon'ble Minister, Youth Affairs and Sports in his address said "It is a really nice initiative of the CII to host such conferences. With students in our country always pressurized to focus on pure academics, they rarely find time to be involved in sports. It is time for parents to understand that sports will help in the overall development of the child and encourage them. We have to create a conducive environment around us at home and outside to nurture sports. Sports today is an industry just like any other and there are many corporates willing to invest to support good sporting talent. We must make use of the opportunity."

On May 09th this year, the multinational natural resources conglomerate, announced a strategic roadmap to actively foster skill development in sports across the country. Sesa Football Academy (SFA) has

contributed immensely to the development of football players in Goa and has now opened doors of the academy to develop budding players in football from across the nation and Africa. The skill development model that the company has adopted is to scout young talent and hone them in the sport and equip them with sports related skills that could help carve professionalism. 22 boys in the age group of 14 – 17 have been selected from Rajasthan, Punjab, Kerala, Manipur, Sikkim, Karnataka, Maharashtra, Telangana and Zambia (where the Group has its operations), apart from the 36 boys from Goa who are already being trained.

About SFA: Vedanta – Sesa Goa Iron Ore as part of its commitment to serve the community established Sesa Football Academy (SFA) in the year 1999, with the prime objective of nurturing young football talent from Goa. SFA is built on the reclaimed mine at Sankhali-Goa and is run on a residential basis and imparts systematic and scientific training and lays emphasis to develop the potential and grooms the youngsters to become full-fledged professional players. SFA takes care of the formal education of the trainees during the four year training period. Within a span of 17 years, SFA has made tremendous impact on the football fraternity in Goa and across the nation. Young football enthusiasts aspiring to become professionals show keen interest to join the academy. From the inception of SFA around 123 trainees benefitted from the Academy. The Academy is proud of the budding sportsmen who passed out from the institution and are most sought after with some of them playing for India’s senior team, I-League clubs of India and local clubs in Goa. SFA patronised and mentored the sportsmen even during the critical times of the mining ban.

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Photocaption:

- 1. SFA President Annanya Agarwal addressing the panel. L-R Mr. Srikrishna Shridhar, Mr. Johannes Axster, Mr. Annanya Agarwal, Mr. Bishwanath Sinha, Brig. Rajiv William.**

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Vedanta Limited is the Indian subsidiary of Vedanta Resources Plc, a London-listed, 6th largest natural resources company, globally. Governance and Sustainable Development are at the core of Vedanta's strategy, with a strong focus on health, safety and environment and on enhancing the lives of local communities. The company is conferred with the Confederation of Indian Industry (CII) ‘Sustainable Plus Platinum label’, ranking among the top 10 most sustainable companies in India. To access the Vedanta Sustainable Development Report 2016, please visit <http://sd.vedantaresources.com/SustainableDevelopment2015-16/>

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For further information, please contact:

Sangeetha R Chakravarthy

Head – Corporate Communications, Sesa Goa Iron Ore Division

Tel: +91 832 2460613

Sangeetha.Chakravarthy@vedanta.co.in

Sukhvinder Singh

CEO – Sesa Football Academy

Tel: +91 9871720351

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