



## **Vedanta Oil & Gas**

Vedanta Oil & Gas | Elevating Strategic Media and Executive Positioning at CERAWeek 2026

### **CHALLENGE**

As Vedanta Oil and Gas Limited, commercially known as Cairn, prepared to participate in CERAWeek 2026 in Houston, the company needed to raise visibility among U.S.-based energy operators, service providers, investors and industry media while reinforcing India's growing energy opportunity. The challenge was to translate a complex global growth story spanning India's hydrocarbon potential, domestic energy security, upstream investment opportunities and U.S.-India collaboration into a timely, credible and media-ready narrative for one of the world's most influential energy conferences.

### **OBJECTIVE**

Pierpont's objective was to position Cairn as a preferred partner for U.S.-based energy companies exploring opportunities in India's upstream sector, while strengthening the visibility of Anil Agarwal, Chairman of Vedanta Group, during CERAWeek 2026. The campaign focused on two core goals: securing high-value media engagement at and around CERAWeek and supporting business development conversations with Houston- and U.S.-based companies, covering topics like deepwater exploration and development, shallow water development, Northeast exploration and development, and foreign collaboration.

### **SOLUTION**

Pierpont executed a focused communications program that combined media relations, executive preparation and business development support. The team supported a CERAWeek media announcement, developed outreach materials for prospective U.S. partners and prepared tailored briefing documents for secured priority executive interviews.

Pierpont secured and coordinated media opportunities with Financial Times, Reuters, Fortune, Canadian Broadcasting Corporation, Bloomberg, Houston Business Journal, Oil and Gas Journal, World Oil, MergerMarket and Argus. The team also orchestrated opportunities with Energy Intelligence, Energy Republic, and Politico.

## RESULTS

Pierpont helped Cairn turn its CERAWeek presence into a sustained visibility opportunity across business, energy and financial media. The campaign generated 506 press release pickups and 152.4 million estimated impressions through early announcement coverage and syndicated placements. Earned coverage included high-impact outlets such as Reuters, Bloomberg, Fortune, Financial Times, Houston Business Journal, and CBC.

## BY THE NUMBERS

# 680.4 million

Total reach of full coverage set

# 157

Pieces of earned coverage