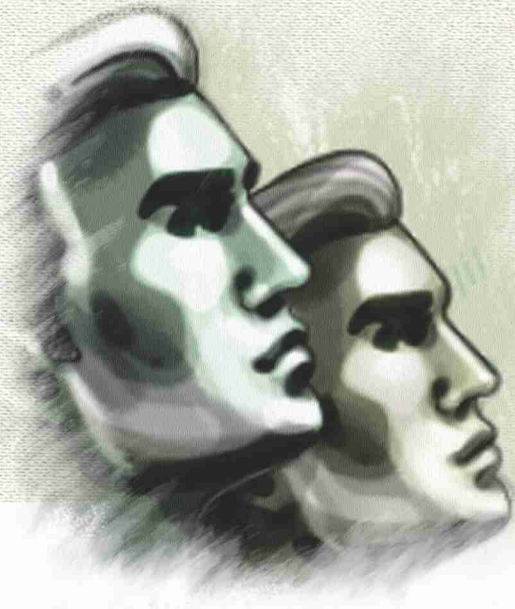




**Ambuja
Cement**



Give a man **orders** and he will
do the task **reasonably well**
But let him set his **own targets**
give him **freedom** and **authority**
and his task becomes
a **personal mission: I CAN.**

Company Profile

Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is among the leading cement companies in India.

Operating for around three decades, Ambuja Cement has provided hassle-free, home building solutions with its unique sustainable development projects and environment friendly practices.

Currently, Ambuja has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country. Ever since its inception, the Company has had many firsts to its credit - a captive port with four terminals that has facilitated timely, cost effective, cleaner shipments of bulk cement to its customers; its latest launch – Ambuja Plus Roof Special, a special quality PPC cement with advanced SPE technology for concrete that is denser and leak proof, resulting in strengthened roof.

Yet another unique initiative is the setting-up of Ambuja Knowledge Centres (AKCs), a knowledge-sharing platform for construction professionals that includes practical workshops on mix design and quality supervision.

Ambuja made significant progress in the responsible use of resources, be it natural or man-made. In recent times when water has become a contentious issue, the Company maintained its status to become 'Four Times Water Positive', through water conservation in the surrounding community and water efficiency in the plants. It also became plastic positive, by burning as much over 60,000 tones of plastic waste in its kilns, equivalent to 1.82 times of total plastic that is used. The Company also generated 4.6% of its energy generation from Renewable Energy sources.

The Company also works closely with communities that live around our plants, through its CSR arm, the Ambuja Cement Foundation (ACF) that is present at 21 locations in 11 states, where it implements need-based and participatory programmes in the areas of Water Resources Development, Health & Sanitation, Women Empowerment, Rural Infrastructure, Education and Agro-based/ Skill-based Livelihood Creation.

The Company's most distinctive attribute is its approach to business. Ambuja follows a unique home grown philosophy called I CAN, that gives people the authority to set their own targets and the freedom to achieve their goals. Its focus has been consistent on two major building blocks that has resonated through its daily operation – Quality (of the product) and Safety (of all those involved in the creation of its product).

The Company's quintessential ICAN spirit has ensured a product that embodies Giant Strength.

Brand & Solutions

Ambuja Cement has always stood for Giant Strength. Based on its positioning as the strongest cement, the brand adopted the mnemonic of a giant carrying the weight of huge structures.

In fact, Ambuja Cement was the first cement company in the country to translate the word 'strength' into a unique and easily identifiable symbol. Over the years, this core value of the brand has been continuously reinforced.



Ambuja has always focused on two goals, creating a world class brand and delivering maximum efficiency from its plants. The company achieves this by product innovation and through communications stretching from the dealer level to the end consumer. With the focus on providing solutions to clients, Ambuja Cement has adopted a multifaceted approach to meet the needs of different segments of customers. Armed with a team of engineers, Ambuja reaches out to the retail consumer, the home owner who builds a house with the help of a local contractor or mason. For the more specific customer a commercial developer of mass housing projects or commercial buildings; the company extends the service of mix design workshops and customized solutions.

At the trade level, too, a number of initiatives ranging from dealer relationship workshops to customer camps and mason meets have helped the company keep in regular contact with this vast group of influencers. The ensuing knowledge base has driven the development of other customer-focused programmes and added vigour and vitality to the offerings Ambuja has made.

This capability has helped in building customer confidence. The customer does not have to worry about the quality of cement when he buys Ambuja Cement.

Ambuja Knowledge Initiative

The Ambuja Knowledge Initiative is the ambition to create a holistic resource based on the subject of cement and concrete. It stems from Ambuja's belief in the continuous evolution of architecture, engineering and the construction industries and thereby offering its professionals various platforms of information, inspiration and interaction.

Its interactive resource will also aim to function as an experience centre that promotes and offers solutions for cement and concrete applications in construction. This will encompass multiple levels of innovative and experiential formats for activities that will inform and inspire the architects and engineers community.



Sustainable Development

We at Ambuja Cements Ltd. believe that acting in a sustainable manner in all our operations is not only a business imperative for us but provides us with a competitive advantage in the long run.

The ultimate objective of our Sustainability Policy is to strike a proper balance between environment protection and social wellbeing, including an all round community development of our operating units, together with long term economic growth. This will be achieved by ensuring that the principles of Corporate Sustainability are followed all across the organisation.



Ambuja Cement Foundation



The Ambuja Cement Foundation is the Corporate Social Responsibility wing of Ambuja Cements Ltd. that works with the rural communities surrounding Ambuja's manufacturing sites. The Foundation is engaged in a variety of people centric, integrated rural development projects.

Since its inception, the Foundation has expanded its reach and diversified its programmes to include as many members of its stakeholder group as possible. While working with the participation of the people,

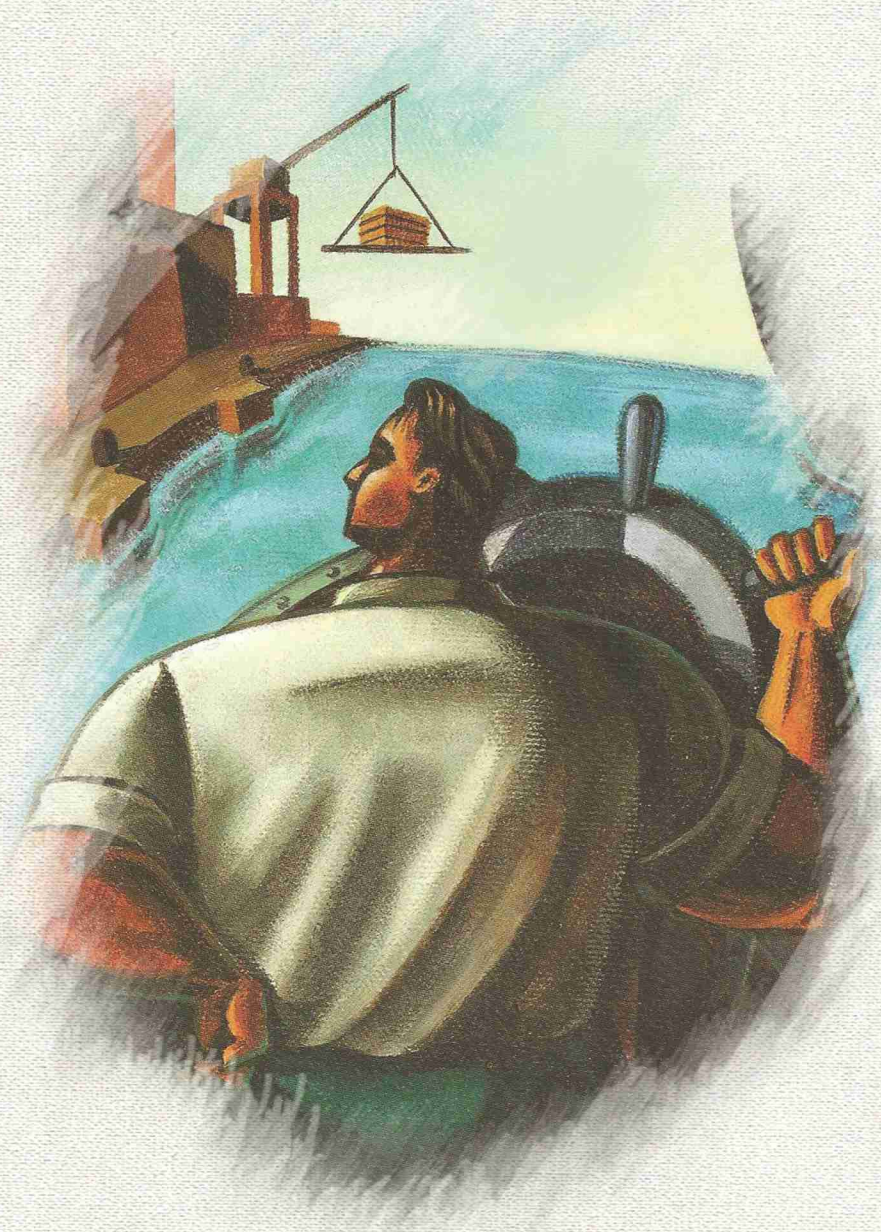
ACF has held its mission statement central to all its operations. Presently the Foundation has made its presence felt in twelve states across the country and is engaged in programmes like, Natural Resource Management, Agro based and skill based livelihoods and improvement of health status, educational support and economic enhancement.

For more information, visit www.ambujacementfoundation.org

Milestones

Formerly known as Gujarat Ambuja Cements Limited, this Company has been a story of pioneering entrepreneurship.

1986	Sets up its first cement manufacturing plant at Ambujanagar, Gujarat with a capacity of 0.7 million tons.
1987	Installs a new generation high-efficiency air separator which close-circuits the operation of the cement mill. With this the Company achieved significant energy efficiency in its kilns bringing down power costs.
1992	Introduces an innovative concept of bulk transportation in the country. Sets up a port and orders and commissions three ships specially designed for the purpose.
1993	Adopts Kodinar Taluka in Junagadh district, Gujarat for all-round development at a time when Corporate Social Responsibility (CSR) was not common currency. It marks the unveiling of the 'human face' of Ambuja.
1994 - 95	Sets up a new unit of 9.4 lakh ton, Gajambuja Cement, at the existing premises of Ambujanagar, Gujarat. Sets up a one-million ton cement plant at Suli, Himachal Pradesh.
1996 - 97	Achieves highest-ever export by an Indian cement company: 5.33 lakh tons of cement and clinker are exported.
2000 -2001	Commences work on a 2 million ton capacity plant at Maratha Cement Works, Chandrapur, Maharashtra.
2005 -2006	Holcim enters into a strategic alliance with Gujarat Ambuja Cements to participate in the growth market of India, making a public purchase offer to the shareholders of ACC and Ambuja Cements Ltd.
2009 -2010	Launches Ambuja's knowledge initiative program, Ambuja Knowledge Center, to enable industry professionals to get a first-hand feel of the world of cement and concrete. Commissions two grinding units of 1.5 million tonnes – Dadri (Uttar Pradesh) and Nalagarh (Himachal Pradesh).
2011	Completes 25 years of operation. Achieves water-positive status, as certified by an independent foundation, Det Norske Veritas.
2012 - 2013	Wins CII Sustainability Award 2012, presented by the President of India. Board approves a proposal to acquire Holderind Investments Ltd, Mauritius (Holcim), followed by a merger of Holcim India into Ambuja.
2013- 2014	Sets up the first fully automatic one million tonne capacity terminal in Mangalore. Ranks 10th across sector in Carbon Disclosure Leadership Index.
2015 - 2016	Declared 4 times Water Positive. Becomes part of LafargeHolcim with Holcim merging with Lafarge - creating the most advanced group in the building materials industry. Completes the Sankrail expansion project with the capacity of the grinding unit increasing to 2.4MPTA



www.ambujacement.com

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