

# ACC, Ambuja are 'India's Most Trusted Cement Brands'

## EDITOR'S SYNOPSIS

- ACC ranked 1 and Ambuja Cement 2 by TRA Research in Brand Trust Report 2024
- Ambuja Cement on coveted list for third consecutive year; ACC holds top spot for two years

**Ahmedabad, 1st April 2024:** ACC and Ambuja Cement, India's leading cement manufacturing companies and part of the diversified Adani Portfolio, have been ranked as 'India's Most Trusted Cement Brands' by TRA Research in its Brand Trust Report 2024: ACC is No. 1 and Ambuja Cement 2. This is the third consecutive year Ambuja Cement has featured on the coveted list; ACC has held the top spot for the past two years. This recognition marks an important milestone for both brands, cementing their position as the most trusted names in the industry.

The report emphasises the role of transparency and social responsibility in earning consumer trust, aspects both ACC and Ambuja Cement have been able to establish based on a syndicated primary research study conducted among 2,553 consumer influencers across 16 cities. Both have set high standards in the industry. Through their focus on innovation, sustainability, and customer-centric solutions, they have exceeded expectations and solidified their reputation as trusted names.

**Mr. Ajay Kapur, CEO - Cement Business, Adani Group,** said, "We are honoured to be recognised as 'India's Most Trusted Cement Brands'. This is the result of our consistent focus towards quality, sustainability and customer-centricity with competitiveness, and the trust we have built with stakeholders. At the heart of our success lies a relentless pursuit of exceeding expectations of customers while steadfastly upholding responsibility towards the environment. We are grateful for the trust and confidence that consumers have placed in us and remain committed to upholding the highest standards of excellence."

TRA Research's annual rankings are highly regarded by the industry, providing valuable insights into consumer perceptions and preferences. TRA's Brand Trust Report is the result of comprehensive primary research conducted on its proprietary 10 brand behaviours, which make up the Brand Trust Matrix. The report provides invaluable consumer insights to leading Indian and global organizations, allowing them to enhance their brand's scope and relevance in these fast-changing times.

## About Ambuja Cements Limited

Ambuja Cements Limited, is one of India's leading cement companies and a member of the diversified Adani Group – the largest and fastest growing portfolio of diversified sustainable businesses. Ambuja, with its subsidiaries ACC Ltd. and Sanghi Industries Ltd has taken the Adani Group's cement capacity to 77.4 million tonnes per annum with 18 integrated cement manufacturing plants and 18 cement grinding units across the country. Ambuja has been recognised among 'India's Most Trusted Cement Brand' by TRA Research in its Brand Trust Report, 2024 and among 'Iconic Brands of India' by The Economic Times. Ambuja has provided hassle-free, home-building solutions with its unique sustainable development projects and environment-friendly practices since it started operations. The company has many firsts to its credit – a captive port with

six terminals that has facilitated timely, cost-effective and cleaner shipments of bulk cement to its customers. To further add value to customers, the Company's innovative products like Ambuja Cement, Ambuja Plus, Ambuja Compozem and Ambuja Kawach are now enlisted in GRIHA product catalogue. These products not only fulfil important customer needs but also help in significantly reducing their carbon footprints. Being a frontrunner in sustainable business practices, Ambuja Cements ranks among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and 'India's Top 50 Most Sustainable Companies' Cross-Industry by BW Businessworld.

### **About ACC Limited**

ACC Limited, a subsidiary of Ambuja Cements, is one of India's leading producers of cement and ready-mix concrete. It is a member of the diversified Adani Group - the largest and fastest-growing portfolio of diversified sustainable businesses. ACC has 20 cement manufacturing sites, over 82 concrete plants and a nationwide network of channel partners to serve its customers. With a world-class R&D Centre, the quality of ACC's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. Established in 1936, ACC has been recognised as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2024 and among 'Iconic Brands of India' by The Economic Times. ACC is counted among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and 'India's Top 50 Most Sustainable Companies' by BW Businessworld. With sustainability at the core of its strategy, ACC is the first Indian Cement Company to sign the Net Zero Pledge with Science Based Targets. ACC Suraksha, ACC Concrete Plus, ACC Gold, ACC F2R, and ACC HPC are now enlisted in GRIHA product catalogue.

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