



Ambuja Cement's new TVC showcases its 'Unbreakable Strength'

Mumbai, 8th February 2018: Ambuja Cements Ltd., one of the leading cement manufacturers in India, has rolled out yet another compelling television commercial (TVC) that imbibes its iconic message of 'Unbreakable Strength'.

In the past, Ambuja Cement's commercials that featured the 'unbreakable wall' and 'strength' have been memorable.

In fact, the latest 30-second commercial by the Company's new advertising agency, Triton Communications, takes the proposition forward with a delightful twist while reiterating its core message of strength.

The commercial, which is quite subtle in its humour but still drives home the key message very well, is being aired from February 1 onwards on national TV channels and can be watched during the ongoing India-South Africa cricket matches.

Ambuja Cement MD & CEO **Ajay Kapur** said, "So far, all our advertisements have had a positive impact on our audience which is why they are relevant even today."

"The commercial has been executed flawlessly and it perfectly reflects our brand building strategy. 2018 will be a promising year for the cement industry and this advertisement will further help us strengthen our position in the market" Mr Kapur added.

Ambuja Cement's ads are known for their tongue-in-cheek humour and are still recalled by the audience. In the past, The Great Khali and the Bhai-Bhai commercials have conveyed the message of strength quite well and also won several awards for the brand.

Do watch the commercial: https://youtu.be/mQz1XFfs_H2A

Credentials

Brand: Ambuja Cement

Agency: Triton Communications

Conceptualised by: Ullas Chopra, National Creative Director, Triton Communications

Production House: Mojo Media LLP

Director: Vipin Parasher

About Ambuja Cements Ltd.

Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in India. Operating for over 30 years, Ambuja has proved to be the best cement for construction and the best cement manufacturing company in India with its uniquely sustainable development projects. Its environment friendly initiatives have played a key role in India's efforts to become a green state. The sustainable constructions and renewable energy projects undertaken by it have a lion's share in creating a blueprint for sustainable development in India's bright future. 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.

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