

Media Release

Ambuja Cements wins the 'Most Innovative Loyalty Program' at the Customer Fest Leadership Awards 2023

EDITOR'S SYNOPSIS

- Ambuja Cements has been awarded the "Most Innovative Loyalty Program of the Year" for its Contractor Loyalty Program, 'Ambuja Abhimaan'.

Mumbai, 10th May 2023: Ambuja Cements, the cement and building materials company of Adani Cement and part of Adani Group, has been awarded the 'Most Innovative Loyalty Program of the Year' at the Customer Fest Leadership Awards 2023 for its Contractor Loyalty Program - 'Ambuja Abhimaan'. This award acknowledges the **Company's** exceptional efforts in creating and maintaining an outstanding loyalty program that has helped build strong relationships with its contractor partners.

The evaluation of nominations was conducted by an eminent jury panel of experts, and **Ambuja's** innovative and transformational initiatives such as skill upgradation programs, family engagement and social welfare, talent hunt contests, and business aid to contractors were highlighted. These initiatives differentiated Ambuja from competitors and helped win the award under the Customer Loyalty - Organizational category. The event featured more than 50+ renowned brands across various industries.

Mr. Ajay Kapur, CEO, Cement Business, said, "Ambuja has always been synonymous with strength, and we are honoured to be recognised for our strong commitment and efforts that goes beyond cement. This award is a testament to our commitment to delivering exceptional experiences to our partners and customers. We thank the jury panel and all the participants for acknowledging our efforts towards customer centricity and innovation."

Ambuja Abhimaan, a differentiated long-term loyalty program has achieved many milestones, including recognition as one of the best mobile loyalty programs, engaging and benefiting 1.2 lakh+ key contractors.

About Ambuja Cements Limited

Ambuja Cements Limited., part of the Adani Group, is among India's leading cement companies. Ambuja has a capacity of 31.5 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. 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 four terminals that has facilitated timely, cost-effective, cleaner shipments of bulk cement to its customers. To further add value to customers, the Company has launched innovative products like Ambuja Plus, Ambuja Cool Walls, Ambuja Compocem, and Ambuja Kawach under the umbrella of Ambuja Certified Technology. These products not only fulfill important customer needs but also help significantly reduce carbon footprints. Being an employee-friendly workplace, Ambuja Cements has been ranked No. 1 in the 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

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