



Ambuja Compozem launched – a superior composite cement product for better sustainability – a first in the Indian cement industry

- **Ambuja Compozem gives stronger house**
- **Ambuja Compozem introduced in Bihar and Jharkhand markets**

Mumbai, April 29, 2017: Ambuja Cement, the undisputed leader among cement companies in India, has launched a highly superior cement -- Ambuja Compozem. The company's Chhattisgarh facility becomes the first cement plant in India to develop a composite cement after rigorous research of the last year and a half.

The new offering – a combination of cement, fly ash and slag – has been introduced in Bihar and Jharkhand markets and thus opens yet another avenue of sustainable products in the construction industry.

Speaking on the launch of the innovative product, **Managing Director and CEO Ajay Kapur** said, "Ambuja Compozem is yet another breakthrough product innovation from Ambuja Cement. We are proud this product was developed in our laboratory by the product development and innovation team. The introduction of Ambuja Compozem reiterates our strong commitment in creating products that help in sustainable construction."

"With the launch of Ambuja Compozem, we have achieved a three pronged sustainability approach by conserving natural resources, creating a greener product and fulfilling customer needs for a superior performance product. We call this approach – delivering True Value," Mr Kapur added.

With this, Ambuja Cement has addressed two vital aspects from customer's perspective -- offering higher compressive strength and long-term durability. The advanced product caters to all segments -- Individual House Builders (IHB), large real estate and infrastructure projects in India.

About Ambuja Cement

Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in the Indian cement industry. 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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