

Media Release

Ambuja Cements Fuels Economic Progress in Rural Chandrapur through Sustainable Livelihoods

EDITOR'S SYNOPSIS

- Ambuja Cements has conducted business training programs and financial literacy sessions focusing on women's empowerment.
- 180 families in Lakhamapur have embraced goat rearing as an additional business to agriculture.

Maharashtra, 12 February, 2024: Ambuja Cements, the cement and building material company of the diversified Adani Group, through its CSR arm, has consistently worked to improve the socio-economic landscape of Lakhamapur village located in the Chandrapur district of Maharashtra, specifically focusing on women's empowerment and establishing sustainable agri-allied livelihoods.

Over the years, under its women's empowerment program, Ambuja Cements has organized comprehensive business training sessions on business and financial literacy. The women of Lakhamapur have embraced these opportunities with enthusiasm, leading to the establishment of a diverse array of businesses, including grocery stores, clothing outlets, beauty salons, and tailoring services.

One key aspect of these efforts involves providing training and support to Self-Help Groups (SHGs) in Lakhamapur, highlighting the potential of goat rearing as a viable and sustainable business. A significant success story arises from the strategic shift towards goat rearing, with women recognizing it as a sustainable business model dependent on local markets. To support the success of goat rearing ventures, Ambuja Cements identified and trained women volunteers as Pashu Swasthya Sevikas (PSS), woman health volunteers equipped to provide health treatment to goats in the village.

Kalpana, a resident of Lakhamapur, has emerged as a PSS, offering invaluable assistance in rearing and goat management practices. Ambuja Cements has also facilitated training for women on preventive measures against health issues in goat rearing and minimizing their impact when they arise.

Currently, 180 families in Lakhamapur have embraced goat rearing as an additional business to agriculture. Over the past three years, active participation in goat rearing has surged, involving not only women but also their male counterparts. Families are now earning an average of 50 to 60 thousand rupees per year, significantly contributing to economic development within the village.

Looking ahead, the community aims to establish a dedicated marketing unit within the village for goat sales. Additionally, plans are underway to utilize goat waste materials as agricultural inputs, promoting a healthier environment, preventing diseases, and enhancing soil quality.

The transformative journey of Lakhamapur stands as evidence of Ambuja Cements, continuously working towards positive change in the lives of the communities it serves, supporting sustainable livelihoods and economic prosperity.

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 with 18 integrated cement manufacturing plants and 18 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, 2023. 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 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 fulfil important customer needs but also help in significantly reducing their carbon footprints. Being an employee friendly workplace, Ambuja Cements has been ranked No. 1 the in 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

For further information on this release, please contact: roy.paul@adani.com