

Media Release

Ambuja & ACC redefine their iconic brand presence through a successful Connected TV campaign

EDITOR'S SYNOPSIS

- Their very well-received and highly acclaimed advertising campaigns – 'Mazbooti Ki Misaal' & 'Bharosa Atoot' – are streaming across OTT platforms.
- Their strategic pivot aims to enhance brand visibility by captivating a broader audience of connected TV viewers.

Ahmedabad, 19 February 2024: The acclaimed ad campaigns of Ambuja Cements and ACC – '**Mazbooti Ki Misaal**' and '**Bharosa Atoot**' – have captivated audiences on Connected TV (CTV) platforms, thanks to data-driven decisions and digital awareness. Partnering with Starcom India and Frodoh World, the reach of these campaigns has expanded. The ad films are now streaming across OTT platforms like Disney+ Hotstar, Sony LIV, Zee5, and Jio Cinema, redefining brand engagement in the ever-evolving digital age.

These campaigns have received an overwhelming response across TV and digital platforms, setting the stage for Ambuja and ACC's latest strategic leap into CTV. This move is designed to captivate a fresh audience demographic, amplifying brand visibility and reinforcing recall in a dynamic brand campaign push.

Mr. Ajay Kapur, CEO, Cement Business, said, "In today's fast-paced media landscape, our leap into connected TV advertising is a testament to our innovation ethos. Our aim is to target a fresh, engaged audience, boosting the visibility and resonance of our iconic brands. Our strategic step to captivate CTV viewers is about staying connected and memorable in a world where brand interaction is key to our B2C success."

The success of '**Mazbooti Ki Misaal**' lies in the gripping narrative of the ad film that showcases the story of a loving family and their devoted Giant Elephant. Amid a quaint home, the child and the elephant share playful moments, from flying kites to splashing water and storytelling. The film gracefully captures the symbiotic existence, emphasizing daily routines where the mother cares for both child and elephant. A surprising scene unfolds on the terrace, showcasing Ambuja Cements' attributes of unmatched mightiness and dependability with the Giant Elephant's playful mishap, highlighting the brand's 'Giant Compressive Strength'.

From towering urban structures to individual households, ACC has been pivotal in shaping India's infrastructure and impacting the lives of its citizens. ACC's '**Bharosa Atoot**', depicts the journey of a military personnel, emphasizing "trust" as the cornerstone of our brand. Symbolism abounds in the ad, from navigating scenic hill roads to portraying a mother's nurturing guidance and a heartwarming family reunion, all representing the enduring legacy and trust associated with ACC. Our goal is to lead viewers on a journey showcasing

the significance of our constructions and their positive impact on individual's lives and the nation at large. It's an ultimate journey of earning the unbreakable trust of India.

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.

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 amongst India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2023 and among 'Iconic Brands of India' by The Economic Times. ACC is counted among the country's 'Most Sustainable Companies' and is recognised for its best practices in environment management and corporate citizenship. 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.

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