

Media Release

Ambuja Cements **honoured as the 'ICONIC BRAND OF INDIA 2022'** by Economic Times

Economic Times felicitates the company for its exceptional brand equity, consumer trust and overall market influence

Mumbai, 16 February 2023: Ambuja Cements, the cement and building materials company of Adani Cement and part of the Adani Group, was felicitated with the prestigious 'Iconic Brand of the Year 2022' by The Economic Times at the fifth edition of the Economic Times Iconic Brands of India Conclave held in Mumbai. The conclave featured remarkable brands, which have redefined the benchmark in their respective fields through their legacy and sustainability in India and globally. It also celebrated the best homegrown brands in India and their exceptional growth stories.

With over three decades of experience in the Indian cement industry, Ambuja Cement has become a household name for providing hassle-free, home-building solutions with its unique sustainable products and environment-friendly practices. The company has established a strong brand image through its commitment to sustainable development, innovation, and customer satisfaction.

Mr. Ajay Kapur, CEO, Cement Business and Ambuja Cements, said, "We are delighted to be recognised and felicitated as one of the most iconic brands in India. As a responsible brand that cares for the people and planet, this is surely a moment of pride for us. We have always kept consumers at the forefront by providing quality and sustainable solutions that are relevant for building a sustainable future. Our goal is to continue to lead the way in sustainable cement production, while delivering the highest quality products to our customers."

Economic Times 'Iconic Brands of India' list is based on extensive research and analysis of various brand performances and impact on the Indian market. The list includes companies from diverse industries, recognising their exceptional contributions to the country's growth. Ambuja Cement's inclusion in this list is a testament to the company's unwavering commitment to quality and sustainability. Ambuja Cements, part of Adani Cement, has also been recognised as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022 and has become synonymous with quality and strength. It has always focused on building a brand rather than just selling a commodity and was the first company to create brand in this commoditised category. It not only gave its product a name but also an identity of strength in the form of Giant symbol. This is what makes Ambuja a great brand and a time-tested one too. Today, it offers the most innovative, cutting-

edge and futuristic product offering to meet the need of growing India with a sharp focus on sustainable growth.

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

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