

Media Release

Ambuja Cements' unique talent hunt platform carves out the goodness of music amongst contractors

EDITOR'S SYNOPSIS

- Ambuja Cements brings alive the fun experience of a Musical Talent Hunt for contractors and their families through its 'Ambuja Abhiman Ke Sangeet Kalakaar' program.
- The program was launched in August 2022 with the purpose to actively engage with the fraternity of contractors and their families.

Mumbai, 21 November, 2022: Ambuja Cements, the cement and building materials company of Adani Cement and part of the Adani Group, launched a talent hunt platform 'Ambuja Abhiman Ke Sangeet Kalakaar' to carve out the goodness of music and bring alive the fun experience amongst the contractors fraternity through its unique influencer engagement program.

This talent hunt is a unique concept aimed at bringing stakeholders together across the nation. The program was launched in August 2022 with the purpose to actively enhance the engagement levels of contractors who are an important stakeholder in the 'Individual House Builder' (IHB) segment, the largest consumer segment for the cement industry.

Mr Ajay Kapur, CEO, Cement Business & Ambuja Cements, said "Our country has talent in abundance which ties it together amidst all its diversity. Programs like 'Ambuja Abhiman Ke Sangeet Kalakaar', is a unique platform where contractors and their families enhance and showcase their talent. We are glad that through such platforms we are able to carve out the goodness of musical talent within individuals and nurture their growth through recognitions at a national level. I congratulate all the winners and extend my best gratitude towards all the participants."

The winners of the 'Ambuja Abhiman Ke Sangeet Kalakaar' Grand Finale were declared on 19th November 2022. The winners in the kid's category are - 1st Prize: Ms. Liyana Ismail P.H from Kasargod (Kerela); 2nd Prize: Ms. Maithali Pardeshi from Ahmednagar (Maharashtra); 3rd Prize: Ms. Disharani Bej from South 24 Parganas (West Bengal); Popular Award: Ms. Nima Choudhary from Pali (Rajasthan). And the winners in the adult's category are - 1st Prize: Mr. Kunal Sahis from Puruliya (West Bengal); 2nd Prize: Mr. Ishant Kumar from Kangra (Himachal Pradesh); 3rd Prize: Mr. Azim Pathan from Nanded (Maharashtra); Popular Award: Mr. Bhola Prasad Rathore from Chhattisgarh.

An overwhelming response of 528 entries were received in the audition round. The jury reviewed all entries & shortlisted 55 performers as the regional semi-finalists. These 55 regional semi-finalists got a chance to attend a mentoring session by the Jury Members. Post mentoring, they submitted another video of these 55 regional finalists and Jury selected Top 12 as national finalists. These Top 12 finalists were mentored and guided for their final performance.

Earlier in 2020, the Company has launched a differentiated long term loyalty program for contractors known as 'Ambuja Abhimaan'. The program is aimed at empowering, engaging & fulfilling the unmet needs of contractors. Over the last 2.5 years, the Company has enrolled and engaged over 1 Lakh contractors under this program which has helped in strengthening our business and our bond with contractors' fraternity.

About Ambuja Cements Ltd

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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