

Media Release

Ambuja Cements wins the Development Catalyst Award 2022 for creating livelihood opportunities in marginalised communities

EDITOR'S SYNOPSIS

- Ambuja Cements' CSR efforts for empowering economically marginalised communities bags the Development Catalyst Award for 2022 at the Livelihoods India Summit
- Ambuja Cements through its CSR arm has been reaching out to 2.8 million people across 3500 villages of 11 states over the last 30 years

Mumbai, 27th March, 2023: Ambuja Cements, the cement and building material company of Adani Cement and part of Adani Group, has been felicitated with the Development Catalyst Award 2022 for its CSR for creating livelihood opportunities and empowering economically marginalised communities at the Livelihoods India Summit organized by Access Dev.

The Company through its CSR arm has been empowering the social and economic growth of communities near its manufacturing facilities. It has facilitated in organising farmers' clubs, self-help groups, women's federations, water-user groups, and village development committees in eleven states.

Through its Livelihoods initiatives, Ambuja focuses on creating Agro-based livelihoods, Agri-allied services, and Skill & Entrepreneurship development for the rural youth. Through these initiatives, it facilitates farmers to collectively earn better profits for their produce. It also enabling women to engage in services like goatery, poultry, cattle milk production and group-based activities through Self-Help Groups and Federations, offering them with **livelihood opportunities**. Through **Ambuja's Skill & Entrepreneurship Development Institutes**, the rural youth is getting skilled for leading a better life.

A livelihood revolving fund has been set up through local Self-Help Groups for providing loans to local businesswomen to sustain their businesses. Along with other partners, such revolving funds have also been set up for farming families providing them with financial assistance to procure agriculture inputs.

Mr. Ajay Kapur, CEO, Cement Business, said, "It is an honor for us to be recognized for the hard work and our dedication towards our community and the impact we have made in the lives of the people we serve. It is our duty to give back to the society and we always strive to do so through our CSR programs, which has made a significant difference in the lives of many people, and we are committed to continuing our efforts in this direction. We remain committed to our mission of creating a sustainable future for all."

Furthermore, the Company is also working on other initiatives in the region such as community health and sanitation, promotion of rural infrastructure, good quality education and women empowerment to improve the social as well as the economic status of the communities.

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 Compozem 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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