

Ambuja Cements and ACC Pioneer Digital Initiatives That Will Shape the Future of Construction Industry

EDITOR'S SYNOPSIS

- Ambuja Cements' and ACC's digital transformation stands as a testament to their commitment to innovation, customer-centricity, and operational excellence.
- The cement and building material companies are at the forefront of facilitating swift decision-making and improved customer service by leveraging AI, IOT, Video analytics and Optimisation capabilities.

Ahmedabad, 19 June 2024: Ambuja Cements Limited and ACC Limited, the cement and building material companies of the diversified Adani Portfolio, are excited to unveil their commitment towards innovation that will redefine the construction landscape through a series of visionary digital initiatives. The companies are steadfastly pursuing operational excellence and customer-centric solutions with cutting-edge digital initiatives.

Mr. Ajay Kapur, CEO – Cement Business, Adani Group, said, "With the continuous evolution of the digital landscape across the nation and globally, we wholeheartedly embrace the need for the construction sector to adapt and create more efficient and effective solutions. Our digital journey reflects our dedication to innovate and deliver best in class products and solutions to all our stakeholders efficiently. Ambuja Cements and ACC's digital initiatives emerge as a beacon of progress. The process of modernising the entire digital landscape, as well as using AI & IoT technologies for enhancing the plants stand as a testament to the company's unwavering commitment to progress."

At the forefront of this initiative is the development of the NexGen Sales & Reward Platform, a forward-looking digital ecosystem designed to foster seamless collaboration among customers, channel partners, retailers, influencers and sales partners by streamlining coordination and operations on a modern technology stack. By standardising and simplifying business processes, the companies aspire to significantly enhance outcomes for internal teams and external collaborators.

In addition, Ambuja Cements and ACC are implementing the 'Plants of the Future' programme to digitally transform manufacturing processes to improve production quality and reduce costs. This includes incorporating robotics for automation, automated weighbridges, in-plant automation, automated quality testing, robotics process automation for plant shutdown management, and drones for maintenance.

The digital transformation also encompasses their Industry 4.0-based Command-and-Control programme, a pioneering platform that offers stakeholders a visual representation of critical business data as well as insights and exceptions for seamless and proactive running of the business. This platform harnesses advanced analytics, equipping decision-makers with the necessary tools to optimise strategies for maximum output. Under phase 1 of this programme, the companies have developed the Cement Network Operating Centre (CNOC) dashboard.

Teaming up with the Adani Group's AI Labs will seamlessly enable harnessing the power of artificial intelligence through the integration of AI models, including generative AI capabilities, video-based analytics and optimiser functionalities. This will accelerate the decision-making processes and elevate customer interactions to new levels of efficiency.

Furthermore, the companies are implementing their advanced logistics and fleet management tools by revamping vehicle tracking and transportation management systems. Leveraging technologies such as GPS, RFIDs, and advanced track-and-trace algorithms, these enhancements will provide real-time vehicle location and estimated arrival times, enabling driver safety, seamless coordination between buyers and sellers for enhanced efficiency. The new expansion projects will fully use digital tools for enhanced project management capabilities.

The digital transformation encompasses its entire landscape, including network, data, business applications across its plants, and cybersecurity. Recognising the importance of cybersecurity, the companies will have fortified their business information systems with advanced and modern cybersecurity solutions. Adani's ISO 27k-certified central cyber defence and security operations centre ensures enterprise-grade security, safeguarding the integrity of the company's operations.

Ambuja Cements and ACC's focus on Digitalisation and AI-driven strategies exemplifies its dedication to delivering exceptional solutions. By embracing cutting-edge technologies and fostering a culture of innovation, the company continues to pioneer advancements that redefine the sector.

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 78.9 MTPA with 18 integrated cement manufacturing plants and 19 cement grinding units across the country. Ambuja has been recognised among 'India's Most Trusted Cement Brand' by TRA Research in its Brand Trust Report, 2024 and among 'Iconic Brands of India' by The Economic Times. 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's innovative products like Ambuja Cement, Ambuja Plus, Ambuja Compozem and Ambuja Kawach are now enlisted in GRIHA product catalogue. These products not only fulfil important customer needs but also help in significantly reducing their carbon footprints. Being a frontrunner in sustainable business practices, Ambuja Cements ranks among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and 'India's Top 50 Most Sustainable Companies' Cross-Industry by BW Businessworld.

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 as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2024 and among 'Iconic Brands of India' by The Economic Times. ACC is counted among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and 'India's Top 50 Most Sustainable Companies' by BW Businessworld. 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. ACC Suraksha, ACC Concrete Plus, ACC Gold, ACC F2R, and ACC HPC are now enlisted in GRIHA product catalogue.

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