

Media Release

Ambuja Cements and ACC Champion Customer-Centric Sustainable Construction Solutions

EDITOR'S SYNOPSIS

- Ambuja Cements and ACC lead the way in the cement and building materials industry with their customer-centric approach.
- Their cutting-edge solutions, from Concrete mix proportioning to Zero-Water Curing, addresses and enhances sustainable construction practices.

Ahmedabad, 17th October 2023: Ambuja Cements and ACC, the cement and building material companies of the diversified Adani Group, take pride in announcing their dedicated commitment to addressing vital customer needs while advancing sustainable construction practices. Recognising the paramount importance of having technical guidance, material selection expertise, and the crucial role of selecting the right contractors and engineers, both companies have harnessed their technical expertise to deliver an array of solutions. These solutions are thoughtfully designed to empower customers and enhance their construction experiences.

Amid Ambuja Cement's and ACC's array of innovative solutions, one stands out prominently: the cutting-edge Instant Concrete Mix Proportioning Solution, which has been meticulously developed by the technical team. This innovative approach optimises the proportions of aggregates, sand, and water in concrete mixes, considering their unique properties. This groundbreaking approach truly reflects the companies unwavering commitment to resource efficiency.

The in-house developed Modular Curing Solution, also known as Zero-Water Curing, signifies another remarkable milestone in sustainable construction practices. This ingenious technique facilitates concrete slab curing without the excessive use of water. Over the past year, it has been successfully implemented at around 3,300 sites, leading to significant water savings of about 39-million litres. This approach not only conserves water, but ensures the longevity and quality of concrete structures.

Recognising the critical role of slab casting in construction, the expert technical teams are entrusted with providing invaluable guidance and supervision during this important stage. Around 32,000 customers annually benefit from the technical guidance and supervision. This commitment ensures that the customers can consistently achieve optimal outcomes during this crucial construction phase.

Mr. Ajay Kapur, CEO of Cement Business and Ambuja Cements, said, "Innovation and sustainability are the very heart of our mission. At Ambuja Cements and ACC, we are not just building structures, we are also building a better future for our customers and our planet. Together, we are constructing a legacy of excellence and environmental stewardship."

In addition to these practical solutions, the cement companies are also dedicated to knowledge sharing. They actively promote sustainable construction and advanced

construction material techniques through seminars, demonstrations, and engagement with architects and engineers. This commitment to fostering a culture of learning and innovation empowers industry professionals to make informed and sustainable choices, enriching the construction landscape.

Ambuja Cements and ACC steadfastly maintain their committed to enriching the customer experience by addressing critical needs and promoting sustainability in construction practices. Their vision extends beyond delivering top-tier products to encompass providing invaluable guidance and support, essential for the success of sustainable construction.

Ambuja Cements and ACC share the commitment towards innovation, sustainability, and customer empowerment in the construction industry with a focus on delivering high-quality cement and building materials.

About Ambuja Cements Limited

Ambuja Cements Limited, part of the Adani Group, is among India's leading cement companies. Ambuja, with its subsidiary ACC Ltd. has a capacity of 67.5 million tonnes with fourteen integrated cement manufacturing plants and sixteen cement grinding units across the country. Ambuja has been recognised as 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. 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. With a world-class R&D centre, the quality of Ambuja's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. 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.

About ACC Limited

ACC Limited, one of India's leading producers of cement and ready-mix concrete. It is a member of the Adani Group - the largest and fastest-growing portfolio of diversified sustainable businesses. ACC has 16 cement manufacturing sites, 85+ 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 recognized 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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