

## ACC and Ambuja Cement evoke nostalgia with the Great Khali AD TV Campaign

### EDITOR'S SYNOPSIS

- ACC and Ambuja Cement are back with multimedia campaigns featuring their ACC Suraksha Cement and featuring the legendary wrestling superstar - the Great Khali, respectively.

Mumbai, 22nd May, 2023: ACC and Ambuja Cements, the cement and building material companies of the diversified Adani Group, are back with multimedia campaigns featuring their ACC Suraksha Cement and featuring the legendary wrestling superstar - the Great Khali, respectively. The campaigns have gone live on 20<sup>th</sup> May'23 bringing excitement to audiences across the country.

Ambuja Cements' campaign is sure to evoke nostalgia by bringing back an ad featuring the Great Khali, which originally aired in 2015. Throughout the 2000s, the international wrestling superstar was a staple of television screens across the world, and struck a particular chord with Indian audiences, hailing originally from Himachal Pradesh. The humorous ad **plays on the Great Khali's impressive stature and** strength and amplifies the brand's core positioning of "Giant Compressive Strength" emphasizing the need for strength in cement. The advertisement will also affirm the brand's long-standing reputation for quality and reliability as "The Most Trusted Cement Brand of India" according to the TRA Brand Trust report, 2023.

Meanwhile, the ACC campaign is poised to highlight the brand's core positioning of **"Durability"**, underscoring the brand's legacy in contributing to the robust infrastructure of India since 1936. The TV commercial is set to evoke a sense of pride and trust, focusing on the key message - "Building your home with the cement that has been building a durable India since 1936".

Mr. Ajay Kapur, CEO, Cement Business, said, "We are thrilled to launch these campaigns which embody the spirit and promise of ACC and Ambuja Cement Brands. As we move forward, we remain committed to delivering on our brand promise of strength, durability, and trust, all of which are integral to the construction of homes and infrastructure that stand the test of time".

The television campaigns will be aired on various national and regional channels, ensuring broad visibility to audiences across the country. In addition, the advertisements will be shared extensively on digital platforms, expanding the reach and engagement with viewers nationwide.

### 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 recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2023. 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.

#### About ACC Limited

ACC Limited is a part of Adani Cement and 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 17 cement manufacturing sites, over 88 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. 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.

For further information on this release, please contact: [roy.paul@adani.com](mailto:roy.paul@adani.com)