

Ambuja Cements leads the way in green construction with low carbon, innovative and sustainable products & offerings for its customers

Mumbai, June 15, 2021: Ambuja Cements is setting industry benchmarks in offering low carbon, sustainable solutions to its customers. Aligned with the vision of LafargeHolcim, the parent company, Ambuja Cements is committed to group-level targets to mitigate the effects of climate change.

Ambuja Cements' sustainable and innovative product portfolio includes differentiated products for different climatic conditions, as well as low carbon building materials and solutions. By developing these sustainable solutions, Ambuja Cements aims to produce eco-friendly products to ensure a greener tomorrow for the future generations.

Engineered with cutting edge technology – **Ambuja Kawach** is a specially formulated cement with high-quality water-repellent properties and is a one-of-its-kind product. This product has 33% lower carbon footprint as compared to OPC products. This premium quality solution has been developed through its in-house manufacturing and product innovation efforts. Kawach has been developed to prevent water penetration in the most effective way, resulting in improved durability and life of the houses.

Ambuja Buildcem is an innovative way of using fly ash to produce high strength Portland Pozzolana Cement (PPC) which helps build strong and durable structures. The product aims to conserve natural resources by producing less CO₂ and it also helps reduce waste. Another low carbon and environmentally friendly offering is Ambuja Cool Walls, a state-of-the-art solution to the problems posed by clay bricks walls. The blocks of Ambuja Cool Walls are made of pre-cast concrete and have a special heat barrier technology that keeps houses 5°C cooler in summer and warmer in winter. It is made of cement and has no natural or added salts and never has the problem of 'shora' (Efflorescence). Thus, the plaster retains its strength and helps save recurring painting cost.

Neeraj Akhoury, CEO India LafargeHolcim, Managing Director & CEO of Ambuja Cements Ltd, said "We are committed to the net zero pledge of our parent LafargeHolcim and our low carbon product offerings are an important part of this endeavor. Our research and innovation team are constantly developing products which are not only innovative but also responsible and sustainable. We want to provide green living choice to the customers through durable and environment friendly products in India."

Ambuja Cements' vision to become the most competitive and sustainable company has led the company to adopt True Value, the triple bottom-line accounting methodology which encompasses the three pillars of sustainability – people, planet, and profit.

Ambuja Cement

About Ambuja Cement:

Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim, is among the leading cement companies in India. Ambuja Cement has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cement 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.

For more details, visit <http://www.ambujacement.com>

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