

Ambuja Cements ranked as India's Most Trusted Cement Brand in 2022 by TRA Research

- Ambuja Cements is the only cement firm to figure in the top 5 in the manufacturing category of the rankings.

Mumbai, 21st March, 2022: Ambuja Cements Limited, part of the Holcim Group and one of India's largest cement makers, has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. Ambuja Cements has also secured the fifth rank in the manufacturing category of the report.

With "I Can" as its brand philosophy, Ambuja Cements has become one of India's leading cement manufacturers by constantly seeking to offer more than what its customers need. It has been providing hassle-free, home-building solutions with its unique sustainable products and environment-friendly practices since it started operations.

Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO of Ambuja Cements Ltd. said, "We're happy to be recognized as India's No. 1 trusted cement brand. As a responsible cement brand that cares for the people and planet, this is surely a moment of pride for us. Ambuja has always kept the consumer at its focus by providing quality and sustainable solutions that are relevant to Indian consumers today. We will continue to innovate and build on the trust earned in the years to come. 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 has placed the customer at the centre by setting industry benchmarks in offering low carbon, sustainable solutions. The company's innovative product portfolio includes differentiated products such as Ambuja Kawach, Ambuja Plus, Ambuja Compecem and Ambuja Cement (PPC) for different climatic conditions. Through such product innovations, Ambuja Cements aims to ensure a greener tomorrow for the future generations.

TRA's Brand Trust Report 2022 is the result of comprehensive primary research conducted on its proprietary 10 brand behaviours, which make up the Brand Trust Matrix. The study had 1,617 consumer influencers across 16 cities as respondents. It analyzed over 8,000 unique brands, from which the top 1,000 were listed in the report. TRA's Brand Trust Report data provides invaluable consumer insights to leading Indian and global organizations, allowing them to enhance their brand's scope and relevance in these fast-changing times.

With social responsibility as its core ethos, Ambuja Cement recently launched the campaign #ChangeTheStory to elevate the narrative around sustainability by showcasing technology-backed solutions that offer effective and measurable outcomes, in coordination with ACC Limited. As part of this campaign, a non-invasive technology named Bubble Barrier will remove 2,400 tonnes of plastic waste from Agra's Mantola canal.

About Ambuja Cements:

Ambuja Cements Ltd., a part of the global conglomerate Holcim, is among the leading cement companies in India. Ambuja Cement has a cement capacity of 31 million tonnes with six 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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