

Media Release

## Ambuja **Cements'** promoted Farmer Producer Company and Self-Help Group felicitated with '**Best FPO and Best SHG Award' by NABARD**

### **EDITOR'S SYNOPSIS**

- Ambuja promoted Farmer Producer Organization (FPO) from Bhatinda was awarded the 'Best FPO' and Guru Tegh Bahadur Self-Help Group (SHG) was awarded the 'Best SHG' by NABARD
- Projects supported by NABARD include agro & skill-based livelihood, women empowerment, water resource management and education

Mumbai, 06 March 2023: Ambuja Cements, the cement and building material company of Adani Cement and part of Adani Group, recognised for its community development projects. The Company promoted Farmer Producer Organization (FPO) from Bhatinda, Punjab was felicitated with the '**Best FPO Award'** and Guru Tegh Bahadur Self-Help Group (SHG) was felicitated with the '**Best SHG Award'** by NABARD during the State Credit Seminar 2023-24 held in Chandigarh.

Through **the Company's** CSR interventions, the farmers are encouraged to form FPOs and market their produce collectively which helps them to avoid intermediaries and earn more profit. The Company extensively invests in training farmers on the latest technologies, environment-friendly methods and providing farming equipment & machines. The success of these initiatives has helped many FPOs to operate as registered businesses to market their products.

Furthermore, the Company encourages women to join Self-Help Groups (SHG) enabling them to support themselves and their families. The Guru Tegh Bahadur SHG is crafting and selling traditional handicrafts in local markets and exhibitions. The Company also offers training in business plans, regular recovery and record keeping to supports groups willing to start their own business.

Mr. Ajay Kapur, CEO, Cement Business, **said**, "It is a moment of pride to witness the growth of our community initiatives and such recognitions encourage us to form people's institutions for the development and prosperity of the community. The SHGs and FPOs enable people to be responsible and self-determining and cater to our goal of **society's progress.**"

The Company believes in forming people's institutions and has enabled Women Federations, Water Users Associations, Village Health Functionaries, Watershed Development Committees and School Management Committees. Projects supported by NABARD include agro & skill-based livelihood, women empowerment, water resource management and education.

#### About Ambuja Cements Limited

Ambuja Cements Limited., part of the Adani Group, is among India's leading cement companies. Ambuja has a capacity of 31.5 million tonnes with six integrated cement manufacturing plants and eight 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, 2022**. 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 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.

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