

Ambuja Kawach bags award for innovating in customer experience

- The key product of Ambuja Cements wins “Best use of innovation to enhance customer experience” award at The Customer Fest Awards 2022.
- Ambuja Kawach has a carbon footprint that is nearly 33% lesser than ordinary Portland cement. It also prevents all forms of water ingress and seepage.

Mumbai, May 23rd, 2022: Ambuja Cements Ltd, one of India’s most sustainable and customer centric cement makers, has received the “Best use of innovation to enhance customer experience” award at The Customer Fest Awards 2022 for one of its key products, Ambuja Kawach, a one-of-its-kind specially formulated water repellent cement that prevents all forms of seepage. This award is the latest addition in the company’s long list of recognitions it has received throughout its lifetime as a responsible and sustainable provider of construction solutions.

The award was received by Mr. Rajiv Kumar, Chief Commercial Officer of Ambuja Cements; Mr. Umesh Soni, Head – Technical Services; and Mr. Gajendra Godle, Customer Engagement Manager; at the 15th edition of the awards on May 11 in Mumbai. The company had filed a nomination for its innovative green building solution, Ambuja Kawach, under the category of customer experience. More than 100+ reputed corporates across industries like banking, manufacturing, retail, automobiles and insurance showcased their customer centric initiatives in this event under various categories. After a thorough scrutiny by the jury, Ambuja Kawach was declared winner and recognised as the “Best use of Innovation to Enhance Customer Experience” under the Customer Experience category.

Ambuja Kawach is a special water repellent cement developed with several sustainable benefits, including low maintenance costs. Blended cement—which consumes lesser water, energy and resources and offers greater durability—comprises nearly 90% of Ambuja Cements’ portfolio and Ambuja Kawach is one such product, whose carbon footprint is nearly 33% lower than ordinary Portland cement. Ambuja Kawach is engineered with cutting edge technology that prevents water penetration in the most effective way, resulting in improved durability and life of structures. Ambuja Kawach provides exceptional shielding against water seepage and chemical ingress, adding strength to structures built with it.

Mr. Neeraj Akhoury, MD & CEO, Ambuja Cements, said, “We are thoroughly honoured and joyed to receive this honour at The Customer Fest Awards 2022. While our products are made with the best practices that ensure quality isn’t compromised, it feels special to receive external recognition for our efforts. We have always ensured that Ambuja Cements’ quality products reach our customers, which in turn caters to their diverse needs and helps create sustainable structures.”

Ambuja Kawach has also been acknowledged at the international level with the “Solar Impulse Foundation” recognizing it as an efficient Green Building Solution. Ambuja Kawach was one of the top ten products recognized globally under this category. Structures built with this cement have reduced repair and maintenance costs. That apart, Ambuja Kawach is also listed in GRIHA’s Green Product Catalogue. Green Rating for Integrated Habitat Assessment, or GRIHA, is a National Green rating system developed by the Government of India.

As one of India’s largest cement makers, Ambuja Cements has continued to drive customer value through innovation, responsible products, engagement initiatives and good customer service. It has strengthened its distributor connect through various outreach programmes, which helped it onboard 1,850 dealers and 4,200 retailers in 2021.

Ambuja Cements’ other customer-centric initiatives include ‘Darpan’, a mobile application that aids the businesses of 60,000 construction contractors and realty professionals, and Ambuja Abhimaan, a differentiated long-term loyalty programme.

About Ambuja Cements:

Ambuja Cements Ltd., a part of the Holcim Group, is among India's leading cement companies. Ambuja Cement has a cement capacity of 31 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the

Ambuja Cement

country. Ambuja Cements has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. 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. Being an employee friendly workplace, Ambuja Cements has been ranked No. 1 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

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

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