

Media Release

Ambuja Ranked No.1 and ACC at No.2 in 'India's Most Trusted Cement Brands 2023' by TRA Research

EDITOR'S SYNOPSIS

- Ambuja Cement and ACC recognised as India's Most Trusted Cement Brands for second year in a row.
- Ambuja Cement and ACC rank amongst the top two cement brands and are also amongst the top 3 brands in the manufacturing category of the report.
- Ambuja and ACC have seen a remarkable jump in their overall ranking from last year's report.

Mumbai, 12th April 2023: Ambuja Cement and ACC, the cement building and material companies of Adani Cement and part of Adani Group, have been recognised as **India's Most Trusted Cement Brands** by TRA Research in its Brand Trust Report 2023, for second year in a row. Ambuja Cement and ACC rank amongst the top two cement brands and are also amongst the top 3 brands in the manufacturing category of the report.

TRA's Brand Trust Report offers a valuable snapshot of India's 1000 most trusted brands. One of the most significant findings from this year's report is the importance of transparency and social responsibility in building consumer trust. Ambuja Cement and ACC have secured impressive rankings of 91 and 115, respectively, in the overall report of '**India's Most Trusted Brands 2023**'. This is a significant improvement from their positions in the previous year's report wherein they ranked 246 and 341, respectively.

The Companies have become **India's leading cement** brands by constantly seeking to offer more than what its customers need and has been providing hassle-free and innovative building solutions. Ambuja Cement and ACC have always placed the customer at the center by setting industry benchmarks in offering low carbon, sustainable solutions.

Mr. Ajay Kapur, CEO, Cement Business said, "**We** are thrilled to have been acknowledged as India's most trusted cement brands. This recognition reinforces our dedication to providing our customers with only the best products and services. It also motivates us to continue to innovate and improve our products to meet ever-evolving needs of the construction industry. We thank our customers for their unwavering trust and support, which has made this recognition possible. We are confident that with our commitment to **quality and customer satisfaction, we will continue to lead the way in the cement industry.**"

TRA's **Brand Trust Report 2023** is based on comprehensive primary research conducted on the Brand Trust Matrix which comprises proprietary brand behaviors. The report provides valuable consumer insights to leading Indian and global organizations, enabling them to enhance their brand's scope and relevance in these rapidly changing times.

About Ambuja Cements Limited

Ambuja Cements Limited, part of the diversified 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 Compecem 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 84 concrete plants and a nationwide network of channel partners to serve its customers. With a world-class R&D centre in Mumbai, 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 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.

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