

Ambuja Cement encourages to brighten up the surroundings and not just our homes with its Diwali film

Mumbai, November 09, 2021: Diwali is a festival of new beginnings, with cleanliness as an important aspect in bringing peace and prosperity to everyone's home. On this occasion, Ambuja Cement through its film titled '[The strength it takes to spread joy to the world](#)', encourages everyone to begin caring for and cleaning not just their homes but also its surroundings.

During Diwali, people typically prepare for the auspicious festival by cleaning and brightening their homes without much attention given to the neighboring surroundings. What belongs to everyone often becomes the responsibility of no one.

Ambuja Cement's new film urges to take on shared responsibility for shared spaces. The story revolves around a child who wants to clean up a community area, but he must overcome the force of old habits, which he does through grit and determination.

The child helps to shine the light on apathy and to make it a brighter world. Keeping our environment neat and clean is our responsibility and not someone else's. This message has been communicated by the film as well that people need to start caring not just for their home but, also their world.

Ambuja Cement takes pride in its brand philosophy of 'Giant Strength' and creating a positive impact on the audience through advertising. Through this film, the company encourages people to strengthen their resolve to treat their surroundings in the same way they treat their homes, with care and respect.

The film was released on Diwali and has already garnered 2.3 million views on YouTube so far. Ambuja Cements celebrates the strength it takes to spread joy to the world and will keep on propagating the idea of greener and brighter future to the world through its messaging.



About Ambuja Cements Limited:

Ambuja Cements Limited is a member of Holcim, the global leader in innovative and sustainable building solutions. Among the leading cement companies in India with a capacity of 29.65 million tons, Ambuja Cements has five integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cements 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 Kawach, Ambuja Roof Special, Ambuja Compozem and Ambuja Cool Walls, under the umbrella of Ambuja Certified Technology, which help in significantly reducing carbon footprints. Its sustainable operations and initiatives help advance the Company's philosophy of contributing to societal well-being.

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

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