

## **Ambuja Cements moves closer to NET ZERO**

### **Partners with Coolbrook to leverage zero-carbon heating tech, cutting fossil fuel use in manufacturing**

#### **EDITOR'S SYNOPSIS**

- Ambuja Cements enters into strategic partnership with Finland-based Coolbrook to implement its proprietary RotoDynamic Heater™ (RDH™) technology.
- By harnessing Renewable Electricity for zero carbon high-temperature process heating, Ambuja Cements will significantly reduce its fossil fuel dependence.
- This technology further advances Ambuja Cements' industry leadership in driving decarbonisation across its cement manufacturing process.
- This will complement with Ambuja Cements target on improving AFR to 28% and achieving green power of 60% by 2028.

**Ahmedabad, 2nd December 2024:** Ambuja Cements, the cement and building material company of the diversified Adani Portfolio, further advances towards its Net Zero goals by leveraging zero-carbon heating technology to decarbonise its cement manufacturing process. The Company has entered into a strategic partnership with Finland-based technology and engineering company 'Coolbrook'. Ambuja will implement Coolbrook's proprietary RotoDynamic Heater™ (RDH™) technology to significantly reduce its fossil fuel dependence and carbon emissions.

**Mr. Ajay Kapur, CEO – Cement Business, Adani Group,** said, "Our strategic partnership with Coolbrook is exciting as it is a testament to our commitment to Net Zero targets. This move further strengthens our industry leadership in sustainability. We continuously seek out innovations which drive efficiency and decarbonisation across our cement manufacturing value chain. Leveraging our Adani Group's green power generation capabilities, we will be able to reduce fossil fuel dependence, costs, and emissions, ultimately delivering the best value for our stakeholders."

**Mr. Joonas Rauramo, CEO - Coolbrook,** stated, "This partnership is a major step forward for Coolbrook as we aim to revolutionise heavy industries with our innovative electrification technology. Ambuja Cements' strong commitment to sustainability and leadership position in renewable energy makes them an ideal partner for us to expand our offerings and drive the global energy transition."

The RDH technology utilises mechanical energy to generate high temperature using green power at highly competitive rates. The process can replace / minimise fossil fuels used for reaching high temperatures in cement kiln pre-calciner, crucial for cement manufacturing and multiple other applications. Being a carbon-free process, it can significantly reduce emissions from the use of conventional fuels in a cement plant.

Ambuja Cements continues to remain steadfast in its innovation-based pursuit of operational excellence, driving sustainability in all areas of its operations.

**About Ambuja Cements Limited**

Ambuja Cements Limited, is one of India's leading cement companies and a member of the diversified Adani Group – the largest and fastest growing portfolio of diversified sustainable businesses. Ambuja Cements, with its subsidiaries has taken the Adani Group's cement capacity to 89 MTPA with 22 integrated cement manufacturing plants and 21 cement grinding units across the country. Ambuja Cements has been recognised among 'India's Most Trusted Cement Brand' by TRA Research in its Brand Trust Report, 2024 and among 'Iconic Brands of India 2024' by The Economic Times for the third consecutive year. 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 ten terminals that has facilitated timely, cost-effective and cleaner shipments of bulk cement to its customers. To further add value to customers, the Company's innovative products are now enlisted in GRIHA product catalogue. These products not only fulfil important customer needs but also help in significantly reducing their carbon footprints. Being a frontrunner in sustainable business practices, Ambuja Cements is the world's first cement manufacturer to join the Alliance for Industrial Decarbonization (AFID) – a global alliance, facilitated by IRENA to accelerate Net Zero transition. instead highlight about Golden Peacock Award and has been recognised for its climate change mitigation commitments with a 'Leadership Score' of A- by CDP.

**About Coolbrook**

Hailed as the key technology for industrial decarbonization globally, Coolbrook is a transformational technology and engineering company on a mission to decarbonise major industrial sectors like petrochemicals and chemicals, iron and steel, and cement. Coolbrook's revolutionary rotating technology combines space science, turbomachinery and chemical engineering to replace burning of fossil fuels across all major industrial sectors. The technology has two main applications: RotoDynamic Reactor™ (RDR™) to reach 100% CO<sub>2</sub> free olefin production, and RotoDynamic Heater™ (RDH™) to provide carbon-free process heating to iron and steel, cement and chemicals production. Once implemented at scale, the RotoDynamic Technology has the potential to reach temperatures of 1700°C and cut 2.4 billion tons (30%) of annual CO<sub>2</sub> emissions in heavy industry. For more information, please visit [www.coolbrook.com](http://www.coolbrook.com).

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