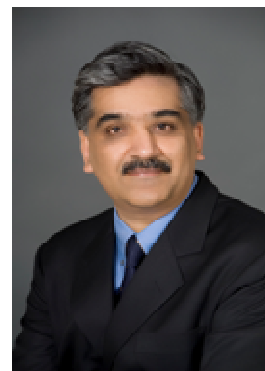


Media Release

Harish Badami assumes office as CEO and Managing Director of ACC Limited

Mr Harish Badami has assumed office as CEO & Managing Director of ACC Limited, with effect from August 13, 2014.

Mr Badami brings with him 25 years of rich and varied experience in the chemical industry, mostly in India. Immediately prior to joining ACC on August 1, 2014, Mr Badami served as Managing Director of Celanese India. He has held similar positions of President and Managing Director of Dow Chemical India, and Managing Director of Rohm and Haas India, before its acquisition in 2009 by Dow Chemical.



Mr Badami joined Rohm and Haas in India in 1995, and held positions of increasing responsibility in sales & business development, regional procurement and strategic planning. In October 2001, he was appointed Country Manager of Rohm and Haas India, and also its Area Business Manager overseeing two core businesses of Rohm and Haas - Coatings and Adhesives & Sealants. In October 2004, he took over the regional role of General Manager, Architectural and Functional Coatings for South East Asia and India, based out of Singapore.

Mr Badami was instrumental in leading the very successful India strategy for Rohm and Haas, of which the investments in state-of-the-art manufacturing plants at Taloja near Mumbai in 2003 and a second facility at Sriperumbudur near Chennai in 2007 were key components. Under him, Rohm and Haas achieved rapid growth and leadership positions across several specialty chemical markets. He also oversaw the successful integration of Dow Chemical's and Rohm and Haas' businesses and operating sites in India between 2009 and 2011.

Before joining Rohm and Haas, Mr Badami spent 6 years with ICI India and served in ICI's Chemicals, Fertilizer and Catalysts divisions in various commercial and business roles. Early in his career, he also spent a year in the gases industry with British Oxygen Company,.

Mr Badami earned his Bachelor of Technology degree in Chemical Engineering from the Indian Institute of Technology Bombay in 1985, and an MBA from the Indian Institute of Management Calcutta in 1989.

A handwritten signature in black ink, appearing to read 'R Nand Kumar'.

R Nand Kumar
Vice President – Corporate Communications

Mumbai. August 13, 2014

ACC Limited is among India's leading manufacturers of cement. Formerly called "The Associated Cement Companies Limited," ACC has a countrywide network of modern cement plants, sales offices, dealers and retailers. In the 75 years of its existence, ACC has been a pioneer and trend-setter in cement and sustainable development.

For more information about this release, call Corporate Communications, at +91 22 33024524, email: nand.kumar@acclimited.com
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