

ACC – India’s first name in cement

ACC Limited, or ACC as it is popularly known, is India’s foremost manufacturer of cement. Formerly called The Associated Cement Companies Limited, ACC’s corporate office is located in Mumbai.

Its operations are spread throughout the country with 14 modern cement factories having a total installed capacity of 22.4 million tones of cement per annum, a string of 20 sales offices and a countrywide distribution network of over 9,000 dealers. It has a workforce of more than 10,000 persons. A subsidiary company, ACC Concrete Limited, is a leading manufacturer of ready mix concrete that has 30 plants across the country. Established in 1936 as a merger of ten cement companies, ACC is today closely associated with the Holcim Group of Switzerland. Since inception, the company has been a pioneer and trendsetter in cement and concrete, with a unique track record of innovative research and product development. It is an important benchmark for the cement industry in respect of its production, marketing human resource management and other processes.

Pioneer and trend-setter

The brand name ACC is synonymous with cement and enjoys a high level of equity in the Indian market. The company manufactures Portland cements for general construction such as Ordinary Portland Cement and Blended Cements including fly ash and slag based cements.

In the 70 years of its existence, ACC has been a pioneer and a trend-setter responsible for many breakthroughs in the manufacture of cement and concrete. ACC was first in India to offer distribution of cement in Bulk and Ready Mix Concrete, which has helped change the pace of large construction projects in the country.

Protecting the environment

Among the first companies in India to include commitment to environment protection as a corporate objective, ACC inducted the use of pollution control equipment as early as 1966. Today each plant has sophisticated environment management systems and state-of-the art pollution control equipment.

ACC plants, mines and townships visibly demonstrate successful endeavours in quarry rehabilitation, water management techniques and ‘greening’ activities such as afforestation, tree planting, horticulture, vegetable and cultivation apart from landscaping that helps beautify the environs. Better and cleaner mining techniques have helped safeguard and conserve mineral resources.

ACC has achieved spectacular results in the utilization of two industrial wastes – namely slag from steel plants and fly ash from thermal power stations – to make blended cements that offer unique advantages to concrete. Today ACC offers total solutions for waste management including testing, suggestions for reuse, recycling and co-processing.

ACC – A Good Corporate Citizen

ACC’s earliest initiatives in community development date back to the 1940’s while its first formal Village Welfare Scheme was launched in 1952. The company undertakes a range of activities to improve living conditions of the under-privileged classes living near its plants. This includes education, healthcare, vocational guidance and rural development.

