

Media Release

ACC Upgrades Rural Livelihood by Technological Disruption in Livestock Procreation in Chhattisgarh

EDITOR'S SYNOPSIS

- In a joint initiative, ACC and BAIF supported by Adani Foundation empowered rural livelihood with advanced artificial insemination techniques to enhance the livestock productivity
- The introduction of sorted semen enhanced the productivity and profitability of livestock farming in Aragawan village of Chhattisgarh.

Ahmedabad, 7th November 2023: ACC, the cement and building material company of the diversified Adani Group, in a joint initiative with BAIF has unveiled advanced artificial insemination techniques to bolster livestock improvement in rural communities. The initiative aims to provide support to farmers who rely on livestock as their primary source of income.

With the introduction of improved livestock reproduction techniques, ACC-BAIF initiative intends to address the challenges faced by the farmers in Aragawan village and empower them. This has led to a transformation of the village and its residents. One such success story that has emerged from there is that of Mrs. Prema Pal, a resident of Aragawan village. She encountered difficulties in conceiving her buffalo despite numerous attempts in using conventional insemination techniques. They had previously relied on traditional semen for artificial insemination, which only offered a 50% chance of a female calf. Mrs. Prema Pal, however, achieved success in inseminating the buffalo through the advanced technology of Sorted Semen, which made possible through the collaborative efforts of ACC and BAIF supported by Adani Foundation.

Sorted semen technology is an advanced reproductive technique used in livestock agriculture to enhance the chances of generating offspring of a specific gender, typically female. This innovative technique ensures a higher probability of female calf births, heralding a new era for farmers and fortifying the dairy industry as the female calves reach breeding readiness within 18-24 months and results in a milk yield of 20 to 25 litres per day.

ACC and Adani Foundation are committed towards supporting local communities and promoting sustainable agricultural practices. Through the introduction of sorted semen, it aims to revolutionise the livestock sector and help farmers to improve their livelihoods and secure a better future for themselves and their families.

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 88 concrete plants

and a nationwide network of channel partners to serve its customers. With a world-class R&D centre, 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 has been recognised amongst India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2023 and among 'Iconic Brands of India' by The Economic Times. 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.

About the Adani Foundation

The Adani Foundation, the community support and engagement arm of the Adani Group, is dedicated to making strategic social investments to achieve sustainable outcomes throughout India. Since 1996, the Foundation has focused on core areas including education, health, sustainable livelihood, skill development and community infrastructure. With its strategies based on national priorities and global Sustainable Development Goals (SDGs), the Foundation is known for its innovative approach and focus on sustainability, which contributes to the well-being and wealth of communities surrounding the Adani Group's businesses and beyond. At present, it operates in 5,675 villages across 19 states, impacting the lives of 7.6 million people.

For further information on this release, please contact: roy.paul@adani.com