

## Media Release

## ACC launches its new campaign 'Bharosa Atoot', true to its 'Legacy of Trust and Durability.'

### EDITOR'S SYNOPSIS

- ACC launches its new campaign showcasing its legacy and essence of trust, durability and togetherness, taking viewers on an enchanting journey that beautifully captures a range of emotions and experiences.
- The film journeys beyond just cement and concrete, signifying what ACC as a brand stands for its customers.

**Ahmedabad, 9<sup>th</sup> October 2023:** ACC, the cement and building material company of the diversified Adani Group, launches its latest campaign that embodies its legacy of trust & durability. The film '**ACC Bharosa Atoot**', takes viewers on an enchanting journey that beautifully captures a range of emotions and experiences, with trust as the cornerstone.

ACC's latest campaign honors and acknowledges the dedication and sacrifices made by our armed forces. The storyline, rich in symbolism, begins with an evocative scene of an airplane's shadow touching down gracefully on an airstrip. It's a metaphorical homecoming, a return to trust. Following this, we see an army, the embodiment of resilience and dedication, marching forward. Their unity is captured in a simple yet profound moment when two hands meet in a handshake – a silent declaration of the trust soldiers place in each other, which is emphasised by the words '**Bharosa Lagta Hai**'.

The narrative takes a tender turn as we see an army man returning to his family. The air is thick with anticipation until joy shines from a young girl's eyes, seeing her father. As she rushes to envelop him in a hug, the scene encapsulates the pure, unadulterated bond between a father and daughter. A mother looks on, her eyes reflecting a mix of pride and emotion, her smile capturing the essence of family and the ties that bind.

Navigating through the picturesque hill road on a serene drive, the narrative captures a mother's gentle guidance steering her family home, while a reassuring touch from the father underlines their shared journey and bond symbolizing the trust of ACC. Adding another dimension to the tale, the vast expanse of a concrete bridge and dam emerges as a testament to the quality and durability synonymous with ACC. The ending is on an emotional note, culminating with the entire family coming together and leaving the simple yet powerful message - '**Ghar bhi bharose se banta hae**'.

**Mr. Ajay Kapur, CEO, Cement Business, said,** "From urban megastructures to every home, ACC has played an instrumental role both in India's growing infrastructures and in the lives of common people. Through this film – Bharosa Atoot', we would like to take people on a journey of why we build what we build. A journey to show the positive impact of our company on the lives of millions of Indians and the nation. A journey of winning the unbreakable trust of India."

## **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.

**For further information on this release, please contact: [roy.paul@adani.com](mailto:roy.paul@adani.com)**