

Media Release

ACC teams up with Gujarat Giants for the Pro Kabaddi League 2023, promoting sports essential for nation-building

EDITOR'S SYNOPSIS

- ACC announces its partnership with 'Gujarat Giants' as their official partner for Pro Kabaddi League Season 2023.
- This partnership signifies a powerful synergy between two brands dedicated to promoting sports which is essential for the youth and development of the country.

Ahmedabad, 29th November, 2023: ACC Limited, the cement and building material company of Adani Cement, has announced its partnership with the celebrated Pro Kabaddi League team - 'Gujarat Giants', as their official partner for the upcoming Pro Kabaddi League Season 2023.

This partnership marks a significant milestone for both ACC and Gujarat Giants, bringing together a legacy of excellence and a passion for nation building. It signifies a powerful synergy between two brands dedicated to promoting sports which is essential for the youth and development of the country.

Mr. Ajay Kapoor, CEO, Cement Business, said, "This partnership is a fusion of tradition and ambition, a synergy of two brands with the same passion and a common goal of nation building. We believe that this partnership is a beacon of the united pursuit of excellence and a symbol of the enduring bond between the two strong teams. Together, we will embark on a journey of transcending boundaries, breaking barriers, and empowering our youth."

Owned by Adani Sportsline, the Gujarat Giants started its journey in 2017. With its slogan, "Garjega Gujarat", and the team took the competition by storm, coming away with two consecutive final appearances in their first two years, 2017 and 2018.

With their eyes firmly set on the title, the Gujarat Giants have assembled a strong squad. The ace defender Fazel Atrachali will lead the side with Ram Mehar Singh as coach. The team is a well-balanced one with the likes of Rakesh, Rohit Gulia, Parteek Dahiya and Mohammad Nabibaksh adding depth and talent.

In its 10th season, the Pro Kabaddi League has emerged as the second most-watched and followed sports event in India, trailing only behind the IPL. The league has witnessed a phenomenal growth in popularity and fan base, attracting some of the best kabaddi players from across the world. The league is scheduled to start from 2nd December 2023 in Ahmedabad and will feature 12 teams competing for the coveted trophy. The Gujarat Giants will play the Telugu Titans in the opening game of the tournament.

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