

## Ambuja Cements & ACC wins the Digital Customer Experience Award 2023 for 'Best Customer & Influencer Engagement Initiatives'

### EDITOR'S SYNOPSIS

- Ambuja Cements & ACC honoured with "Best Customer & Influencer Engagement Initiatives" at the Digital Customer Experience Confex & Awards 2023 organized by Gainskills Media

Mumbai, 17th April, 2023: Ambuja Cements and ACC, the cement and building material companies of Adani Cement and part of Adani Group, wins the Digital Customer Experience Award 2023 for 'Best Customer & Influencer Engagement Initiatives' organized by Gainskills Media.

Esteemed corporate brands spanning across sectors such as Banking, Retail, Manufacturing, Logistics & Supply Chain, Pharma, Automobile, and Insurance, among others, attended the event to showcase their customer experience initiatives. Ambuja and ACC, companies of Adani Cement, presented their Customer & Influencer engagement initiatives relating to customer ownership & tracking, onsite services, and influencer loyalty among others. Ambuja's and ACC's initiatives were recognized and awarded after a thorough scrutiny by the jury.

Mr. Ajay Kapur, CEO, Cement Business, said, **"We believe that this recognition is a result of our relentless pursuit of providing the best customer experience in the cement industry. It is a great honor for us to be acknowledged for our efforts in enhancing customer engagement initiatives. We are grateful to the jury and Gainskills Media for organizing this event, providing a platform to showcase our initiatives."**

Adani Cement's commitment to providing exceptional customer service and experience is unwavering. The team is grateful for the recognition and strives to continue innovating and improving customer engagement initiatives. The Digital Customer Experience Confex & Awards 2023 event was a phenomenal opportunity to stay informed on the latest trends and advancements in customer experience through engaging keynotes, enterprise use-cases, exhibitors' showcase, panel discussions, and tech talks. This platform provided an exceptional opportunity to revamp customer service & experience strategies to drive better business outcomes.

#### About Ambuja Cements Limited

Ambuja Cements Limited, part of the diversified Adani Group, is among India's leading cement companies. Ambuja has a capacity of 31.5 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. Ambuja has provided hassle-free, home-building solutions with its unique sustainable development projects and environment-friendly practices since it started operations. The Company has many firsts to its credit – a captive port with four terminals that has facilitated timely, cost-effective, cleaner shipments of bulk cement to its customers. To further add value to customers, the Company has launched

innovative products like Ambuja Plus, Ambuja Cool Walls, Ambuja Compocem and Ambuja Kawach under the umbrella of Ambuja Certified Technology. These products not only fulfil important customer needs but also help in significantly reducing carbon footprints. Being an employee friendly workplace, Ambuja Cements has been ranked No. 1 in 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

#### 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 84 concrete plants and a nationwide network of channel partners to serve its customers. With a world-class R&D centre in Mumbai, 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 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.

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