

## Media Release

# Ambuja Cements & ACC hold “Concrete Talk” with leading engineers and architects

### EDITOR’S SYNOPSIS

- ‘Concrete Talk’ is Ambuja Cements and ACC’s outreach initiative to help customers make the right choices when they buy cement and other related building materials.
- Ambuja Cements and ACC host workshops to assist construction industry professionals understand the value of composite cement in construction.

**Ahmedabad, 28th August, 2023:** Ambuja Cements and ACC, the cement and building material companies of the diversified Adani Group, as part of its initiative to support professionals from the construction industry held “Concrete Talk”, a day-long workshop focused upon value of composite cement, concrete technology, and aimed to educate engineers and architects regarding sustainable concrete with mineral admixture.

‘Concrete Talk’ is a part of Ambuja Cements and ACC’s outreach programme that aims to help customers take informed decisions when they buy cement and other building materials. The companies expect to achieve this objective by educating engineers and architects about products and best practices that will deliver better results for their customers in terms durability and environmental sustainability.

These workshops focused on utilising composite cement in Reinforced Cement Concrete (RCC) structure by using Pozzolanitic and GGBFS to build a durable structure and foundation and on sustainable concrete with mineral admixture highlighting the effects of this mixture on durability.

**Mr. Ajay Kapur, CEO, Cement Business,** said, “Through initiatives like ‘Concrete Talk’, we help cement buyers to take well-informed decisions and train them to use our products for achieving best results. We believe this can be best achieved by educating professionals in the construction industry like architects and engineers understand our products better. We are also using it as an opportunity to help cement buyers understand the use of eco-friendly products and educate on sustainable construction practices.”

The strength of Ambuja Cements and ACC brands have been recently validated when TRA Research recognised them as India’s ‘Most Trusted Cement Brands’ in its 2023 Brand Trust Report.

### About Ambuja Cements Limited

Ambuja Cements Limited, part of the Adani Group, is among India's leading cement companies. Ambuja, with its subsidiary ACC Ltd. has a capacity of 67.5 million tonnes with fifteen integrated cement manufacturing plants and sixteen 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, 2023. 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 16 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 recognized amongst India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2023. 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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