

Media Release

Ambuja & ACC Celebrate India's Progress and Independence: A Journey of Resilience and Nation-Building

EDITOR'S SYNOPSIS

- Ambuja Cements' film, "Desh Ban Raha Hai", showcases India's dynamic and ambitious youth, celebrating their vigour and determination, highlighting the nation's core principles of integrity, unity, and growth.
- ACC combines unwavering dedication to the nation's growth, fostering sustainable development through "Jahan Bharat Basta Hai" reflecting its iconic legacy.
- Ambuja Cements and ACC reaffirm their commitment to nation-building, upholding India's youth spirit for shaping a future grounded in strength, unity, and sustainable progress.

Mumbai, 12 August 2023: Ambuja Cements Limited and ACC Limited, the cement and building material companies of the diversified Adani Group, collaborate to commemorate India's 77th Independence Day. Under the theme of "Growing Nation," they reaffirm their commitment to India's growth and prosperity, symbolised by the metaphorical shade of a Banyan tree. The joint narrative encompasses the intertwined paths of schoolchildren, vibrant crossroads of carnivals, and the joy of newlyweds, all under our shared heritage.

Ambuja Cements, in its latest campaign "**Desh Ban Raha Hai**," celebrates the unyielding spirit and boundless potential of India's youth. These young individuals embody the essence of India's core values - integrity, unity, and advancement, weaving faith in freedom and individuality.

ACC's journey, spanning over eight decades, mirrors India's strength, progress and unity. Just as the tricolor soars with pride, ACC stands tall as a symbol of 'global quality with nationwide trust'. From shaping iconic structures to infrastructure landmarks, ACC's commitment to a sustainable and prosperous India remains strong.

Both companies champion innovation and sustainability, with green cement projects, eco-friendly practices, and holistic community engagement defining their commitment to a greener and enduring legacy for generations to come. On India's 77th Independence Day, they dedicate themselves to building a brighter, self-reliant future for our nation.

Mr. Ajay Kapur, CEO, Cement Business, reflects on this remarkable journey, "On this auspicious occasion of India's 77th Independence Day, we celebrate the indomitable spirit of our nation and its journey towards progress and growth. Our new films symbolise the essence of nation building, intricately weaving into India's growth narrative. Committed to nation-building, Ambuja Cements and ACC embody core values - independence, unity, and dependability - as India progresses."

Together, as Ambuja Cements and ACC, they stand as a testament to the essence of optimism, perseverance, and self-sufficiency, ready to carve their mark on the world and contribute to India's resplendent future.

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 fourteen 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 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 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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