

Media Release

ACC & Ambuja Cements Recognised as 'Iconic Brands of India 2023'

EDITOR'S SYNOPSIS

- ACC and Ambuja Cements have been honoured as an 'Iconic Brands' at the prestigious 6th edition of 'The Iconic Brands of India 2023' by The Economic Times.
- Ambuja Cements has been recognised as the 'Iconic Brand of India' consecutively for 2 years in a row.
- ACC and Ambuja Cements were commemorated for their remarkable journey as brands, highlighting their exceptional impact in their respective domains.

Mumbai, 26th September 2023: ACC and Ambuja Cements, the cement and building material companies of the diversified Adani Group, have been recognised as 'Iconic Brands' at the 6th edition of 'The Iconic Brands of India' by The Economic Times. ACC and Ambuja Cements were commemorated for their remarkable journey as brands and stalwarts of the cement industry. This recognition stems from their unwavering commitment to quality, innovation, and customer satisfaction that have not only stood the test of time but have also become integral to the Indian identity.

In a country as diverse and dynamic as India, these brands have not only provided excellence but have also mirrored the aspirations of a nation on the rise. The 'Iconic Brands of India Conclave' celebrates and acknowledges the remarkable journey of ACC and Ambuja Cements, brands that have set new standards in their respective domains. The companies have cultivated unparalleled loyalty among their users and admirers, making them a true cultural phenomenon. They have also etched a distinctive identity in the hearts and minds of consumers, and their stories are nothing short of inspiring.

Mr. Ajay Kapur, CEO, Cement Business, said, "The recognition of ACC and Ambuja Cements as 'The Iconic Brands of India' is a testament to our unwavering dedication towards our customers. We are honored to be a part of India's rich tapestry of iconic brands, and we view this as both a privilege and a responsibility. Throughout our journey at ACC and Ambuja, we have always strived to set new standards in the cement industry. Our journey has been marked by relentless pursuit of excellence and commitment to sustainable practices. This recognition reaffirms our core belief in prioritising quality and customer-centricity. We take pride in our heritage and our commitment to deliver the highest quality products and services to our consumers remains resolute. This recognition strengthens our resolve to continue this pursuit in the years to come."

ACC and Ambuja Cements have been trailblazers in the cement industry and their tireless pursuit of excellence, innovation in sustainable practices, and unwavering focus on customer satisfaction have earned them a special place in the hearts of millions.

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 recognised as 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. 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. With a world-class R&D centre, the quality of Ambuja's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. 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 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.

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