

Media Release

ACC wins prestigious Digital Loyalty Program Award for 'Atoot Bandhan 2.0'

Ahmedabad, 15 February 2024: ACC Limited, the most trusted legacy brand and one of India's largest cement and building materials company of the diversified Adani Group, has been honoured with the esteemed Digital Loyalty Program Award. **'Atoot Bandhan 2.0'**, the contractor loyalty program, was recognised as the 'Most Engaging Loyalty Program' and felicitated with the 'Loyalty Champion Award' at the DCX Digital Customer Experience Confex & Awards 2024.

Mr. Ajay Kapur, CEO, Cement Business, said, "We are extremely proud to receive this award. This recognition is a testament to the hard work and dedication of our team, as well as our commitment to delivering exceptional value to customers. We believe that loyalty is the foundation of any successful business."

'Atoot Bandhan 2.0' stands out for its user-friendly interface, extensive rewards catalog and innovative features. It is a points-based loyalty program that rewards contractors for registering potential leads or purchasing ACC products and availing of on-site services through the technical services team. It offers bonus points to enrolled contractors through games, quizzes, events and occasions.

DCX Confex & Awards celebrates organizations that have demonstrated exceptional creativity, effectiveness and success in implementing a digital loyalty program. ACC's remarkable efforts set it apart from its competitors and position it as a leader in the industry.

ACC's digital loyalty program has proven to be instrumental in fostering lasting relationships with partners, enhancing their overall experience and driving business growth. As the company continues to evolve and adapt to the ever-changing digital landscape, ACC remains committed to providing its customers and partners with exceptional experiences and maintaining its position as an industry leader. The Digital Loyalty Program Award serves as a testament to ACC's ongoing dedication to innovation and customer satisfaction.

About ACC Limited

ACC Limited, a subsidiary of Ambuja Cements, is one of India's leading producers of cement and ready-mix concrete. It is a member of the diversified Adani Group - the largest and fastest-growing portfolio of diversified sustainable businesses. ACC has 20 cement manufacturing sites, over 82 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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