




# Ambuja Cements' contractor loyalty programme 'Ambuja Abhimaan' recognised at Customer Fest Leadership Awards Show 2021

 By [India Education Diary Bureau Admin](#) on April 14, 2021

Mumbai: Ambuja Abhimaan, the contractor loyalty programme run by Ambuja Cements Ltd. has been bestowed with the 'Best Mobile Loyalty Program' award at the recently held Customer Fest Leadership Awards Show 2021.

This award recognises the constant efforts of the company to strengthen and enhance its relationship with the partners.

Built on the three strategic pillars of relationship, knowledge & skill building, and rewards, Ambuja Abhimaan was launched to foster the company's objective of facilitating sustainable engagement and encouraging the contractors to choose sustainable products, and imbibe sustainable construction practices. This holistic approach offers a transactional and transformational value beyond long-term relationships.

Celebrating this win, Mr. Neeraj Akhoury, CEO & MD, Ambuja Cements Limited., said, "The strength of our relationship with our stakeholders is one of the driving forces for our growth. Contractors, today play an important role in the construction sector, and being one of our key stakeholders, we are committed to empower them with knowledge and skills to practice sustainable construction solutions."



resulting in delighted and satisfied customers.

The individual house builder (IHB) is the core customer segment in trade and the contractor is the most critical influencer in the IHB's construction journey. To give an impetus to a fruitful liaison, Ambuja Abhimaan not only enables the contractors to earn points with every Ambuja product purchase, but also rewards them for upgrading their skills and knowledge and helps them attain certification, thus building a constant engagement and trust with the stakeholder.

The Customer Fest Leadership Awards Show 2021 witnessed a participation of over 60 reputed brands from across sectors like automobile, insurance, banking, construction materials etc. that showcased their customer centric initiatives.



National News

Scholarship & Awards

Share



## Related Posts