

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

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Mumbai, April 14 -- 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 rela...

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