

**Media Release**

## **Ambuja Cements and ACC Celebrate 'Real-life Giants' and the 'Glorious Unity of India' with their New Brand Films on 78<sup>th</sup> Independence Day**

### **EDITOR'S SYNOPSIS**

- Ambuja Cements and ACC launch new brand films to celebrate the spirit of independence by paying tribute to all the Indians that make India.
- Ambuja Cements' brand film titled 'Tum Virat Ho' honours the remarkable individuals who have dedicated their lives for the betterment of their country.
- ACC's brand film titled 'The Bridge of Unity', celebrates the unity found amidst the diverse glory of India.

**Ahmedabad, 13 August 2024:** Ambuja Cements and ACC, the cement and building material companies of the diversified Adani Portfolio, pay their tribute to all Indians on the nation's 78<sup>th</sup> Independence Day, by proudly launching new brand films. The films, Ambuja Cements' 'Tum Virat Ho' and ACC's 'The Bridge of Unity', honour the remarkable individuals who have dedicated their lives for the betterment of their country, and celebrate the unity found amidst the diverse glory of India.

**Mr. Ajay Kapur, CEO – Cement Business, Adani Group**, reflects on the spirit of India, saying, "For many decades, we have been at the forefront of building a better and stronger nation. This Independence Day, as a tribute to all Indians, we are proud to launch two thought-provoking brand films celebrating our nation's indomitable spirit. Ambuja Cements' film glorifies Indians who are not superheroes but real people whose actions make them the giants who make India 'Mazboot' and to whom we can proudly say 'Tum Virat Ho'. ACC's film is an ode to India's strength in the willingness of people to come together and celebrate each other."

With 'Tum Virat Ho', Ambuja Cements appreciates the outstanding selfless individuals, who embody resilience and strength. From Ladakh to Tamil Nadu, Mumbai to the Sundarbans, these individuals are dedicating their all for the betterment of the nation, helping provide education to children, accessible medical facilities to many and a cleaner and greener environment for the future.

ACC's brand film 'The Bridge of Unity', highlights the diversity of India. And yet, for all that sets us apart from another, the people of this great nation have always found a common ground to come together. For 88 years, through all that ACC has built, it has strived to push the nation forward by bringing its people and cultures closer together.

Ambuja Cements and ACC are committed to building nations with goodness, and there is no better occasion to celebrate this spirit of coming together than the Independence Day.

### **About Ambuja Cements Limited**

Ambuja Cements Limited, is one of India's leading cement companies and a member of the diversified Adani Group – the largest and fastest growing portfolio of diversified sustainable businesses. Ambuja, with its subsidiaries ACC Ltd. and Sanghi Industries Ltd has taken the Adani Group's cement capacity to 78.9 MTPA with 18 integrated cement manufacturing plants and 19 cement grinding units across the country. The Company has entered into a binding agreement to acquire Penna Cement Industries Limited with a capacity of 14 MTPA. Ambuja has been recognised among 'India's Most Trusted Cement Brand' by TRA Research in its Brand Trust Report, 2024 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 six terminals that has facilitated timely, cost-effective and cleaner shipments of bulk cement to its customers. To further add value to customers, the Company's innovative products are now enlisted in GRIHA product catalogue. These products not only fulfil important customer needs but also help in significantly reducing their carbon footprints. Being a frontrunner in sustainable business practices, Ambuja Cements ranks among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and has been recognised for its climate change mitigation commitments with a 'Leadership Score' of A- by CDP.

### **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 as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2024 and among 'Iconic Brands of India' by The Economic Times. ACC is counted among 'India's Top 50 companies contributing to inclusive growth' by SKOCH and has been recognised for its climate change mitigation commitments with a 'Leadership Score' of A- by CDP. 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. ACC's innovative products are now enlisted in GRIHA product catalogue.

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