



**Ambuja
Cement**

Our Vision

To be the most sustainable and competitive company in our industry.

Our Mission:

Create Value For All

- Delighted Customers
- Inspired Employees
- Enlightened Partners
- Energised Society
- Loyal Shareholders
- Healthy Environment



Ambuja Cement: Growing from strength to strength.

Ambuja Cements Ltd. is one of the leading cement companies in India. It is now proud to be a part of the LafargeHolcim Group, the world leader in the building materials industry, with a presence in 80 countries, 2300 operating sites and a focus on cement, aggregates, ready-mix concrete and solutions & products.

For three decades, Ambuja Cement has provided hassle-free home building solutions with its unique sustainable development projects and environment-friendly practices.



Large in scale, and big on innovation.

Currently, Ambuja has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country. Ever since inception, the company has had many firsts to its credit. A captive port with four terminals has facilitated timely, cost effective, cleaner shipments of bulk cement to our customers.




**cement capacity of
29.65 million tonnes**

Ambuja Cement's strong credentials in research, development, and innovation have helped it develop new products and services, tailored to the needs of its customers. A unique initiative by Ambuja Cement, the Concrete Futures Laboratory (CFL) is a complete solutions space for the Architect, Engineer and Construction professionals to 'test, experiment and learn' about cement and concrete.



We're fast learners, and even quicker to share our knowledge.


Another unique initiative has been the setting up of over 27 Ambuja Knowledge Centres (AKCs), a knowledge-sharing platform for construction professionals that includes practical workshops on mix design and quality supervision.



We mean no harm. Especially when it comes to Health and Safety.

Health and Safety is Ambuja's core value. For the company, people are its most important resource. The company is committed to ensure the safety of all employees, contractors, and others connected with our operations, through its Zero Harm policy.

The company has substantially reduced the number of onsite injuries with a strong emphasis on improving health and safety parameters, reducing risks through people engagement, capability building, and strengthening health and safety management systems and processes. However, there is more to be done to achieve the company's ultimate goal of achieving a Zero Harm workplace.

We Care is an umbrella  initiative that covers all stakeholders, and has played a seminal role in transforming Ambuja Cement's operations as well as attitudes towards health and safety.

As a reflection of this dedication to safety, all plants of Ambuja Cement are certified as per the **OHSAS 18001** world standard.

Quarry to Lorry



Quarry and Raw Materials Preparation			Clinker Production					Cement Grinding and Distribution			
Quarry Limestone and other raw materials are extracted using drilling and blasting techniques.	Crusher The quarried material is reduced in size in crushers by compression or impact.	Transport The crushed raw material is transported to the cement plant, mainly using conveyors.	Mixing bed The limestone, clay and alternative raw materials are mixed and homogenized.	Dust filter Baghouse filters or electrostatic precipitators remove particles from kiln and mill exhaust gases.	Raw mill The homogenized raw materials are milled and dried in a mill.	Preheater The raw materials is preheated before entry into the kiln.	Kiln At flame temperatures up to 2,000°C and materials temperature up to 1,450°C the raw materials are transformed into clinker minerals.	Clinker cooler The molten clinker is rapidly cooled.	Clinker silo Cooled clinker is stored in preparation for grinding.	Cement mill Cement clinker is ground with around 5% of gypsum and other cementitious materials to form the final cement types.	Logistics Cement is transported in bags or as a bulk powder.

A product portfolio that is also growing in strength.

The Ambuja brand feature a bouquet of products and services :

An established brand in India, Ambuja Cement is known for its high strength, high performance cement. The company has launched innovative products like Ambuja Plus Roof Special, Ambuja Plus Cool Walls and Ambuja Compozem, that not only full important customer needs but also help in significantly reducing carbon footprints.

In some cases, scale is all about going small. Ambuja's technical services engineers bring sophisticated techniques of concrete mixing and curing to the consumer in small towns. These techniques are designed in-house by adapting the practices of large construction projects.

To further add value to the consumer, Ambuja also offers to install rooftop rainwater harvesting technology, which enables the consumer to either store drinking water for the whole year or increase the groundwater table.

Ambuja caters to its B2B customers by addressing their specific needs. While Ambuja Powercem caters to the specific needs of the RMX segment, Ambuja Railcem is designed for railways. Whereas Ambuja Buildcem meets the special requirements of the mass housing segment.

Ambuja also owns two strong brands in micro materials category. Alccofine is a range of micro slag materials catering to high strength, high performance concrete and tunnel grouting. Dirk Pozzocrete is superfine fly ash used in high performance concrete structures.

It is this wide range of products in retail and B2B markets that makes Ambuja the leading brand in a fiercely competitive market.

Chenani Nashri Tunnel - Ambuja Cement a key partner in India's longest highway tunnel in Jammu & Kashmir

We hold ourselves responsible to the highest standards: Our own.

Ambuja made significant progress in the responsible use of resources, be it natural or man-made. In recent times when water has become a contentious issue, the company maintained its status to become 'Six Times Water Positive' through water conservation in the surrounding community and water efficiency in the plants.

Ambuja also became plastic negative, by burning as much over 50,000 tonnes of plastic waste in its kilns, equivalent to 1.5 times of total plastic that is used.

Additionally, the company generated 7.1% of its energy generation from renewable energy sources.

The introduction of fly ash-based cement further helped in conserving natural resources. This method not only made use of waste material produced by power plants, it also cut emissions. Today, 93% of Ambuja's production is fly ash- based cement.

Some of our responsibilities extend beyond our people.

The company also works closely with communities that live around our plants, through its CSR arm, the Ambuja Cement Foundation (ACF) that is present at 30 locations in 11 states, where it implements need-based and participatory programmes in the areas of Water Resource Development, Health and Sanitation, Women Empowerment, Rural Infrastructure, Education and Agro-based / Skill-based Livelihood Creation.



You won't encounter a stronger brand.

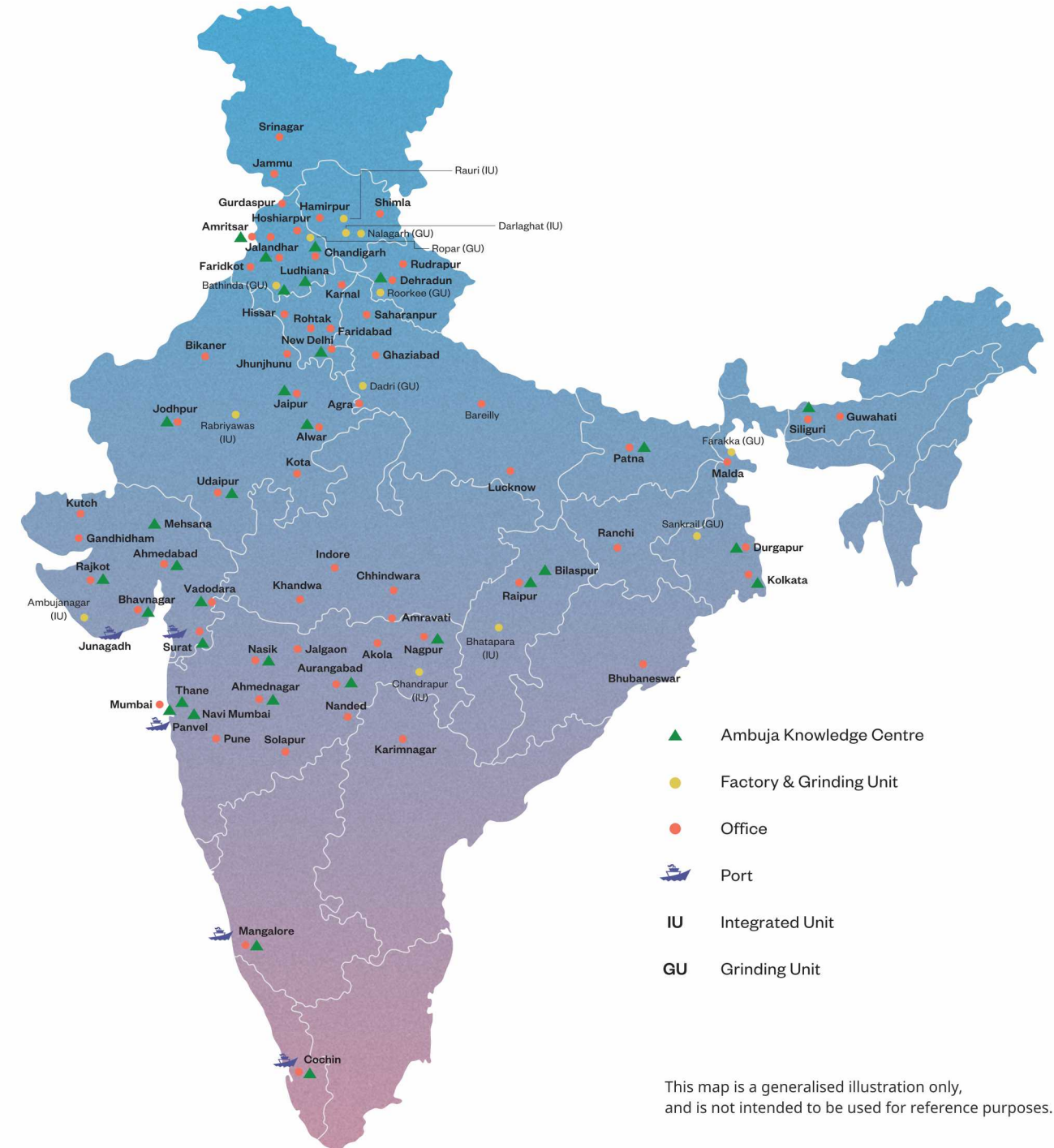
For over 30 years now, Ambuja Cement has consistently built its brand around the promise of 'giant compressive strength'.



Today, Ambuja Cement has become synonymous with strength.

Our most towering structure is our pan-India presence.

With a strong footprint in the North, West, and East parts of India, and a presence in the South, Ambuja Cement covers key locations in each region. A wide network of 9,000 dealers and 70,000 retailers has taken Ambuja Cement to the remotest locations of the country. Whether it be a tiny village or a mega city, Ambuja is building towards a stronger nation.



This map is a generalised illustration only, and is not intended to be used for reference purposes.

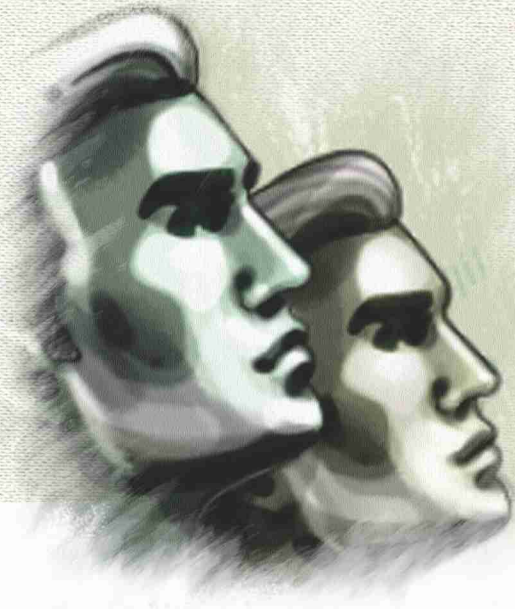
Ambuja Cement

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**Ambuja
Cement**



Give a man **orders** and he will
do the task **reasonably well**
But let him set his **own targets**
give him **freedom** and **authority**
and his task becomes
a **personal mission: I CAN.**

Company Profile

Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is among the leading cement companies in India.

Operating for around three decades, Ambuja Cement has provided hassle-free, home building solutions with its unique sustainable development projects and environment friendly practices.

Currently, Ambuja has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country. Ever since its inception, the Company has had 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; its latest launch – Ambuja Plus Roof Special, a special quality PPC cement with advanced SPE technology for concrete that is denser and leak proof, resulting in strengthened roof.

Yet another unique initiative is the setting-up of Ambuja Knowledge Centres (AKCs), a knowledge-sharing platform for construction professionals that includes practical workshops on mix design and quality supervision.

Ambuja made significant progress in the responsible use of resources, be it natural or man-made. In recent times when water has become a contentious issue, the Company maintained its status to become 'Four Times Water Positive', through water conservation in the surrounding community and water efficiency in the plants. It also became plastic positive, by burning as much over 60,000 tones of plastic waste in its kilns, equivalent to 1.82 times of total plastic that is used. The Company also generated 4.6% of its energy generation from Renewable Energy sources.

The Company also works closely with communities that live around our plants, through its CSR arm, the Ambuja Cement Foundation (ACF) that is present at 21 locations in 11 states, where it implements need-based and participatory programmes in the areas of Water Resources Development, Health & Sanitation, Women Empowerment, Rural Infrastructure, Education and Agro-based/ Skill-based Livelihood Creation.

The Company's most distinctive attribute is its approach to business. Ambuja follows a unique home grown philosophy called I CAN, that gives people the authority to set their own targets and the freedom to achieve their goals. Its focus has been consistent on two major building blocks that has resonated through its daily operation – Quality (of the product) and Safety (of all those involved in the creation of its product).

The Company's quintessential ICAN spirit has ensured a product that embodies Giant Strength.

Brand & Solutions

Ambuja Cement has always stood for Giant Strength. Based on its positioning as the strongest cement, the brand adopted the mnemonic of a giant carrying the weight of huge structures.

In fact, Ambuja Cement was the first cement company in the country to translate the word 'strength' into a unique and easily identifiable symbol. Over the years, this core value of the brand has been continuously reinforced.



Ambuja has always focused on two goals, creating a world class brand and delivering maximum efficiency from its plants. The company achieves this by product innovation and through communications stretching from the dealer level to the end consumer. With the focus on providing solutions to clients, Ambuja Cement has adopted a multifaceted approach to meet the needs of different segments of customers. Armed with a team of engineers, Ambuja reaches out to the retail consumer, the home owner who builds a house with the help of a local contractor or mason. For the more specific customer a commercial developer of mass housing projects or commercial buildings; the company extends the service of mix design workshops and customized solutions.

At the trade level, too, a number of initiatives ranging from dealer relationship workshops to customer camps and mason meets have helped the company keep in regular contact with this vast group of influencers. The ensuing knowledge base has driven the development of other customer-focused programmes and added vigour and vitality to the offerings Ambuja has made.

This capability has helped in building customer confidence. The customer does not have to worry about the quality of cement when he buys Ambuja Cement.

Ambuja Knowledge Initiative

The Ambuja Knowledge Initiative is the ambition to create a holistic resource based on the subject of cement and concrete. It stems from Ambuja's belief in the continuous evolution of architecture, engineering and the construction industries and thereby offering its professionals various platforms of information, inspiration and interaction.

Its interactive resource will also aim to function as an experience centre that promotes and offers solutions for cement and concrete applications in construction. This will encompass multiple levels of innovative and experiential formats for activities that will inform and inspire the architects and engineers community.



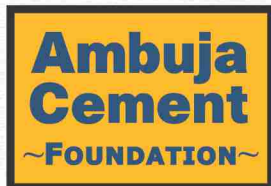
Sustainable Development

We at Ambuja Cements Ltd. believe that acting in a sustainable manner in all our operations is not only a business imperative for us but provides us with a competitive advantage in the long run.

The ultimate objective of our Sustainability Policy is to strike a proper balance between environment protection and social wellbeing, including an all round community development of our operating units, together with long term economic growth. This will be achieved by ensuring that the principles of Corporate Sustainability are followed all across the organisation.



Ambuja Cement Foundation



The Ambuja Cement Foundation is the Corporate Social Responsibility wing of Ambuja Cements Ltd. that works with the rural communities surrounding Ambuja's manufacturing sites. The Foundation is engaged in a variety of people centric, integrated rural development projects.

Since its inception, the Foundation has expanded its reach and diversified its programmes to include as many members of its stakeholder group as possible. While working with the participation of the people,

ACF has held its mission statement central to all its operations. Presently the Foundation has made its presence felt in twelve states across the country and is engaged in programmes like, Natural Resource Management, Agro based and skill based livelihoods and improvement of health status, educational support and economic enhancement.

For more information, visit www.ambujacementfoundation.org

Milestones

Formerly known as Gujarat Ambuja Cements Limited, this Company has been a story of pioneering entrepreneurship.

1986	Sets up its first cement manufacturing plant at Ambujanagar, Gujarat with a capacity of 0.7 million tons.
1987	Installs a new generation high-efficiency air separator which close-circuits the operation of the cement mill. With this the Company achieved significant energy efficiency in its kilns bringing down power costs.
1992	Introduces an innovative concept of bulk transportation in the country. Sets up a port and orders and commissions three ships specially designed for the purpose.
1993	Adopts Kodinar Taluka in Junagadh district, Gujarat for all-round development at a time when Corporate Social Responsibility (CSR) was not common currency. It marks the unveiling of the 'human face' of Ambuja.
1994 - 95	Sets up a new unit of 9.4 lakh ton, Gajambuja Cement, at the existing premises of Ambujanagar, Gujarat. Sets up a one-million ton cement plant at Suli, Himachal Pradesh.
1996 - 97	Achieves highest-ever export by an Indian cement company: 5.33 lakh tons of cement and clinker are exported.
2000 -2001	Commences work on a 2 million ton capacity plant at Maratha Cement Works, Chandrapur, Maharashtra.
2005 -2006	Holcim enters into a strategic alliance with Gujarat Ambuja Cements to participate in the growth market of India, making a public purchase offer to the shareholders of ACC and Ambuja Cements Ltd.
2009 -2010	Launches Ambuja's knowledge initiative program, Ambuja Knowledge Center, to enable industry professionals to get a first-hand feel of the world of cement and concrete. Commissions two grinding units of 1.5 million tonnes – Dadri (Uttar Pradesh) and Nalagarh (Himachal Pradesh).
2011	Completes 25 years of operation. Achieves water-positive status, as certified by an independent foundation, Det Norske Veritas.
2012 - 2013	Wins CII Sustainability Award 2012, presented by the President of India. Board approves a proposal to acquire Holderind Investments Ltd, Mauritius (Holcim), followed by a merger of Holcim India into Ambuja.
2013- 2014	Sets up the first fully automatic one million tonne capacity terminal in Mangalore. Ranks 10th across sector in Carbon Disclosure Leadership Index.
2015 - 2016	Declared 4 times Water Positive. Becomes part of LafargeHolcim with Holcim merging with Lafarge - creating the most advanced group in the building materials industry. Completes the Sankrail expansion project with the capacity of the grinding unit increasing to 2.4MPTA



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