

## **Ambuja Cement strengthens Jaipur Pink Panthers as Team Title Sponsor at Pro Kabaddi League 2019**

- This exciting partnership promises a great value proposition where Ambuja Cement gets enhanced national as well as local market promotion, activation and engagement with its consumers and trade

Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim and one of the leading cement manufacturing companies in India, has announced its association with Jaipur Pink Panthers as the Title Sponsor of the team at the Pro Kabaddi League 2019.

Today, Pro Kabaddi League celebrates this sport by hosting matches in 10 cities across India. Every year, it is gaining greater momentum, engaging a larger number of audience. For Ambuja Cement, therefore, this thriving sport is the apt platform to be associated with as it provides a compelling marketing platform to access a highly engaged and quality fan base.

Commenting on the Title Sponsorship, **Bimlendra Jha – MD&CEO of Ambuja Cement** – said, *“Ambuja Cement is a brand with strong rural presence. Supporting a rural sport like kabaddi is in line with our passion for strength. We are proud to be associated with Pink Panthers, the strongest contenders in the championship, representing a state where we have a growing presence with our largest investment in a decade coming up at Marwar Mundwa.”*

**Abhishek Bachchan – promoter of Jaipur Pink Panthers franchise** – said, *“Jaipur Pink Panthers are glad to have Ambuja Cement onboard as our Team Title Sponsor for the Pro Kabaddi League Season 7. The sport of Kabaddi represents qualities like focus, flexibility and strength; and we believe our association with Ambuja Cement draws fine parallels to all these qualities. We look forward to a successful association with Ambuja Cement and a successful season ahead”*

This exciting partnership promises a great value proposition for Ambuja Cement through enhanced national as well as local market promotion, activation and engagement with its consumers and trade. As part of the partnership, Jaipur Pink Panthers’ players will also sport the logo of Ambuja Cement on front of the jersey in all matches. Ambuja Cement would leverage this partnership through trade and on-ground engagement in key markets, besides creating a stronger association with the sport and the team.

### **About Ambuja Cements Ltd**

Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in India. Operating for over 35 years, Ambuja has proved to be the best cement for construction and the best cement manufacturing company in India with its uniquely sustainable development projects. Its environment friendly initiatives have played a key role in India's efforts to become a green state. The sustainable constructions and renewable energy projects undertaken by it have a lion's share in creating a blueprint for sustainable development in India's bright future. 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.

### **About Jaipur Pink Panthers**

Jaipur Pink Panthers is the inaugural champion of the Pro Kabaddi League winning the title back in 2014. The team is owned by Mr. Abhishek Bachchan and plays its home matches in the Pink City, Jaipur in Rajasthan. The team is currently coached by Mr. Srinivas Reddy and captained by Mr. Deepak Niwas Hooda.

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