

Ambuja Cements empowers contractors with its new-age mobile application 'Darpan'

- *The app is a one-stop platform for contractors' business needs.*
- *The key features of the app are contractor profiling and estimator.*
- *It also modularizes significant add-ons like Vaastu tips, among others.*

Mumbai, 20th June, 2022: Ambuja Cements has launched 'Darpan', a business aid mobile application, that aims to engage contractors and simplifies their businesses. The app modularizes features like Vaastu tips, event calendar and product guide in various Indian languages to benefit a wide segment of construction professionals in our country.

In extension to Ambuja Abhimaan, a differentiated long-term loyalty program, Ambuja Cements has given birth to this brilliant digital aid. Given the importance to the individual house builder (IHB), this app is purely to engage and fulfil the unmet needs of contractors. The app has been extended to 95,000 key contractors of Ambuja Abhimaan Program, recently recognized as one of best mobile loyalty programs. It is a powerful business tool and an excellent strategic move by the company.

There is a lack of such applications in the market, and Darpan aims to fill that gap, while also helping building contractors run their businesses. Ambuja Cement recognizes that these set of people are one of its most important stakeholders, and the application, as its name indicates, mirrors one's true potential while showcasing their capabilities. The user-friendly and multi-purpose nature of the app has generated good traction, making it an instant hit.

Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO of Ambuja Cements Ltd., said "We are committed to empower contractors through knowledge and skill enhancement to build strong and durable homes under the umbrella of Ambuja Certified Technology. Darpan App will enable contractors to work more effectively and efficiently to satisfy our common customers"

The application aims to provide round-the-clock access to tools that help contractors run their business efficiently. The company is additionally working with contractors to advertise their own work furthermore, deal with their undertakings with assistance of Ambuja Darpan. Key features of the app include contractor profiling and estimator. It likewise offers Vaastu tips, occasion schedule and Ambuja dealer locator facilities that can be used both online and offline.

About Ambuja Cements:

Ambuja Cements Ltd., a part of the Holcim Group, is among India's leading cement companies. Ambuja Cement has a cement capacity of 31 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cements has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. Ambuja Cement 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 four terminals that has facilitated timely, cost-effective, cleaner shipments of bulk cement to its customers. To further add value to customers, the Company has launched innovative products like Ambuja Plus, Ambuja Cool Walls, Ambuja Compocem and Ambuja Kawach under the umbrella of Ambuja Certified Technology. These products not only fulfil important customer needs but also help in significantly reducing carbon footprints. Being an employee friendly workplace, Ambuja Cements has been ranked No. 1 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

For more details, visit <http://www.ambujacement.com>

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