

## Media Release

# Adani Cement leads the way in Water Positivity through pioneering water conservation initiatives in India

## EDITOR'S SYNOPSIS

- Ambuja Cements is 8 times water positive and ACC Limited is 2 times water positive.
- Ambuja Cements is the only cement maker globally to make it to the 'A' list of CDP 2021 for its leadership in water security.
- Ambuja Cements has created 166 million litres of additional water storage capacities by desilting community ponds in 50 villages of both districts.
- ACC aims to become 5 times water positive by 2030 as part of its Sustainability Development plan.

**Mumbai, 30 November 2022:** Adani Cement's cement and building materials companies - Ambuja Cements and ACC Limited, have proactively undertaken a plethora of award-winning water conservation initiatives over past two decades to address the issue of water scarcity in India. Ambuja Cements and ACC through their CSR initiatives aim at creating awareness and educating communities on better ways to sustainably use water for agriculture. Both Companies also ensure clean drinking water availability for daily household consumption of their communities and have implemented various projects to harvest rainwater for many years.

The companies have actively prevented use of freshwater consumption by optimizing their processes and promoting water conservation, harvesting and recycling within its operations and augmenting water harvesting structures in communities.

**Mr. Ajay Kapur, CEO, Cement Business,** said, "As a responsible corporate citizen and nation-builder, sustainability is at the core of our business and water resource development is one of our key focus areas. We are committed to enhancing the lives of the community by addressing their crucial needs such as access to water through our numerous conservation initiatives which are in line with our larger philosophy of building prosperity for communities with goodness."

Globally, Ambuja Cements is the only cement maker that has been recognised for its leadership in water security in CDP 2021 with the best 'A' score. These initiatives have received many more recognitions like ICC Social Impact Award, National Water Mission Award, 11th National Award and FICCI Award among others. In the last one year, Ambuja Cements in collaboration with ATE Chandra Foundation had rejuvenated traditional water bodies in Pali District of Rajasthan and Chandrapur district of the Vidharbha region of Maharashtra just in time of the annual monsoon season. Through such efforts, 166 million litres of additional water storage capacities are created by desilting community ponds in 50 villages.

ACC in village Biryahi, part of the Jamthal Gram Panchayat, Gagal, Himachal Pradesh, has supported the community by laying drinking water pipeline and supplying 120 litres per person per day - way over the rural standard of 55 litres per person per day under Jal Jeevan Mission. In October 2022, ACC laid down 1000 metres of pipes to supply water for approximately 150 people. ACC has been consistently making collaborative efforts for enhancing availability of water in the rural communities. ACC's W.A.S.H is an initiative that focuses on providing water for drinking, sanitation and hygiene purposes to communities in rural India. It also aims at rejuvenating, restoring and creating new water resources.

Today, both Ambuja Cement and ACC are water positive companies for giving back to the society. ACC is 2 times water positive and committed to go up by 5 times by 2030. Whereas Ambuja Cement has already set benchmarks by becoming the only cement company to achieve 8 times water positivity.

#### **About Ambuja Cements Limited**

Ambuja Cements Limited., part of the Adani Group, is among India's leading cement companies. Ambuja has a capacity of 31.5 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. 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 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 in 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

#### **About ACC Limited**

ACC Limited is a part of Adani Cement and one of India's leading producers of cement and ready-mix concrete. It is a member of the Adani Group - the largest and fastest-growing portfolio of diversified sustainable businesses. ACC has 17 cement manufacturing sites, over 83 concrete plants and a nationwide network of channel partners to serve its customers. With a world-class R&D centre in Mumbai, 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 is counted among the country's 'Most Sustainable Companies' and is recognised for its best practices in environment management and corporate citizenship. 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.

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