

## Ambuja Cement showcases its *Viraat* Strength with Boman Irani in Deewar 2

- Conceptualizes new advertisement in collaboration with Keroscene Films to showcase its '*Viraat* Strength'

**Mumbai, September 13, 2021:** Ambuja Cements Limited famed for its '*Viraat*' strength tagline has released its new television commercial titled, '[Deewar 2](#)' starring the versatile and well-known film and theatre actors, Boman Irani and Vinay Pathak in an entertaining, over-the-top exploration of will power and fate.

With Boman Irani playing 'Bapu' with grown up sons this time, Ambuja is set to recreate the magic of its classic and much-loved - '[Bhai-Bhai](#)' commercial with its sequel – 'Deewar 2'. The line 'Bhaiya ye deewar tootati kyon nahin?!' has become a part of popular culture, and with a new tale of quirk and humour coupled with strength, the brand is once again cementing its leadership position.

**Neeraj Akhoury, MD & CEO, Ambuja Cements Limited**, said, "With a legacy of over 35 years, Ambuja Cements takes pride in its brand philosophy that 'strength of the cement lies in the strength of emotion'. This new commercial showcases our core brand promise of '*Viraat Compressive Strength*', that an Ambuja wall will always be unbreakable."

As always, Ambuja Cement connects with small town India and narrates the story with a playful twist, one that connects with the heart, is entertaining and has an unexpected winner. The story of a hardworking man thwarted by hard times and his resorting to desperate means is filmed in an engaging way.

'Deewar 2' has been conceived as a 60 second and a 30 second film for TV and YouTube. The ad is being run with a big media push on mainline and regional TV channels along with a digital campaign.

**Ashish Prasad, Chief Marketing Officer, Ambuja Cements Ltd.** said, "A new Ambuja ad is always a challenge with the benchmark being set so high with ads like 'Bhai-Bhai', 'Orphanage' and 'Khali'. One ad that has remained ever popular is 'Bhai-Bhai' which we have run time and again. Our conscious effort was to create a new story that amplifies the familiarity and fondness people have for Ambuja and its inimitable brand of humour."

**Rajesh Saathi, Producer and Director, Keroscene Films**, said, "This was a really fun script to bring to life. We had the advantage of great actors like Boman and Vinay, but it was also very demanding with the aging and time-lapse involved. What was particularly satisfying for us was the music, as the track reflects the 'plot' in the story, with the sound design having to work at multiple levels."

# Ambuja Cement

## **About Ambuja Cements Limited:**

*Ambuja Cements Limited is a member of Holcim, the global leader in innovative and sustainable building solutions. Among the leading cement companies in India with a capacity of 29.65 million tons, Ambuja Cements has five integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cements 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 Kawach, Ambuja Roof Special, Ambuja Compozem and Ambuja Cool Walls, under the umbrella of Ambuja Certified Technology, which help in significantly reducing carbon footprints. Its sustainable operations and initiatives help advance the Company's philosophy of contributing to societal well-being.*

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

*For queries, please write to [corporate.communications@ambujacement.com](mailto:corporate.communications@ambujacement.com)*