

Ambuja Cement focuses on Research, Development and Innovation through its Concrete Futures Laboratory

- *Centre helps develop new products and services tailored to customers' needs*
- *Concrete Futures Laboratory is in line with company's focus on innovation*
- *One-of-a-kind initiative for the Architect, Engineer and Construction professionals (AEC) community to 'test, learn and experience' cement and concrete*
- *Eight Concrete Futures Laboratories (CFLs) functional across India*

Mumbai, September 6th, 2021: Innovation and R&D have been the hallmark of Ambuja Cement since its inception and it envisions to leverage this expertise to develop new products and services to better serve the customers.

To further this effort, Ambuja Cements Limited has launched a one-of-its-kind initiative titled, "Concrete Futures Laboratory" (CFL), a one-stop solution for the Architect, Engineer and Construction professionals' community (AEC). The CFL enables experts and budding professionals' to 'test, learn and experience' various aspects of cement and concrete.

Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO, Ambuja Cements Ltd. said, *"Our strong credentials in research and development, and innovation have helped us develop new products and services tailored to our customers' needs. We consistently work towards developing cutting-edge solutions for our stakeholders and the Concrete Futures Laboratory is a testament to our efforts. We aim to create an ecosystem that is focused on collaboration and inclusive growth to build a better and sustainable tomorrow."*

The CFLs conduct two categories of tests – Physical testing of construction materials which encompasses testing of cement and aggregates as per IS specifications and Non – Destructive Testing that focuses on Ultrasonic Pulse Velocity and Rebound Hammer test. Additionally, CFLs also offer concrete mix design services to architects, engineers and construction professionals.

To further its focus on R&D and innovation, the laboratories also customize concrete solutions for the Customers & AEC community. Design services such as Self-compacting Concrete, Fiber Reinforced Concrete, Light-weight Concrete and Heavy-density Concrete, Dry-lean Concrete and Pavement Quality Concrete, etc. are made accessible to the AEC community. CFL also enables developing new products / solutions sustainably in the construction industry.

About Ambuja Cement:

Ambuja Cements Ltd. 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 tonnes, Ambuja Cement has five integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cement has provided hassle-free, home-building solutions with its unique sustainable development projects and environment-

Ambuja Cement

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
