

## ACC and Ambuja Cements bring Breakthrough technology in their Logistics operations with AI powered Transport Analytics Center (TAC)

- *TAC serves 35 plants in India, digitally connecting over 20,000 trucks for inbound and outbound movement.*
- *Success in India led TAC to go global supporting 55 countries worldwide tracking 1.4 billion km of material movement annually from its centre in Mumbai, India.*
- *Demonstrated sustainability results with enhanced road safety, efficiency and sustainability*

**Mumbai, July 13th, 2021:** Holcim in India is deploying its industry-leading Transport Analytics Center (TAC) in 35 plants of ACC and Ambuja to optimize its logistics for road safety, enhanced efficiency and sustainability. TAC is currently tracking more than 20,000 trucks through various data sources like ERP, In Vehicle monitoring system (IVMS), NFC, RFID and others for advanced analytics and artificial intelligence applications.

Globally, transportation accounts for around a fifth of the world's emissions and going farther with less is an essential part of ACC and Ambuja Cement's Net-Zero pledge.

**Neeraj Akhoury, CEO India Holcim and Managing Director & CEO of Ambuja Cements Ltd** said, "TAC has proven to be a great catalyst in achieving our net zero goal. It is also a testament to our digital expertise in creating cutting edge digital solutions for our drivers and communities. I am happy to see that our Logistics, IT and Digital teams are not only ensuring driver's safety and logistics efficiency but also pushing the boundaries of innovation to reach zero harm and reduce overall emissions."

**Road Safety:** TAC was implemented in 2018 in India to monitor road safety KPIs which helped both the companies to achieve nearly 75% kms without any safety violations and 60% reduction in offsite incidents. In the journey along with ACC and Ambuja, TAC provided data analytics on a daily basis to the Driver Management Center (DMC) in all the 35 plants for focussed intervention in the form of training and coaching the drivers to improve their driving behavior. This intervention has helped proactively act on 'at risk' drivers. On the other hand it enables Transporters engagement into the process and ensures drivers participation with a structured reward and recognition program. The technology and process is still a benchmark in the Indian cement industry.

**Efficiency:** TAC has now moved towards providing solutions to support cost and operation efficiency. TAC provides analytics on freight, distance, turnaround time, route adherence, leads and direct dispatches. Recent addition of TAC KPI Tree application in India provides all the logistics KPIs from ACC and Ambuja to customer level at a click of a button. This helps companies to drive efficiency improvement and monitor its impact with great ease.

**Sustainability:** TAC through its proprietary digital tool enables transparent tracking of its transportation emissions, including those of its third-party suppliers, to continuously reduce its



environmental footprint in line with its scope 3 emissions target. On its net zero journey Holcim set itself its industry's first scope 3 emissions reduction target, with the aim to reduce its Scope 3 emissions related to transportation and fuels by 20% in 2030. With TAC, Holcim is accelerating its scope 3 emissions reduction target.

**About Ambuja Cements:**

*Ambuja Cements Ltd., a part of the global conglomerate Holcim, is among the leading cement companies in India. Ambuja Cement has a cement capacity of 29.65 million tonnes with 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-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 Compecem 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 footprint.*

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

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**About ACC**

*ACC Limited, a member of the Holcim Group, is one of India's leading producers of cement and ready mix concrete. It has over 6,400 employees, 17 cement manufacturing sites, 80 concrete plants and a nationwide network of over 50,000 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.*

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