

# Ambuja Cement

ACL: SEC:

January 20, 2017

The Secretary  
BSE Limited  
Phiroz Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 023

National Stock Exchange of India Ltd.,  
Plot No. C/1 'G' Block  
Bandra – Kurla Complex  
Bandra East,  
Mumbai 400 051

BSE Scrip Code: 500425

NSE Scrip Code: AMBUJACEM

Deutsche Bank  
Trust Company Americas  
Winchester House  
1 Great Winchester Street  
London EC2N 2DB

Societe de la Bourse de Luxembourg,  
Avenue de la Porte Neuve  
L-2011 Luxembourg,  
B.P 165

Ctas Documents <ctas.documents@db.com

"Luxembourg Stock Ex-Group ID" <ost@bourse.lu>

Dear Sir,

## **Sub.: Order of the Competition Commission of India (CCI)**

The Hon'ble CCI has issued an Order on the evening of 19<sup>th</sup> January, 2017 against several leading cement manufacturers including Ambuja Cements Ltd. (ACL) imposing a penalty at the rate of 0.3% of the average turnover of the last 3 financial years. In case of ACL, the amount of penalty works out to Rs.29.84 Crores.

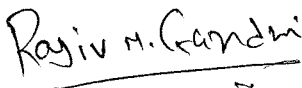
The said Order is issued on the basis of complaint filed before CCI by the State of Haryana alleging that these cement companies including ACL had indulged into anti competitive practices by collusive pricing and limiting supply. In the context of the investigation, ACL has provided all the information and clarifications as and when required by the authorities.

The Management firmly believes that we have a strong merit in the case and has accordingly decided to file appeal before the Competition Appellate Tribunal (COMPAT) against this Order.

ACL has a long-standing commitment to fair competition as reflected in its Code of Business Conduct with a robust programme to ensure compliance with fair competition practices which includes comprehensive training policy in this regard.

This is for your kind information & record.

Yours Faithfully,  
For Ambuja Cements Ltd.



Rajiv Gandhi  
Company Secretary

### **AMBUJA CEMENTS LIMITED**

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Regd. Off. : P. O. Ambujanagar, Taluka - Kodinar, Dist. Gir Somnath, Gujarat.  
CIN: L26942GJ1981PLC004717