

## Press Release

### **#ChangeTheStory continues to script history by winning yet another laurel**

- *Campaign by Ambuja Cements and ACC on sustainability wins the coveted gold award under environment category at Imagexx Awards*

**Mumbai, 22nd June 2022:** #ChangeTheStory, a joint initiative by Ambuja Cements Ltd. and ACC Ltd. to create awareness about sustainability and the environment, has won yet another laurel by bagging the gold award under the environment category of the prestigious Imagexx Awards by Adgully. This recognition serves another reminder of the cement makers' commitment to sustainability and the environment.

As part of this integrated campaign, the two cement makers—which are among India's most innovative and sustainable—launched a bubble barrier technology that has fished out as much as 2,400 tonnes of plastic waste till date from the Mantola canal in Agra. This has directly contributed to the cleanliness of the Yamuna, one of India's most iconic, important and holy rivers. A similar technology was deployed at the BBMB Lake in the Sundernagar area of Mandi, Himachal Pradesh, to remove plastic waste from the water body. The plastic collected was sent to recycling centres for further processing. #ChangeTheStory has thus shown sustainability measures backed by technology can leave a lasting, positive and measurable impact on our environment.

**Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO of Ambuja Cements Ltd.**, said "It gives me immense pleasure to note that the #ChangeTheStory campaign has received yet another honour for why it was conceived—promotion of sustainability. Sustainability is always at the core of Ambuja Cements and ACC, and this campaign coalesced our joint efforts. Every such honour and recognition reminds us that we're on the right path to promote the environment and ecology, while also inspiring us to not spare any efforts in this regard."

With its heart in the right place, the campaign has been winning many honours for its intent and achievements. A month ago, #ChangeTheStory won the bronze at the Abby Awards 2022. The initiative has till date reached out to an approximate 32 million people, and was rolled out across multiple platforms, including print and digital. One of its lead video films conveyed the message, through the lens of a scientist, that it's time to change the story by freeing our rivers of their polluted past. The company created a rap song across owned platforms featuring the campaign mascot "Bubble Sharma". This was followed by a bouquet of informative posts and videos on social media. That apart, ACC and Ambuja Cements collaborated with a bunch of micro and nano-social media influencers to drive engagement around the bubble barrier technology.

#### **About Ambuja Cements:**

*Ambuja Cements Ltd., a part of the Holcim Group, is among India's leading cement companies. Ambuja Cement has a cement capacity of 31 million tonnes with six integrated cement manufacturing plants and eight cement grinding units across the country. Ambuja Cements has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2022. 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,*



# Ambuja Cement

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 Press Release 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 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

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

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

#### **About ACC:**

ACC Limited is one of India's leading producers of cement and ready-mix concrete and is a part of the Holcim Group. 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. ACC was ranked among the Top 2 companies in Business Today's "Best Companies To Work For" Survey in the Construction and Infrastructure sector. 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.