

ACL:SEC:

19<sup>th</sup> April 2021

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Dear Sirs,

**Sub: Media Release - Ambuja `Kawach` recognized globally by Solar Impulse Foundation`s efficient solution label.**

We are enclosing a Media Release giving update on the Company product Ambuja `Kawach` recognized globally by Solar Impulse Foundation`s efficient solution label. Solar Impulse Foundation`s efficient solution label recognizes world-leading technologies that protect the environment in a profitable way.

You are requested to kindly take the above on your records.

Thanking you,

Yours faithfully,  
For AMBUJA CEMENTS LIMITED

RAJIV GANDHI  
COMPANY SECRETARY  
**Membership No A11263**

Encl: a/a

## Ambuja 'Kawach' recognized globally by Solar Impulse Foundation's efficient solution label

- *The first cement brand in India to receive this recognition*
- *Among 10 LafargeHolcim solutions recognized by Solar Impulse foundation*
- *Solar Impulse Foundation completes its challenge of selecting 1,000 top clean solutions protecting the environment in a profitable way*

**Mumbai, April 19, 2021:** Ambuja Kawach, the high quality water-repellent cement brand of Ambuja Cement, has been endorsed globally by the "Solar Impulse Efficient Solution" label, recognizing the Company's innovative product that protects the environment in a profitable way. Ambuja 'Kawach' is the first cement brand from India to be awarded this label. It is one of ten LafargeHolcim solutions recognized by Solar Impulse Foundation's efficient solution label, recognizing world-leading technologies that protect the environment in a profitable way.

Solar Impulse Foundation's efficient solution label recognizes world-leading technologies that protect the environment in a profitable way. In 2018 the Solar Impulse Foundation began its challenge to select 1,000 solutions that can protect the environment in a profitable way. The aim was to present these solutions to decision-makers to fast-track their implementation. Selected solutions receive a label from the Solar Impulse Foundation as proof of their positive environmental and economic impact. Each awarded solution was strictly assessed by a pool of independent experts.

Ambuja 'Kawach' is a cement that shields against water seepage and chemicals, making structures more durable and sustainable. Ambuja 'Kawach' has 33% less carbon footprint in comparison to Standard (OPC) cement. Ambuja 'Kawach' is specially formulated to prevent water seepage in the most effective manner, resulting in improved durability and service life of house.

"Our research and innovation team works continuously on introducing products which are not only innovative in nature but are also responsible and sustainable. Ambuja 'Kawach' has been developed to meet needs of customers to prevent water seepage through various elements of the house. The product is developed in collaboration with LafargeHolcim's global R & D Centre at Lyon, France. We are very determined to follow responsible and cost-effective measures, to deliver sustainability and innovation into our product design, production and supply chain management," said **Mr. Neeraj Akhoury, CEO & MD, Ambuja Cements Ltd.**

Launched in 2020, Ambuja 'Kawach' gained immense traction among customers. Since launch, a total of 3.88 lakh tonnes of Ambuja 'Kawach' cement was consumed by our customers for making their homes more durable.

Due to the pandemic, the Company was unable to reach customers physically, so it decided to launch Ambuja 'Kawach' virtually for the first time in Ambuja's history. This premium product has been launched successively across several markets in India,

reaching around 5,000 dealers in 2020. This initiative focuses on Ambuja's two strategic priorities - innovation and sustainability. It is an integral part of Ambuja Cement's continuous effort to become the 'Most Innovative, Sustainable and Competitive Building Solutions Company in India'.

### **About the Solar Impulse Efficient Solution Label**

The "Solar Impulse Efficient Solution" Label is the only evaluation available today that guarantees the economic profitability of products and processes that protect the environment in the fields of water, energy, mobility, infrastructure, industry and agriculture. It is awarded following a rigorous evaluation process carried out by a pool of independent experts and based on verified standards covering the three main themes of feasibility, environment and cost-effectiveness. This powerful tool to facilitate the emergence of efficient solutions has received global support from institutions such as the UNFCCC, the European Commission, the International Renewable Energy Agency (IRENA), the International Energy Agency (IEA) and many others.

### **About the Solar Impulse Foundation**

Accelerate the adoption of efficient, clean and profitable solutions that reduce our impact on the Planet while promoting economic growth. Selecting, labeling and promoting innovative, clean and profitable solutions to support political and business decision-makers in their environmental targets is the challenge that Bertrand Piccard has set himself with the Solar Impulse Foundation. The "Portfolio of 1000 Solutions" should enable the adoption of more ambitious environmental and energy policies that protect the environment while creating new jobs and generating profit. A way to take the symbol of the first round-the-world solar flight further and accelerate the transition to a carbon-neutral economy.

### **About Ambuja Cement:**

*Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim, 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 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.*

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

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

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