

Ambuja Cement joins hands with 10,000 dealers across India on Holi



Ahmedabad, Ambuja Cement Limited ushered in India's most colourful festival - 'Holi' in a unique way by joining hands with its dealers across India, to champion the cause of water conservation. Ambuja, in association with 10,000 dealers across the country have pledged to conserve water by celebrating a 'Waterless Holi'.

Mr. Sanjay Gupta, Chief Marketing Officer, Ambuja Cements Limited, commented on the occasion saying - "Ambuja Cement is a sustainable company and believes in protecting natural resources through its initiatives. 'Jal Hai to Kal Hai' is a unique concept to bring together the Company's extended family (Dealers) in our journey of Saving Water. More than 10000 Ambuja dealers across the country

have pledged to save water and play a dry Holi this year. I am sure Ambuja's other ongoing initiatives to improve its Water Positive status, adopting the wide use of Modular Curing Solutions and now this campaign -- Jal hai to Kal hai -- are all part of the journey to achieve the vision of being the most sustainable company in the industry."

As a part of the social campaign, all the dealers will gather 1 litre of water each which will then be used to water plants in the respective locations. Further, all Dealers will celebrate Holi in a dry way, without use of water. The dealers will take few drops of water in their own hands and take an oath of "Main Paani ka Durupyog Nahin Karoonga. Aur Nahin Hone dunga, Jal hai to Kal hai". (19-10)