



ACC
cement
Cementing Relationships

Issue - January, 2018



Celebrating 10 Years of ACC Lakshya

ACC Lakshya, a unique loyalty program for ACC channel partners, was launched in May, 2007. In the initial days, the program catered to the needs of ACC dealers by offering them, rewards and recognitions. However, as the program gained popularity over a period of time, ACC retailers were made a part of the program too! In a decade's time, ACC scaled new heights and launched an app – ACC Lakshya for its smartphone user members.



Journey So Far

The very idea of point-based ACC Lakshya was conceived with an objective to encourage and promote loyalty among all ACC stakeholders and simultaneously reward them with exciting gifts and surprises.

- Points credited to member account on lifting cement bags
- More than 9000 satisfied members
- Lakshya Point Bank has points worth **Rs.125 Cr+**
- Total no. of redemptions: **42,000+**
- Total redemption worth: **Rs.100 Cr+**
- Highest redemption worth: **Rs.80 Lakh**
- More than 300 four-wheelers redeemed over the last decade



Redeem Points for Exciting Rewards

These are a few of the many rewards which ACC Lakshya members can select and redeem:



FOUR-WHEELERS



COMPUTER & LAPTOPS



HOME APPLIANCES



SMARTPHONES

To know more about the exciting range of rewards in Lakshya Rewards Catalogue, please visit www.acclakshya.in!



ACC Achievements

In the last 5-10 years, ACC received many accolades and recognition for its commendable work in cement and concrete industry, and CSR initiatives. ACC got the following awards:

- **CII-ITC Sustainability Award 2016** for its outstanding accomplishment in recognition of its continuous commitment to the cause of sustainable development
- **ACC Sustainable Plus Platinum label of CII-ITC Centre of Excellence** for Sustainable Development
- **ACC won the 'Industry Excellence in Supply Chain – Manufacturing' and 'Warehouse Innovation/ Initiative of the Year'** at the 11th Express Logistics and Supply Chain Leadership Awards 2017.
- **ACC bags** the 'Silver Award' for excellence in financial reporting for its Annual Report 2015 from the Institute of Chartered Accountants of India (ICAI).



LETTER FROM
DIRECTOR



ACC PREMIUM
CEMENT PRODUCTS



CSR
INITIATIVES



10TH ANNIVERSARY
ACC LAKSHYA



REWARDS

CONTACT US:



9810222365
www.acclimited.com

From Director's Desk



My Dear Channel Partners,

I wish each and every one of you a safe, happy and successful 2018!

With this newsletter, I would like to thank you for your contribution and whole hearted support in making 2017 a successful year for ACC.

Even as we celebrate our achievements in 2017, it's time for us to reset the clock to 2018 and gear up for new possibilities in the New Year with renewed motivation. Going ahead, one of the key drivers would be our digital push in 2018 including trade value chain, more specific details of which will be discussed with you very soon.

While we raise the bar on performance, we must continue to accord the highest priority to Health & Safety, which is an integral part of our core values.

My confidence for the year ahead comes from dedicated and loyal partners like you. I thank you all for the trust you repose in us, ACC.

Let us together work towards creating a better future for all and take ACC to new heights.

Warm regards,

Suresh B Krishna
Director Sales & Marketing – ACC South

Cementing Relationships **ACC**
cement



ACC CONCRETE+

ACC Concrete+ is a high performing blended cement having dual benefits of superior strength gaining properties similar to OPC and durability, thus ensuring long lasting structures.

- Yields extra concrete by covering more surface area, thus reducing the total cost of construction
- Sets faster, almost like OPC – ensures no hindrance to construction activity or Concrete Products Manufacturing (CPM) such as blocks and precast products
- Reduced heat of hydration and hence less chances of thermal crack formation
- Excellent strength development – fast construction rate
- Provides better durability as against OPC
- Excellent resistance against sulphate attack – best cement for sub structure application

ACC FOUNDATION TO ROOF (F2R)

ACC F2R is a high performing blended cement processed with high quality Ground Granulated Blast Furnace Slag (GGBFS) which ensures better early age strength and reduced permeability in concrete.

- Improved workability and more cohesive concrete mix; no bleeding and segregation
- Excellent strength development – faster rate of construction
- Reduced porosity and permeability in the concrete due to additional strength giving compound formation, i.e. CSH
- C3A is less than 5% and hence excellent resistance against sulphate attacks
- Reduced penetration of chlorides ions in concrete; protection to the reinforcement against corrosion



ACC Suraksha

ACC Suraksha is a blended cement made by using Portland Clinker, Fly Ash and Gypsum. Presence of highly reactive silica in Suraksha helps in achieving high strength and durable concrete. For long-lasting concrete structures, ACC Suraksha is the best option.

- Reduced heat of hydration and hence, less chances for thermal crack formation
- Enhances the workability of concrete to achieve honey comb free concrete
- Presence of highly reactive silica helps to achieve high ultimate concrete strength by secondary reaction (double action)
- Good resistance against sulphate in concrete
- Reduced permeability in the concrete due to secondary reaction of reactive silica

ACC HPC

ACC HPC is a High Performance Blended Cement, made by using Portland Clinker, Ground Granulated Blast Furnace Slag and Gypsum. Due to its high chloride binding capacity, it offers various benefits to concrete structures in the coastal environment.

- Improved workability and more cohesive concrete mix; no bleeding and segregation
- Reduced heat of hydration and hence, less chances for thermal crack formation
- Better resistance against corrosion of steel reinforcement due to high chloride binding capacity
- Good resistance against movement of sulphate and chlorides to the concrete
- Reduced porosity and permeability in concrete due to secondary reaction of reactive alumina-silicate present in the slag
- Excellent long-term strength



Together for Communities

ACC began working towards the upliftment and empowerment of the underprivileged of the society long back! The company has been ever since involved in different Corporate Social Responsibility (CSR) activities.

As a part of its CSR activities, ACC runs **ACC Arogyam** and **ACC DISHA** among other programs.

The former is a program designed specially to generate awareness about improved health, and nutritional behaviour and strong public delivery systems. ACC team initiated Arogyam to facilitate health services and healthy behaviour amongst the villagers. Arogyam aims to achieve the following:

- Mitigating hunger
- Preventing malnutrition
- Promoting preventive healthcare
- Reducing infant mortality rate, HIV/AIDS and morbidity

ACC DISHA on the other hand is a program that has been curated to eliminate unemployment among host communities in and around ACC Cement operations in 14 districts. It works in collaboration with National Skill Development Corporation, NGOs, and Corporates among others. The program offers the following:

- Training in soft skills, computers, driving and data entry operator training courses, etc.
- Placement assistance
- Vocational training
- Training on refrigerator, air-conditioning and two-wheeler mechanical repair

ACC team offered training-cum-placement opportunities and empowered the youth to earn a sustainable livelihood for themselves by offering youth skill development courses and facilitating income generating activities for them.



Aligning & Integrating Safety as a Value

Since inception, ACC as an organisation has put the safety and security of its stakeholders above everything else. At ACC, we believe that safety and quality go hand-in-hand and that safety must be integrated into all the other organisational activities to ensure it is recognised and valued as an important business function just like others.

