

ACC, Ambuja, UltraTech look to differentiate brands, expand footprint

Eager to make the most of an anticipated infrastructure push from the government and break the mould in a highly commoditised marketplace, cement majors ACC, UltraTech, Shree Cement and Ambuja Cement and relatively smaller counterparts Binani, Dalmia Cement and JSW Cement are working towards creating unique brand identities. While Aditya Birla-owned Ultra Tech Cement is pitching itself as the professional's choice, Lafarge-Holcim owned ACC and Ambuja Cement brands are taking the digital route to communicate and engage with the customers. The relatively smaller companies like JSW ...

