



THE RAMCO CEMENTS LIMITED

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19 September 2026

National Stock Exchange of India Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051.

Scrip Code : RAMCOCEM

BSE Limited,
Floor 25, “P.J.Towers”,
Dalal Street,
Mumbai – 400 001.

Scrip Code : 500260

Dear Sirs,

Sub: Press Release – Three Honours at Kyoorius Design Awards 2026.

We are pleased to inform you that our Company’s construction chemicals brand “Hard Worker” has won three prestigious honours at the Kyoorius Design Awards 2026, including the coveted Grand Prix - Grey Elephant in the Design in Action track.

Our Hard Worker brand also won two Blue Elephant honours - one for Design in Action and another for Packaging, recognising the distinctive design thinking that has shaped Hard Worker’s identity and packaging.

Pursuant to Regulation 30, read with Schedule III of SEBI-LODR, we enclose a copy of the Press Release.

Thanking you,

Yours faithfully,

For **THE RAMCO CEMENTS LIMITED**,

K.SELVANAYAGAM
SECRETARY

Encl : As above



THE RAMCO CEMENTS LIMITED

18/09/2026

PRESS RELEASE

Hard Worker Wins Three Honours at Kyoorius Design Awards 2026, Including the Grand Prix Grey Elephant

The Ramco Cements Limited's construction chemicals brand Hard Worker has won three prestigious honours at the Kyoorius Design Awards 2026, including the coveted Grand Prix - Grey Elephant in the Design in Action track.

The brand also won two Blue Elephant honours - one for Design in Action and another for Packaging, recognising the distinctive design thinking that has shaped Hard Worker's identity and packaging.

The awards were presented at the Kyoorius Design Awards 2026, which celebrates excellence in design across India.

Launched in 2025, Hard Worker entered the highly competitive construction chemicals category with a distinctive design philosophy built around its brand promise - "Hard-working products for hardworking people." The brand draws inspiration from nature, using animals and birds as visual representations of product benefits. The camel, for instance, represents the water-retention capability of Hard Worker Eco Plaster, while the cheetah represents the speed and performance of Hard Worker Block Fix. This visual language has been extended consistently across packaging, retail, communication, literature, digital platforms and other brand touchpoints.

The packaging became one of the most recognisable elements of the brand. Rather than relying on conventional construction-category codes, Hard Worker uses bold colours, distinctive animal illustrations and simple visual storytelling to make product benefits easier to understand and remember. The approach was designed to work across diverse markets and audiences, including construction workers and applicators.

"For Hard Worker, design was never an afterthought. It was fundamental to how we wanted to build the brand. In a category that is largely functional, we wanted to create a brand that people could recognise, understand and remember instantly. The Kyoorius recognition is a wonderful validation of this design-led approach," said Mr. AV Dharmakrishnan, CEO, The Ramco Cements Limited.

Mr. Balaji K. Moorthy, Executive Director - Marketing, Ramco Cements said “In a category where communication has traditionally been product-led and functional, we wanted Hard Worker to stand apart by making design an integral part of the brand experience. From the distinctive animal-led packaging to our communication across consumer and trade touchpoints, every element was designed to make the brand more memorable and the product benefits easier to understand.”

The recognition comes at a significant milestone for Hard Worker. Within its first 12 months, the brand crossed ₹350 crore in sales, reflecting the scale of its market journey since launch.

The latest honours add to Hard Worker’s growing recognition at leading industry award platforms. Earlier in 2026, the brand’s campaign won six honours at the Kyoorius Creative Awards, including the Grey Elephant Grand Prix for its Eco Plaster film.

About Kyoorius Design Awards

Ethically and with the highest standards, the Kyoorius Design Awards recognise, honour and award the most outstanding design work in the Indian visual communications sphere.

The Kyoorius Design Awards have a comprehensive list of categories, structured to recognise individual components as well as entire projects that exist across multiple platforms and channels.

A specialist jury, consisting of the top design professionals from across the world, is selected to judge all submitted entries. The Kyoorius Design Awards 2026 was announced on 12th September 2026 in Goa.

About The Ramco Cements Limited

The Ramco Cements Limited is one of India’s leading cement manufacturers and is part of the Ramco Group. With a strong presence across cement and allied building-material solutions, the company continues to expand its portfolio to address the evolving needs of the construction ecosystem.

About Hard Worker

Hard Worker is The Ramco Cements Limited’s construction chemicals brand, offering solutions across key construction applications. Built on the philosophy “Hard-working products for hardworking people,” the brand combines product performance with distinctive, easy-to-understand communication and design.
