



THE RAMCO CEMENTS LIMITED

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Corporate Identity Number: L26941TN1957PLC003566

25 May 2026

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

Symbol : RAMCOCEM

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

Scrip Code : 500260

Dear Sirs,

Sub: Press Release

Pursuant to Regulation 30, read with Schedule III of SEBI-LODR, we enclose a copy of the Press Release on our Company’s Hard Worker Campaign Winning 6 Honours including the coveted Grey Elephant Grand Prix for the Eco Plaster film, at the Kyoorius Creative Awards. The awards were announced and presented at the Kyoorius Creative Awards Night 2026 held on 23rd May 2026 at the Jio World Convention Centre, Mumbai.

A copy of the Press Release is enclosed.

Thanking you,

Yours faithfully,

For **THE RAMCO CEMENTS LIMITED,**

K.SELVANAYAGAM
SECRETARY

Encl : As above



THE RAMCO CEMENTS LIMITED

25/05/2026

PRESS RELEASE

The Ramco Cements' *Hard Worker* Campaign Wins 6 Honours at the Kyoorius Creative Awards

The Ramco Cements Limited's *Hard Worker* campaign has achieved a major milestone at the prestigious Kyoorius Creative Awards, winning six honours including the coveted **Grey Elephant Grand Prix** for the *Eco Plaster* film.

The awards were announced and presented at the *Kyoorius Creative Awards Night 2026* held on **23rd May 2026** at the Jio World Convention Centre, Mumbai.

Competing alongside some of the country's leading brands and agencies, the campaign received recognition across multiple creative categories, reaffirming the power of authentic storytelling rooted in the lives of hardworking people.

The *Eco Plaster* commercial, which highlighted the importance of water conservation through innovative construction solutions, emerged as the campaign's biggest winner, securing most of the honours.

The campaign's wins include:

- **Grey Elephant (Grand Prix) - *Eco Plaster***
- **Blue Elephant – Best Film - *Eco Plaster***
- **Blue Elephant – Best Direction - *Eco Plaster***
- **Blue Elephant – Best Music - *Eco Plaster***
- **Baby Elephant – Best Direction - *Tortoise & Hare***
- **Baby Elephant – Best Use of Humour - *Eco Plaster***

Established in 2014, the Kyoorius Creative Awards recognise and celebrate creative excellence across India's advertising, marketing and communications industries.

Presented by Zee Entertainment Enterprises and powered by the USA-based The Clio Awards, the awards are regarded among the country's most respected creative honours.

Known for their ethical and neutral judging process, the Kyoorius Creative Awards evaluate work purely on merit through a non-hierarchical awards structure, without Gold, Silver or Bronze distinctions. The iconic Elephant symbolises memorable work that leaves a lasting impact on the industry.

The *Hard Worker* campaign by The Ramco Cements Limited was conceived around the insight that true strength and progress are built through everyday hard work. Through emotionally resonant storytelling, distinctive craft and culturally rooted narratives, the campaign connected strongly with audiences across markets.

The integrated campaign was rolled out across television, digital platforms, outdoor media and extensive on-ground activations, helping strengthen the brand's connect with consumers, engineers, masons and trade communities alike.

Commenting on the achievement, A V Dharmakrishnan, CEO of Ramco Cements, said:

"Winning at the Kyoorius Creative Awards is a proud moment for all of us. The *Hard Worker* campaign was created as a tribute to the spirit of hardworking people who form the backbone of our industry and our nation. These recognitions reaffirm our belief that authentic, meaningful storytelling has the power to create a deep and lasting connection with people."

Balaji K Moorthy, Executive Director - Marketing, Ramco Cements, added:

"The *Hard Worker* campaign was built on a simple but powerful insight - that hard work deserves recognition and respect. We wanted the communication to feel rooted, emotional and culturally relevant while also pushing creative boundaries. Winning six honours, including the Grey Elephant Grand Prix, is a tremendous validation of the idea, the craft and the collaborative effort of everyone involved in the campaign."

The recognition at the Kyoorius Creative Awards marks an important milestone for The Ramco Cements Limited and further reinforces the company's commitment to meaningful communication and impactful brand-building initiatives.



BIG WIN FOR HARD WORKER!



**2026
KYOORIUS
CREATIVE
AWARDS**



**Grand Prix
Grey Elephant
Eco Plaster**



**Best Film
Blue Elephant
Eco Plaster**



**Best Use Of
Humour
Baby Elephant
Eco Plaster**



**Best Direction
Baby Elephant
Tortoise & Hare**



**Best Direction
Blue Elephant
Eco Plaster**



**Best Music
Blue Elephant
Eco Plaster**

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**RAMCO
CEMENT**