



THE RAMCO CEMENTS LIMITED

Corporate Office:

Auras Corporate Centre, V Floor,
98-A, Dr. Radhakrishnan Salai, Mylapore,
Chennai – 600 004, India.
Phone: +91-44 28478666, Fax: +91-44 28478676
Web Site: www.ramcocements.in
Corporate Identity Number: L26941TN1957PLC003566

15 December 2025

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 (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose a copy of the Press Release on our Company's HARD WORKER Brand, winning Twin Golds at the ET Brand Equity Shark Awards 2025 – South Chapter.

Thanking you,

Yours faithfully,

For **THE RAMCO CEMENTS LIMITED,**

K.SELVANAYAGAM
SECRETARY

Encl : As above



THE RAMCO CEMENTS LIMITED

15/12/2025

PRESS RELEASE

Hard Worker from Ramco Cements Wins Twin Golds at the ET Brand Equity Shark Awards 2025 – South Chapter

Hard Worker, the construction chemicals brand from **The Ramco Cements Limited**, emerged as a double Gold winner at the **ET Brand Equity Shark Awards 2025 – South Chapter**, held on **December 5, 2025, at Taj Wellington Mews, Chennai**, reinforcing the brand's strong connect with audiences through culturally relevant and insight-driven communication.

The recognition underscores how the Hard Worker campaigns engaged audiences across markets through brand communication rooted in real-world construction challenges. A distinct, culturally grounded brand tone enabled the message to resonate strongly across both television and digital platforms.

The wins recognise Hard Worker's communication across television and digital media, honoured under the **Campaign Brilliance** categories at the ET Brand Equity Shark Awards – South Chapter. The brand's approach focuses on simplifying complex on-site decisions and presenting product usage and performance in a unique, relatable language for the construction ecosystem.

The twin Gold awards were won in the **TV Marketing Campaign** category for the *Hard Worker Eco Plaster* film, and in the **Humour-Based / Meme Marketing Campaign** category for the combined *Hard Worker Eco Plaster* and *Hard Worker Tile Fix* films.

Commenting on the recognition, **Mr. A.V. Dharmakrishnan, Chief Executive Officer, Ramco Cements**, said:

"At Ramco, our focus has always been on understanding the real problems faced on site and delivering the right product for the right application — an approach we were among the first to champion in the cement industry. This thinking is built into how we operate, shaping the way we manufacture, innovate, and engage with the construction ecosystem. Hard Worker, from the house of Ramco, is a natural extension of this philosophy and is envisioned to lead the construction chemicals category by setting clear benchmarks for performance, durability, and delivering long-term value to customers."

Adding to this, **Mr. Balaji K. Moorthy, Executive Director – Marketing**, said:

"Hard Worker was created on a simple but powerful insight — that the real heroes of construction are the people who put in relentless effort every single day. These awards validate not just our creative direction but also the authenticity of the brand's voice. We will continue to champion real craftsmanship and bring solutions that empower the hard-working community that builds our nation."

Watch the Winning Campaigns

- Hard Worker Eco Plaster – https://youtu.be/8OO_IL13GMw
- Hard Worker Tile Fix – <https://youtu.be/9d4RuqVc4A>

About ET Brand Equity Shark Awards – South Chapter

The ET Brand Equity Shark Awards – South Chapter celebrates marketing excellence across Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, and Telangana. With over 80 categories, the awards are judged by a distinguished panel of CMOs, brand leaders, and creative experts, evaluating campaigns on creativity, cultural relevance, strategic insight, and measurable impact.
