

BIRLA WHITE SHINES BRIGHT AT ACEF, CLINCHING 4X GOLD AWARDS!



We are thrilled to share that Birla White has emerged victorious at the ACEF Awards, winning four prestigious Gold awards. These accolades are a testament to our unwavering commitment to excellence and innovation across various marketing domains, and we are immensely proud of this achievement.

Our first Gold award in the category of Influencer Marketing recognizes our pioneering work with the Innovative Loyalty Program for the Birla White Experts Club App. This program has revolutionized customer engagement by seamlessly integrating influencer marketing into our loyalty initiatives, and we're excited to see it being recognized on a platform as esteemed as the ACEF Awards.

In the Television category, we secured another Gold for the Best Use of Celebrity Endorsement, featuring the charismatic Vicky Kaushal in our campaign titled "Birla White: White Cement Ka Advantage." This endorsement not only elevated our brand's visibility but also resonated strongly with our audience, and we're ecstatic to have received the Gold award for this.

We also received Gold in the Mobile Marketing category for the Successful Use of Technology through the Birla White Experts Club App. This achievement highlights our commitment to leveraging cutting-edge technology to enhance user experience and engagement, and we're excited to continue pushing the boundaries of what's possible in mobile marketing.

Lastly, we clinched Gold in Digital Marketing for the Effective Use of Market Research, exemplified by the Birla White Primer PrimaCoat Shorties. This recognition reflects our dedication to data-driven strategies that yield tangible results in the digital landscape, and we're thrilled to have received recognition for this.

These four Gold awards at the ACEF stand as a testament to our relentless pursuit of excellence and innovation in marketing. We extend our heartfelt gratitude to our dedicated team, esteemed partners, and loyal customers who have made these achievements possible. Here's to continued success and innovation on our journey ahead!

