



**BIRLA WHITE IS MAKING WAVES  
IN THE INDUSTRY ONCE AGAIN  
WITH ITS DISRUPTIVE INNOVATIONS!  
AWARDED BY  
ECONOMIC TIMES BRAND EQUITY**

**Gold in Personalized Pioneer**

**Gold in Real Estate Industry**

**Silver in Use of Mobile**

**Seep Guard  
Waterproofing Solutions**



**Birla White  
Experts Club App**

Birla White, a trailblazer in the Building & Material sector, has recently won multiple awards at the highly esteemed Economic Times Brand Equity Awards. These prestigious accolades are a testament to the brand's unwavering commitment to innovation and its relentless pursuit of excellence in delivering cutting-edge solutions to consumers.

We were thrilled to receive a Gold in the Personalized Pioneer category for our Birla White Experts Club App. By providing tailored support and personalized recommendations, Birla White has become a trusted partner for painters embarking on their projects, setting us apart from the competition.

In addition, Birla White has won a Gold in the Real Estate Industry category for Birla White Seep Guard Waterproofing Solutions. By addressing a critical market need with innovative technology, we have set a new standard for excellence in the building materials industry.

Birla White's Experts Club app has also clinched a Silver award in the Use of Mobile category by seamlessly integrating technology with user experience. By leveraging mobile technology, we have transformed how painters interact with our products, fostering trust and loyalty among our valued customers.

With our pioneering initiatives and unwavering commitment to innovation, Birla White is redefining the Building & Material landscape, establishing new benchmarks for excellence, and shaping the future of construction. We are proud to be at the forefront of revolutionizing the industry and are excited to continue delivering cutting-edge solutions that exceed our customers' expectations.

