



SHINING BRIGHT IN SILVER!

Birla White wins Silver Metal for Strategic
SEO Journey at e4m ICMA 2025.



We are proud to share that Birla White has been honoured with the Silver Metal at e4m ICMA 2025 (10th edition of Indian Content & Marketing Awards 2025) in the Best SEO-Driven Content Marketing Campaign.

This recognition celebrates the strategic thinking, creativity, and collaborative effort of our teams who worked tirelessly to deliver content with purpose and performance.

The award-winning campaign was designed to combine strong storytelling with data-led SEO strategies, ensuring meaningful visibility while addressing consumer needs at every stage of their journey.

