



GOLDEN MOMENT FOR BIRLA WHITE!

Our 'White Cement Ka Advantage' digital campaign
wins gold at the **e4m Maddies Awards 2025!**



We are thrilled to announce that Birla White has bagged the prestigious Gold Award at the e4m Maddies Awards for our Birla White Ka White Cement Advantage digital campaign. This achievement reflects the passion and relentless dedication of our team who helped bring this vision to life.

The campaign was crafted to showcase the superior performance, versatility, and value of Birla White, reaching and resonating strongly with a large set of consumers and strengthening trust in the brand.

This Gold Award is a proud milestone in our journey of impactful digital marketing. With this win as momentum, we're stepping into the future with bigger ambitions and stronger ideas.

