

We are elated to announce!  
Birla White has been awarded  
“Best Brand of the Year 2023-24”



"A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is." - Scott Cook, co-founder, Intuit

It brings us immense pleasure to inform you that BIRLA WHITE has been chosen as a 'Brand of the Year 2023'. This exclusive platform spotlight brands that are setting the gold standard and showcasing their achievements to a larger audience.

This celebratory event took place on June 21, 2023, in Mumbai, India. Over the last few years, brand custodians had to revisit the brand-building playbook owing to volatility, seeking fresh answers to questions critical to marketing success. As such, a new set of rules of engagement have emerged, which everyone is adhering by, some better than others.

Brands such as yours have helped shape communities, society, and industry in meaningful ways, and in the process have justifiably ascended to being known as a 'Brand of the Year 2023'.

This one-of-a-kind industry-led initiative has been informed and driven by insights drawn from an industry-wide, in-depth research conducted by our research partner.

Brands have been appraised on the following parameters:

- Net Promoter Score
- Activism
- Trust & Loyalty
- Innovation
- Sustainability
- Price premium

