



SAMMIE

Best Social Media Brand 2020



#DeewaronKiSuno

#SaluteToPainters



Birla White is so delighted and proud to announce that we are bringing home two prestigious awards won at the Social Media Awards 2020. Graciously claimed by two of our blockbuster campaigns of 2020,

#SaluteToPainters and #DeewaronKiSuno.

We bagged a silver for our topical campaign #SaluteToPainters celebrating the dedication of the painter community during COVID-19 and we won a Gold for our Diwali brand film

#DeewaronKiSuno that showcased a beautiful relationship between our IHB and painter community.

We are eternally grateful and immensely honoured to be sharing a Gold and Silver award in this category with leading brands like IndiGo, KFC, OYO, Audi, and many more.