



# BIRLA WHITE'S SILVER SHINES BRIGHT

The **E4M Impact Digital Influencer Awards 2024** for the Most Impactful Marketing Campaign - ***White Cement Ka Advantage***



We are beyond excited and proud to announce that Birla White has been honored with the prestigious Silver Award for the Most Impactful Marketing Campaign/Strategy at the 4th edition of the Impact Digital Influencer Awards!

This recognition is a testament to the dedication, hard work, and creativity behind our White Cement Ka Advantage campaign, which aimed to revolutionize the way consumers view and experience white cement in the market. We could not have achieved this incredible feat without the unwavering support and collaboration of our talented team, esteemed partners, and dynamic influencers who played an instrumental role in bringing this vision to life.

The White Cement Ka Advantage campaign was designed to highlight the superior quality and performance of Birla White, and it resonated deeply with our audience, helping to drive awareness, trust, and engagement. The recognition at the Impact Digital Influencer Awards is a huge milestone in our journey, and we are incredibly grateful for the acknowledgment of our efforts to make a meaningful impact in the influencer marketing landscape. We are truly humbled by this achievement and excited for the future as we continue to innovate and push the boundaries of excellence in marketing.

We also want to express our heartfelt gratitude to the Impact Digital Influencer Awards for recognizing our efforts. This Silver Award is a proud moment for all of us at Birla White, and it motivates us to continue delivering exceptional campaigns that inspire and connect with our audience.

Thank you for your continued trust and support.  
Here's to many more milestones ahead!

