



2X Gold for Birla White at the 10th ACEF Global Awards 2021

ACEF is a platform where all Creative, Branding, and Marketing professionals showcase their ideas and network. There are over 250 participants from 6 countries that come together for an award ceremony wherein the most deserving brand, professional, and their creativity is acknowledged and celebrated.

Birla White has been honoured with ‘Most Admired Social Message - Effectiveness’ for our topical campaign #SaluteToPainters celebrating the dedication of the painter community during COVID- 19.

We won another Gold for our Diwali film #DeewaronKiSuno that showcased a beautiful relationship between our IHB and the painter community under the category ‘Online Media – Effectiveness’.

