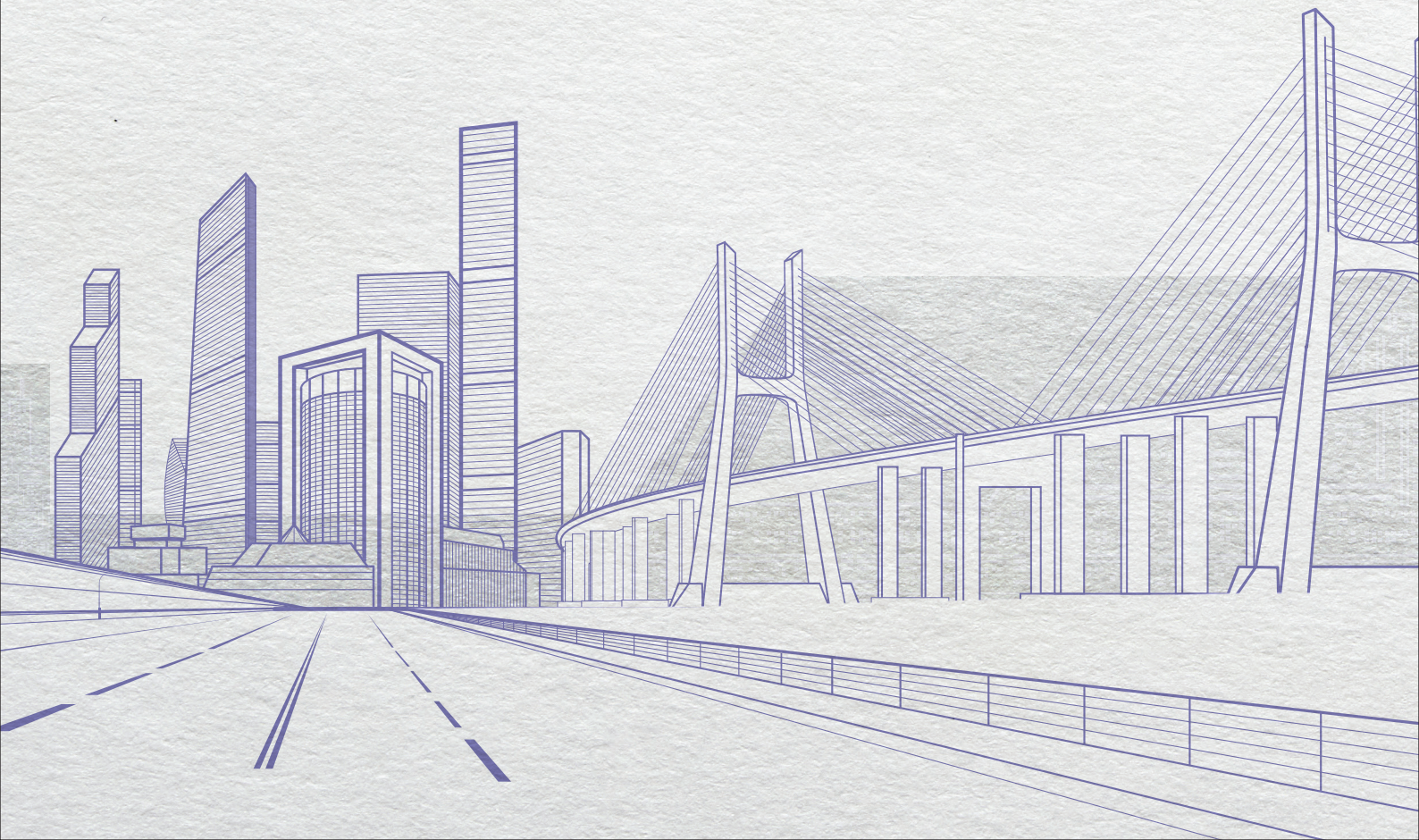


Powering Raw Material Sourcing for Indian Businesses



Transforming Procurement, Empowering Progress

At Birla Pivot, we are transforming the construction ecosystem. We envision a future where technology makes construction smarter, faster, and more efficient. We help our customers adapt to change and succeed in this dynamic and competitive landscape by improving efficiencies, reducing costs, and enhancing safety and quality standards. It's a testament to the legacy of the Aditya Birla Group, a legacy built on innovation, integrity, and relentless pursuit of excellence. This spirit empowers us to push boundaries, build trust, and stand unwavering in our commitment to our customers.

Exponential Growth, Nationwide Reach

Birla Pivot is a full-scale B2B e-commerce platform that provides integrated procurement with financing solutions for building materials. We are helping construction businesses streamline their procurement by making every step of the procurement experience transparent, efficient, and ultimately, empowering them to build with confidence. With competitive prices, easy access to finance, real-time order tracking, on-time delivery, and quality assurance, we are enabling our customers to unleash their true business potential.

We have grown exponentially in a short span of time. We now offer 40,000+ SKUs across 300+ Indian and international brands and cater to a variety of construction projects like highways, airports, manufacturing plants, commercial office spaces, and residential homes across India. We've catapulted our business and have become the preferred procurement partner for some of India's top EPC companies, civil contractors, real estate developers, OEMs, dealers, fabricators, and retailers. Our partnership with multiple lending institutions is enabling our customers to choose financing options that best suit their needs. We've established a robust supply chain, covering the entire country with our expansive delivery reach.



Nationwide
Delivery Reach

300+

Cities

Our Promise

Trust and excellence are woven into the fabric of everything we do. Our unwavering commitment to quality permeates every interaction, from meticulous product selection to stringent delivery and material testing protocols.

Explore over 40,000+ SKUs from 300+ leading brands, all at your fingertips. From foundational pillars to exquisite finishes, discover everything you need across core, interior and finishing categories.

We promise efficiency with every single order with our on-time delivery commitment and real-time order tracking, so your project construction is on track to completion.



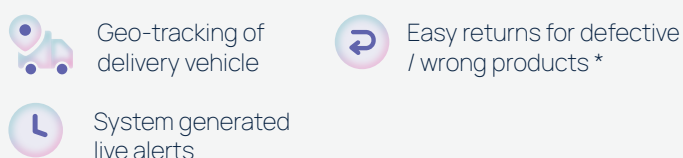
Easy financing solutions

At Birla Pivot, we grasp the pivotal role that finance plays in reshaping the future of your construction business. Our financing solutions are meticulously crafted to rewrite your ambitions and propel your business to new heights.



A seamless delivery experience

At the heart of our mission is the transformation of your delivery experience. From the moment your order is confirmed to its successful delivery, our intelligent Track & Trace System (TTS), aims for service excellence. We've digitized processes and offer real-time order updates, ensuring transparency at every step of your journey with us.



Our Categories

Steel & Allied

Rebar | Structural Steel MS / GI Pipes | MS / GI / SS Products | Stainless Steel

Cement & Allied

Cement | Ready Mix Concretes | Ready Mix Plasters | Aggregates | Fly Ash

Tiles & Surfaces

Glazed Vitrified Tiles | Ceramic Tiles | Wall Tiles | Vitrified Tiles | Outdoor Tiles | Counter Tops | Marbles | Granites | Stones

Wood & Vinyl Flooring

Laminate Flooring | Wooden Flooring | Vinyl Flooring

Construction Chemicals

Adhesives / Bonding Agents | Concrete Admixtures | Water Proofing Compounds

Plumbing, Pipes & Related Fittings

CPVC | UPVC | Agri Pipes | PPR Pipes | HDPE | PPR | Pumps | Accessories

MRO

PVC Cables | Exhaust Fans | Light Fixtures

Bitumen & Allied

Viscosity Grades VG10, VG30 & VG40 | Modified Bitumen | Bitumen Emulsion | Available in bulk and drum

Non-Ferrous

Copper - Cathode, wire rods, scrap | Aluminium - ingots, wire rods, scrap, rolled coils, sheets | Zinc - ingots & alloys

Bricks & Blocks

AAC Blocks | Concrete Blocks | Solid Blocks | Block Adhesives & Accessories

Sanitaryware & Bath Fittings

Wash Basins | Toilets | Bath Tubs | Bath Fittings | Accessories

Ply & Laminates

Plywood | Block Board | Laminates | Shuttering Ply | Veneers | Edge Bands | MDF & Particle Boards

Doors & Windows

Flush Doors | Solid Wood Doors | HDHMR Doors | BWP & HDF Doors | MS Doors

Paints & Polishes

Wall Paints | Metal Paints | Primers | Putty & Undercoats | Polish

Electrical Wires, Cables & Switches

Flexible wires | LT & HT Cables | Modular Switches | Switch-gears | Accessories

Roofing, Ceilings & Partitions

Gypsum Boards | Grid Ceilings | Metal Framing & Accessories | Roof Sheets | Roof Tiles

Polymers

PP | LDPE | LLDPE | HDPE | PVC | Engineering Polymers

Chemicals

Monomers - Styrene | BPA | ECH | VAM | Butyl Acrylate
Solvents - Acetic Acid | MEG | Ortho Xylene
Phenol | Methanol | Toluene

Our Network

Our network features an expansive catalogue comprising of 40,000+ SKUs across 300+ Indian and international brands.



The Birla Pivot Collection

Introducing the complete range of Birla Pivot Tiles and Ply collection from the Aditya Birla Group. Our products are manufactured with superior quality materials under strict quality control measures. We cater to a variety of projects across residential, commercial, retail, institutional & infrastructure and have a nationwide delivery network.

BIRLA PIVOT Tiles



800+ patterns & shades across Ceramic, GVT, Designer & other tiles

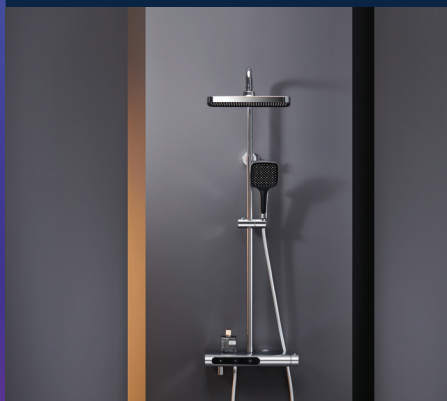
Cutting-edge manufacturing technology using SACMI, Simola

IoT-enabled temperature control for durability

Top-quality Italian and Spanish inks (Sicer and Esmalglass)

Stringent quality control, batch wise testing

BIRLA PIVOT Bathware



Long lasting shine & durability

7-step Chrome finish

Best-in-class Neopearl aerators

Resistant to rugged operational conditions

High quality brass ingots

Trouble free operating

life of upto 20 yrs

BIRLA PIVOT Ply



Made from carefully selected hardwood

BWP grade, wide thickness range

IS 710 and IS 303 standard

Up to 25 years warranty*

Borer and termite proof

High bonding strength

E-0 emission levels



Scan to view
our catalogues

Contact Us

 www.BirlaPivot.com

 ask-birlapivot@adityabirla.com

  +91 8150 900000



40,000+
SKUs



300+
Brands



Access
to Credit



Savings on
Material Costs



Real-time
Tracking



On-time
Delivery



Quality
Assurance

Grasim Industries Limited | Unit: B2B Ecommerce Business,
8th Floor, Umiya Business Bay 2, Cessna Business Park, Marathahalli,
Sarjapur Outer Ring Road, Bengaluru 560037, Karnataka, India.
CIN: L17124MP1947PLC000410 Regd. Office: Birlagram, Nagda 456331 (M.P.)



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