

Build Stronger Foundations with Birla Pivot's Bricks & Blocks Range

Streamlined Procurement.
Smart Financing.
Trusted by Builders Nationwide.

Birla Pivot is a transformative B2B e-commerce platform from the Aditya Birla Group, offering an integrated ecosystem for seamless raw material procurement and financing across various industries. Explore our extensive portfolio of Bricks & Blocks, sourced from India's most trusted brands. Whether you're building a home, a commercial project, or large-scale infrastructure, we offer end-to-end support with dependable supply and competitive pricing.

Our Offerings 70+ SKUs | 10 Brands



AAC Blocks



Solid Blocks



Concrete Blocks



Block Adhesives
& Accessories

Our Partners



Your All-in-One Partner for Procurement & Financing

Birla Pivot offers a **comprehensive portfolio** of raw materials with **integrated financing** and **end-to-end digitalisation**. With our platform, you can unlock new levels of **cost optimisation** and **efficiency** to effortlessly **accelerate every project**. Expand your business seamlessly across **multiple product categories** and **geographies** with a **trusted partner**.



40,000+
SKUs



300+
Brands



Quality
Assurance



On-time
Delivery



Real-time
Tracking



Savings on
Material
Costs



Accelerate Your Projects with Custom Finance Solutions



Custom
Finance Options



Attractive
Interest Rates



Easy
Eligibility Checks



Collateral-free
Credit Line*



Access
to Credit

Access Top Bricks & Blocks
Brands Seamlessly
with Birla Pivot

Contact Us Now



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Unit: B2B Ecommerce Business