

# Bringing joy to people's lives<sup>®</sup>

Asian Paints is India's leading paint and décor brand and is among the top ten decorative coatings companies globally. In FY 2024-25, we continued to elevate our benchmarks, evolve with our consumers' changing lifestyles, and engrave our mark across millions of homes and hearts. From reimagining living spaces to expanding our footprint in the home décor ecosystem, our journey remains rooted in purposeful growth, guided by a passion for creating beauty that lasts and bringing joy to people's lives.

## Elevate

We elevate everyday living by transforming spaces into reflections of joy and aspiration. Through innovative products and holistic décor solutions, we empower customers to create vibrant, functional, and sustainable homes—delivering value, inspiring creativity, and setting new standards in quality and design.

## Evolve

Embracing change is integral to our journey as we continually evolve—adapting to emerging trends, integrating cutting-edge technologies, and expanding our offerings to meet the dynamic needs of our customers. Guided by the AP Charter and our ESG principles, we ensure responsible growth through environmental care, social equity, and strong governance.

## Engrave

We engrave lasting impressions by embedding our core values into every aspect of our operations. Through strong relationships, sustainability, and social responsibility, we create meaningful connections and make a positive impact that endures.



## Colour of the year

### Cardinal

The captivating hues of Cardinal evoke courage, imagination, and a connection to our truest selves, urging us to embrace life's vast emotional landscape. As we navigate a world increasingly prioritising authenticity, Cardinal encourages us to embrace complexity rather than shy away from it. Whether adorning our interiors, influencing fashion, or redefining design, this dusky shade imbues spaces with a rich elegance, reminding us to cherish every moment that demands to be felt.