

Making responsible choices

Being a world class enterprise, we preserve nature, embrace integrity, provide impeccable confidence to stakeholders, energising employees, enriching livelihoods and bringing joy to people’s lives.

We see our responsibility to take the lead in sustainable development not only as a duty to society but as an opportunity to do well by doing good. By embracing sustainable development and going beyond minimum information disclosure requirements and regulatory compliance, we aim to protect and deliver value to all our

stakeholders. We are proud to enrich the lives we touch and bring joy to people’s lives.

Guided by our core values, the ESG approach propels us to steer the business strategy to deliver our purpose of bringing joy to people’s lives.

Asian Paints Core Purpose



Our Purpose is centered around the customer: Bringing Joy to People’s lives

Business Strategy is based on maximising returns by propelling ESG Strategies

Values lead to work in the ESG framework

Core Values are the Pillars

Five elements of Value Creation through ESG

We are committed to maintain an optimal balance between People, Planet and Profits objectives.



