

# Asian Paints at a glance

At Asian Paints, vibrant colours meet innovative solutions. Our rich heritage and commitment to excellence has led to the creation of extraordinary masterpieces. As India's most trusted brand, we pride ourselves on delivering exceptional quality products and services that enhances the joy of everyday living.

## Portrait of sustained growth

#1

Paint company in India

#1

Integrated home décor player

#1

in Decorative lighting

#2

in Fabric and Furnishing

## Purpose

We exist to beautify, preserve, transform all spaces and objects, bringing happiness to the world.

## Values

### Standing for each other's success

Always being selfless, ensuring success of all groups and individuals, like we would for ourselves

### Creative zeal

Passionately striving to cause disruption by a constant search for innovative, out of the box and differentiated solutions and executing with velocity and attention to detail

### Integrity

We honour our word, always

### Audacity

Fearless in challenging the usual way of doing things, stretching for bold goals as a way of life

### Scientific rigor

Adopting a data-analysis driven approach to decision making and continuous experimentation towards building world class practices and products

### Customer passion

Treating our customers the way we would want to be treated. Customer First!



## Continuing the journey of democratising décor

Our collaboration with St+art India immerses us in the rich history and essence of the land, where one can witness celebrations and cultural transformations manifested in street art forms across various cities in India.



Artist Name: Yip Yew Chong  
 Artwork Name: Impressions of Lodhi  
 Project Name: Lodhi Art Festival 2019



# Asian Paints at a glance

## Business segments



### Decorative business

India's leading paint and décor company offering wide range of products and services along with largest-of-its-kind painting service in the world.

#### Products & Services

- Interior wall finishes
- Exterior wall finishes
- Waterproofing
- Wood finishes
- Enamels
- Adhesives
- Tools
- Undercoats



### Home Décor business

Expansive offering to provide a complete one-stop home décor solution to customers.

#### Products & Services

- Modular kitchens and wardrobes
- Bath fittings and sanitaryware
- Decorative lightings
- uPVC windows and doors
- Wall coverings
- Furniture
- Fabric & Furnishings
- Rugs

#### Revenue

**₹ 31,205.1 Crores\***

Contribution of revenue from sale of products and services (Decorative and Home décor business): **88.2%**

\* Includes Obgenix Software Private Limited ('White Teak') revenues from the date it became subsidiary

## Brand universe



### ★ Stature

**#2**

Paint company in Asia

**#8**

Paint company in the world

### 🌐 Scale

**27**

In-house paint manufacturing facilities worldwide

**60+**

Countries served

**1,850,000**

Installed in-house decorative paint manufacturing capacity in India (KL/annum)^

^ Over and above, our Company has also tied up with outside processing centres (OPCs) for manufacture and purchase of certain products



## International business

Taking forward the legacy of Asian Paints to cater to a wide cross-section of customers across geographies and bring delight to millions of households.

### Regions

- Asia
- Middle East
- Africa
- South Pacific

### Revenue

**₹ 3,061.5 Crores**

Contribution of revenue from sale of products and services: **8.7%**



## Industrial business

Provider of high-quality custom-formulated products for the automotive and industrial business.

### Entities with product category and related services

#### PPG Asian Paints Pvt. Ltd. (PPG-AP)

- Automotive (OEM & refinish), General industrial, Packaging & Marine

#### Asian Paints PPG Pvt. Ltd. (AP-PPG)

- Industrial protective coatings, powder coatings, floor coatings and road markings

### Revenue

**₹ 1,115.5 Crores<sup>^</sup>**

Contribution of revenue from sale of product and services: **3.1%**

<sup>^</sup> Excluding PPG-AP revenues as it is an Associate Company



## ↑ Reach

**60**

Beautiful Homes stores across India

**160,000+**

Retail touchpoints across India

**9,000,000+**

Beautifulhomes.com visitors during the year

## 👤 People

**12,000+**

Employees globally

**240+**

Scientists driving innovation