

DIGITAL PROPERTIES

Digital way forward

Our digital channels are enabling us to transform from being a brick-and-mortar business into a click-and-mortar business. Winning in a digital world is all about how you weave and create an ecosystem that is digitally connected.

Digital Touchpoints

Our touchpoints (website, apps store, services, stores and call centre among others) capture data from consumers which in turn helps businesses to gain insights and provide better customer experience.

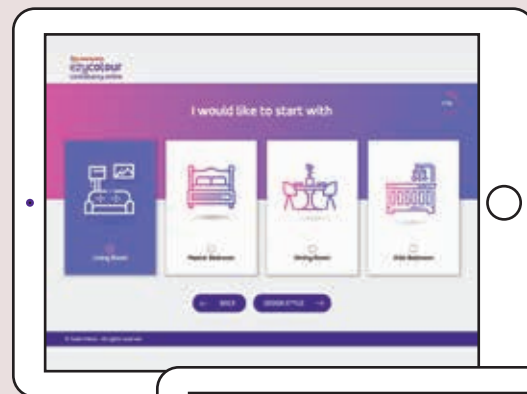
Social media presence

We have run quite a few successful campaigns on social media to inspire, educate and help our customers make better choices on colours.



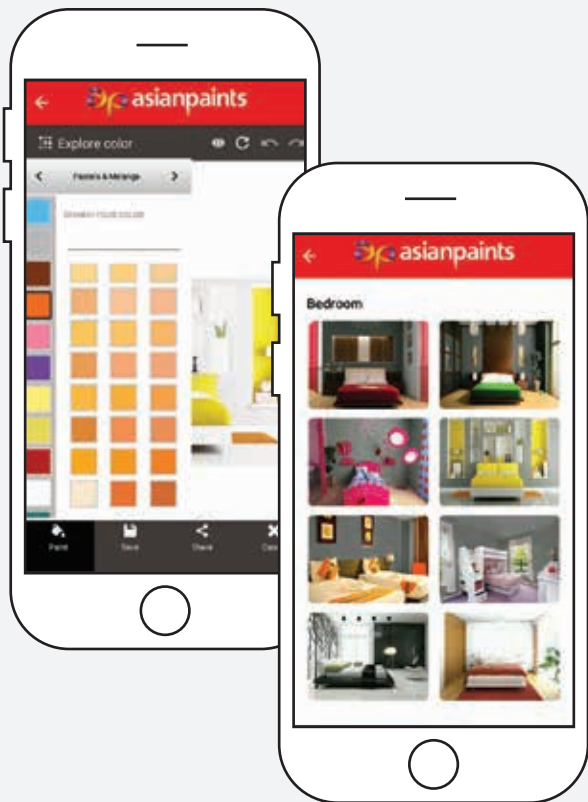
Ezycolour Consultancy

Our colour experts help answer the consumer's queries through the visualisation technology by showcasing an exclusive digital preview.



Colour with Asian Paints

Our one tap mobile app is helping our customers visualise styles for their home. Our customers can see the entire Asian Paints Colour Spectra (catalogue of 1,800 gorgeous shades), along with textures and wallpapers. We offer a bunch of curated room shots, fit enough to inspire even an interior decorator. One can also click a picture of your home/ office/studio and change the colours on walls, try various colour, texture and wallpaper combinations, save, and share this image!



'Beautiful Homes' Website

We are adding beauty to your home, one click at a time through our Beautiful Homes portal, an online only décor magazine. This portal is a repository of inspiring homes and workspaces, practical décor tips, accessible design ideas and DIY guides. The gallery section showcases inspiring images for your home. The Decorate section offers comprehensive tips on everything related to décor and home organisation- DIY ideas and videos, practical tips, Get the Look sections and useful articles on styling your home.

