

INNOVATION

Consistent quest for innovation

Innovation has been one of our key cornerstones in our enduring journey. We remain an agile and responsive world-class innovation-led organisation who is constantly adopting to evolving customer aspirations and catalysing our growth possibilities across existing and future businesses.

Hygiene Lab demonstrates the products under the health and hygiene segment

Innovation centre

ColourNext

We have been studying colour and its myriad influences on lifestyle in India. And year after year, we are fascinated by the stories that emerge out of the creative landscape of this country.

ColourNext is a celebration of colours born out of research and imagination, an outcome of a comprehensive trend mapping exercise conducted by Asian Paints across India with inputs from design professionals, sociologists, and industry experts. In our 2019 edition, we focussed on the Indian mood and regional cultures.



Behind the scenes of ColourNext

Transformation through technology

We have continued to develop our creative edge in a highly competitive industry by investing in cutting-edge technology for research and development of products in accordance with global trends. We employ design thinking to connect with our consumers' evolving tastes.

During FY2018-19, we added a range of value-added features to our existing products and successfully created differentiation for our products in the market.

Moreover, we are encouraging the use of tools such as Design for Six Sigma (DFSS) and Design of Experiments (DoE) to strengthen product development methodology, across the organisation.

Our futuristic, high-quality products have garnered international product certifications, helping to grow the credibility of our products as well as our brand value.

FY2018-19 witnessed the launch of 23 new products in the architectural paints segment and 15 in the Industrial paints segment. Highlights are as follows:

- 'Royale Health Shield', developed to address the safety and health issues of consumer, conforms to the stringent anti-asthma requirements of American Asthma Foundation (AAF).
- 2k PU Magnum with 15 years waterproofing warranty for terraces developed and commercialised.
- 'Protek Lamino' anti-graffiti self-cleaning exterior paint developed and launched with 15 years' warranty.
- 'Nilaya Natural' developed with 95% natural content with unique tinting system using powder tinter.
- 'Asian Epoxy Dual Coat' with 30 fast moving shades developed and launched through industrial tinting system.



- 'Dampproof Ultra' with 10 years waterproofing warranty developed and launched.
- Developed and commercialised 'Apocryl TSA Anti dust Clear coat' for the Fan industry.
- Developed Apcolite Rust Shield PU based anti-rust enamel is the first enamel in the country to offer a two-year warranty for rust protection.

Enhancing product quality

Our robust quality standards translate into sustained and committed efforts to ensure product viability and stability. Our application research helps to establish product stability, the process for which includes testing for performance across various environmental conditions. An exterior paint testing facility is in place in Kochi.

Testing for product validation involves the use of laboratory simulation techniques; a dedicated site for this was constructed during FY2018-19 in Mahabaleshwar, Maharashtra.

In another development, a breakthrough in project methodology led to the launch of Project 'Ansh', enabling our product development team to launch two new products: an emulsion partly replacing petroleum monomer with renewable raw material, and an alkyd resin based on completely unique backbone giving competitive advantage within a record timeline.

Going green

We are deeply committed to reducing our carbon footprint through reduction of rutile (a form of titanium dioxide, core to achieving pigmentation) by using low-carbon substitutes, with no compromise in performance properties. We are working to increase the efficiency of our processes by adopting new manufacturing techniques and pursuing process optimisations aided by technology. We are also undertaking joint projects with the plants to reduce cycle time, energy and water consumption, and generation of waste.

Customer experience

We have created a world-class 'experiential zone' at our Research & Technology (R&T) centre at Turbhe, Navi Mumbai, to showcase our latest products to the consumers, while highlighting the emerging trends and the focus areas for the Company.

The facility also includes a Hygiene Lab to demonstrate the products under the health and hygiene segment, such as the Royale Health Shield.