

**OUR IDENTITY**

# Colouring your world

Standing among the world’s top ten paint companies, we continue to excel globally, driven by ethos and high standards of corporate governance. We strive to enable and define the unique tastes of the global consumer, helping to create spaces that uniquely represent you.

Transforming spaces in a way that matches, celebrates, and champions the different preferences of our customers is how we honour their unique tastes. Our ability to ensure that our customer’s surroundings acquire and reflect the look, feel, and functionality that they desire, has helped us remain India’s top paint company.

We understand that we operate in a space where personalisation is a competitive edge, be it homes, offices or institutions. Every space is unique, requiring its own special treatment. Be it through colour, furnishings, the environmental factors at play, or budget at hand, from luxury emulsions to economic quality distemper.

We are also ranked among the top ten decorative coatings companies in the world.

Thus, we continue to create a colourful tapestry of customer-centric products, services, and platforms, especially digital, helping us to consolidate our market position across the globe, and strengthen our brand equity.

Our digital platforms give customers the access to at-home colour consultancy services and online consultancy, thus augmenting the reach of our colour stores.

We continue to be inspired in expanding our wallpaper range, wall stencils, wood finishes, adhesives, and waterproofing solutions, primarily according to the changing consumer preferences. We are also providing end-to-end painting solutions in multiple cities across India.

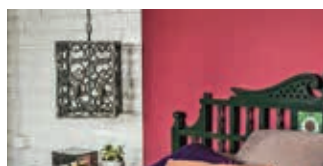
Our Joint Ventures (JVs) with PPG Industries Inc., USA, in automotive and industrial paints as well as our Home Improvement ventures through Sleek International, which is into modular kitchens and wardrobes, and Ess Ess, representing bath fittings, have helped us to diversify our offerings. Asian Paints continues to further its Indian roots, its home-grown design ethos, while representing excellence in innovation, quality, and delivery around the world.



**Our Vision**

**To be the fore runner of inspiring décor and to actively empower customers to create their dream homes.**

## Our offerings



Paints

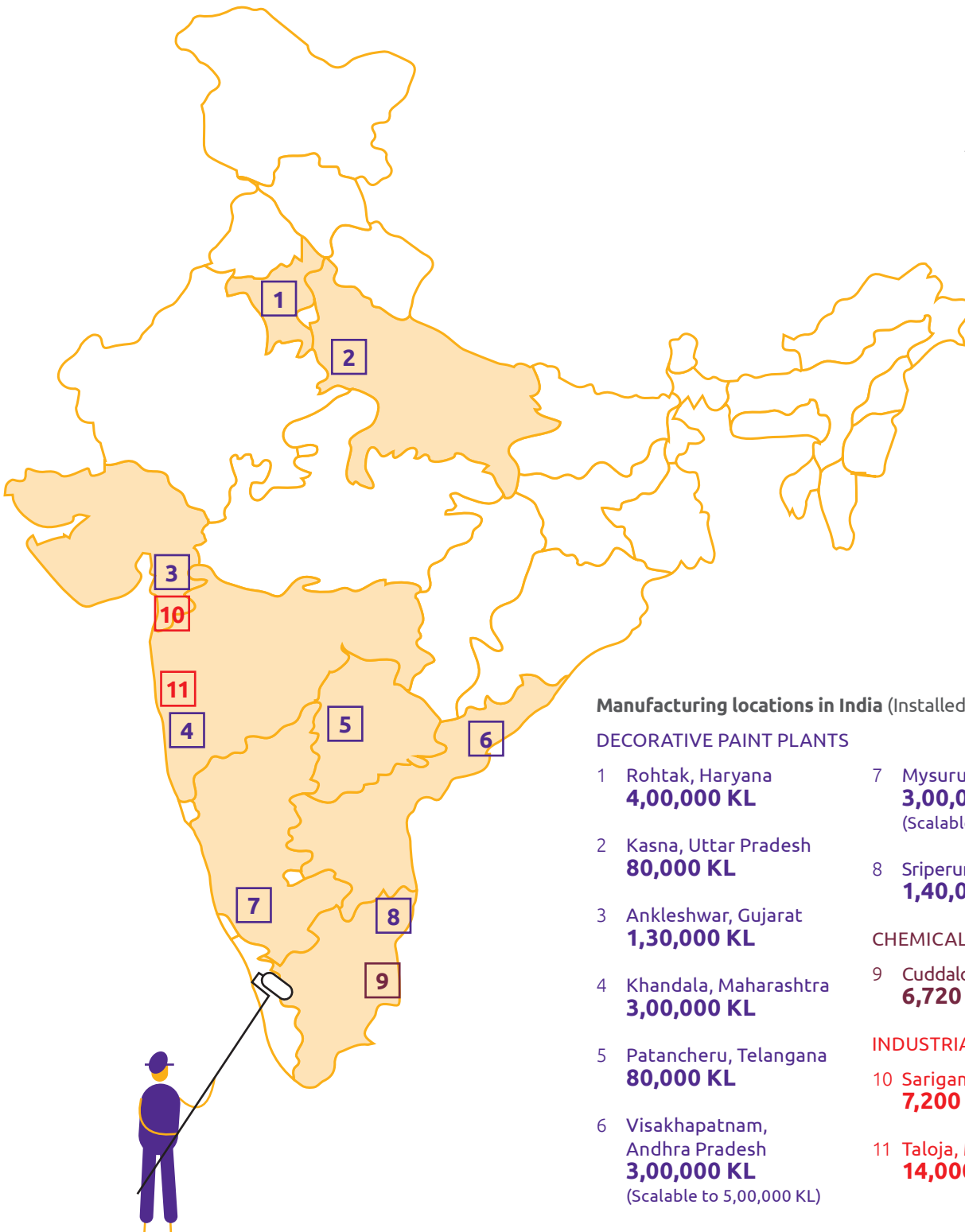


Wall coverings



Waterproofing

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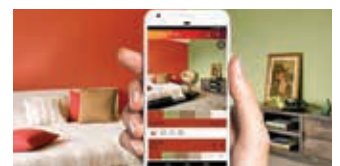
Kitchen fittings



Bath fittings



Adhesives



Services

**OUR IDENTITY** (Continued)

**Our business segments**

**Decorative Coatings**



The largest contributor to our group revenues, this business features a comprehensive portfolio, including paints, painting tools, water-proofing solutions, wall coverings, and adhesives. Our robust network of 60,000+ dealers, enables us to cater to a wide cross-section of customers across geographies.

Our eight manufacturing plants across different locations countrywide, with a combined capacity of 1.73 million KL per annum of decorative paint products, feature state-of-the-art technology. A steady growth

marks our journey, which is furthered by a perception shift as a premium brand driving innovations. The launch of many new products, backed by research and aimed at fulfilling consumer expectations adds to this achievement. The resultant increase in brand equity is helping our global expansion efforts.

**Industrial Coatings**



We are present in the industrial coatings space with high-performance, high-quality offerings that serve to protect surfaces through our two 50:50 Joint Ventures with PPG Industries Inc., USA. Asian Paints PPG Pvt. Ltd. (AP-PPG) is an ISO 9001 certified company delivering high-value paints and coatings to industrial Original Equipment Manufacturers (OEMs). The other JV, PPG Asian Paints Pvt. Ltd. (PPG-AP) is a leading supplier of paint and coatings to customers in automotive OEMs, automotive refinishes, industrial, marine, and

packaging. Both the joint ventures benefit from the combined strength of both partners in ensuring technological superiority, quality, and durability.

For industrial OEMs, our offerings are categorised under protective coatings, powder coatings, floor coatings, and road markings. We ensure that innovative products are delivered in volumes desired by the customers. We are market leaders in thermoplastic road markings, as well as in auto refinish segment, and second largest player in the auto OEM segment.



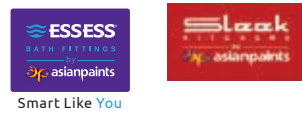
### International Operations



Our international operations span across 15 countries, with significant presence in South Asia and the Middle East. We are among the top three players in decorative paints in all these regions except in Singapore, Oman and Indonesia.

We continue to expand, as well as consolidate our position with key focus on Africa and Asia.

### Home Improvement Businesses



Aimed at offering complete décor solutions, we forayed into this space six years ago and have been stepping up our offerings consistently to help our customers create their dream homes. Currently operational in the two categories of kitchen and bath fittings comprising ranges of modular kitchens and sanitaryware.

We have recently introduced wardrobes. This segment is a focus area for our future growth, as India's real estate market is slated to grow backed the rising affordable homes segment drive in the country.

