

VALUE CREATION MODEL

Focussed on consistent value creation

Our business model is designed to achieve responsible, sustainable and profitable growth.

Strengths

Experience

Our rich experience of more than 70 years in the paints industry has enabled us to understand our consumers better and to innovate to fulfill their needs.

Global footprint

Our operations in India and 15 different countries through 27 paint manufacturing facilities enable us to reach our consumers in more than 65 countries.

Brands

We have earned the trust of consumers to become a name that is known and loved by billions globally. Our brands are leaders in the markets they operate in.

World-class manufacturing

State-of-the-art production facilities with strong IT integration and the latest automation technology.

Information Technology (IT)

We have consistently been investing in installing cutting-edge IT platforms that add value to businesses by helping to optimise costs, consistency, and efficiency.

Research and development

Our best-in-class R&D facility with over 200 scientists supports our strategy around technology development, product development focussing also on creating sustainable products, as well as value re-engineering for productivity improvement and cost optimisation.

Product Range

Our products cover a wide range of innovative and industry-first options, driven by consumer-centricity, global trends, as well as high standards of quality and safety.

Reach

Our wide distribution network, across India and globally, speaks of relationships nurtured over time with solid value-addition, centered on providing an exceptional customer experience at every touchpoint.

Financial strength

Our prudent financial management and decision-making drives the seamless growth that continues to create long-

term value for our stakeholders. Reflecting our strengths, our total equity and Average Capital Employed are valued at ₹ 8,887.6 Crores and ₹ 8,357.1 Crores, as on 31st March, 2019, respectively.

Team

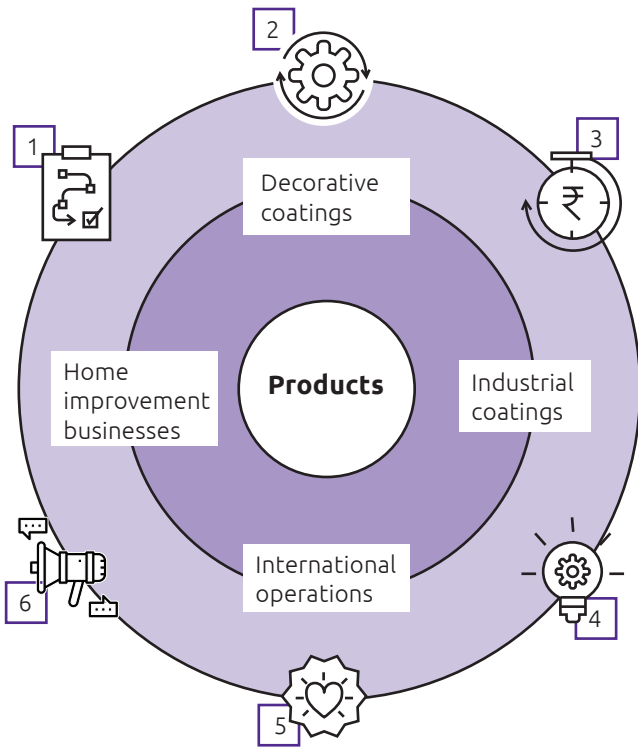
Our people are our greatest strength. We are more than 7,500-strong team of knowledgeable, skilled, passionate people. We nurture talent and empower our workforce to create new benchmarks of performance and excellence.

Governance

A strong culture of maintaining high standards of governance, compliance, and risk management already exists, and we are committed to ensuring that it continues to remain a priority.



Business model



- 1. Seamless planning
- 2. Operational excellence
- 3. Cost efficiency
- 4. Innovation-led
- 5. Brand prominence
- 6. Effective marketing

Value Creation

Shareholders and Investors

We strive to ensure that the information we provide is fair, balanced, and easy to consume, which helps to inspire trust and confidence.

₹ 10.50 ^{per share}
Dividend in FY2018-19

Consumers

We engage with customers across all our touchpoints. Equipped with a comprehensive product suite, we offer best-in-class services and ensure active customer engagement. Our focus is always to empower our consumers with the range of choices that inspires them to create their dream homes.

Workforce

We are nurturing a work culture that is inclusive, where all employees are valued, encouraged, and given equal opportunities to develop their skills.

7,500+
Total workforce

Dealers, Contractors, Painters & AID's

Our extremely strong dealer network is based on mutual trust and fairness. We continue to work with dealers, painters, contractors and AID's through various engagement programs.

60,000+
Dealer network

Vendors and Suppliers

We treat our vendors and suppliers as partners in progress. We help them improve their process, efficiencies and quality through regular inputs and training creating a win-win situation for both.

Government

We are fully compliant with all the laws and regulations in the regions where we operate, driving responsible business practices with passion and commitment.

₹ 913.84 ^{Crores}

Contribution to the exchequer in FY2018-19

Community

We are driving a variety of strategic interventions in the areas of health, education, water conservation and skill development, to help the communities residing in the areas where we operate.

₹ 52.70 ^{Crores}
CSR spends in FY2018-19