

Summary of Market Survey (March 2025)

Survey to evaluate paint usage in Indian houses amongst 1041 paint consumers in 62 cities across India.

Agency Name	SHASHWAT RESEARCH SOLUTIONS PRIVATE Ltd.
Company	Asian Paints Limited
Survey Period	March, 2025
Participants	1041 individuals
Age Range	21 – 74 years
Methodology	Telephonic Interviews
States (India):	North: Uttar Pradesh, Punja, Delhi, Jammu and Kashmir, Uttarakhand, Rajasthan and Haryana
	South: Kerala, Tamil Nadu, Karnataka, Telangana, Andhra Pradesh
	East: Jharkhand, Assam, Bihar, West Bengal, Tripura, Odisha
	West: Maharashtra, Gujarat
	Central: Madhya Pradesh
Findings:	
<ul style="list-style-type: none">• 798 out of the total number of 1041 Participants used Asian Paints brand of paints in their houses.• The Paint “Finish” and “Warranty” were two important factors in Participants’ selection of paint.• The research findings* are influenced by individual circumstances and factors unique to each Participant.	

**These findings are based on a market survey conducted by SHASHWAT RESEARCH SOLUTIONS PRIVATE Ltd. using a standard structured questionnaire on Participants’ paint consumption for their houses and the telephonic responses provided thereto. They reflect the personal experiences and opinions of the individual participant and neither the SHASHWAT RESEARCH SOLUTIONS PRIVATE Ltd. nor Asian Paints Limited shall be liable for the findings.*