



Amit Syngle

Managing Director and CEO

It is with great pride and purpose that I would like to share the AP Charter:

This charter includes the voice of every employee in the Company and indeed represents them. Despite the challenges during the pandemic, the employees decided to create the future of their dreams. The final outcome, after days of deliberation and co-creation, is extremely energising and allows the Company to delight the customer. It truly embodies the spirit of the Company and what every stakeholder would vouch for.

The values that would be pivotal in giving life to the charter were thoughtfully crafted and shared with the entire organisation. I am very happy to say that with customer at the core of everything we do and these values fuelling our journey, you can indeed count on us.

I present to you the AP charter, a charter which is timeless and one which every stakeholder would see his desires being addressed.

AP Charter

We are *op.asianpaints*, delivering joy since 1942.

We are in the business of colour, décor, design and protection, we make anything & everything beautiful and lasting.

Being innovators, we transcend global boundaries and are the preferred brand.

We are dynamic and disruptive. Constantly redefining trends with world-class solutions, inspiring consumers to realise their dreams.

We are committed to sustainability and safety.

We are creative. Co-creating and partnering with customers and stakeholders, transforming Billions of living spaces and objects.

We exist to beautify, preserve, transform all spaces and objects, bringing happiness to the world.

We dare. We care.

We create beautiful worlds.

You can count on us.

We value:

Standing for each other's success

Always being selfless, ensuring success of all groups and individuals, like we would for ourselves

Audacity

Fearless in challenging the usual way of doing things, stretching for bold goals as a way of life

Creative zeal

Passionately striving to cause disruption by a constant search for innovative, out of the box and differentiated solutions and executing with velocity and attention to detail

Scientific rigor

Adopting a data-analysis driven approach to decision making and continuous experimentation towards building world class practices and products

Integrity

We honour our word, always.

Customer passion

Treating our customers the way we would want to be treated. Customer First!