



## Shalimar Paints Expands Presence in North Bengal

*To set up Regional Distribution Center in Siliguri with the aim to become No. 1 in the territory*

**Siliguri, January 3, 2014:** Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to increase presence in North Bengal by setting up a Regional Distribution Center in Siliguri. The new center will not only serve North Bengal but also Sikkim, Assam and other North Eastern states. The company is further strengthening its distribution in the eastern region by opening a new depot in Sikkim.

**Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said,** *"North Bengal has always been an important market for Shalimar Paints and we have a strong presence here. We understand this region well and realize its market potential. We are sharpening our focus in this region with the aim of becoming number one player."*

Shalimar Paints has been present in North Bengal region since 1971, when it opened its Siliguri Depot. Today, North Bengal region is one of the fastest growing territories in its portfolio, having more than doubled its sales in past five years.

*"Opening of the new center will help improve customer service and expand the dealer network in the region. Our focus is on significantly increasing sales of Emulsions as a product category and increase contribution from our premium offering of Husain Collection,"* added Mr. Nagpal.

### **About Shalimar Paints:**

Established in 1902, Shalimar Paints has been a pioneer in the field of paints and coatings in India, with a heritage of 112 years. It has three manufacturing units and a strong footprint across the nation with 57 branches and depots. The company has a wide product range in Decorative and Industrial segments. The Decorative business covers both Interior and Exterior paints where it has a number of flagship brands including Husain Collection, No. 1 and Superlac. The Company also has tinting systems under the brand name "Color Space" where it offers more than 10,000 shades across all product lines to its customers.

### **Media Contacts:**

Ketan Girap

[ketan.girap@shalimarpaints.com](mailto:ketan.girap@shalimarpaints.com)

P: +91 124 4616600

Deepshikha Sinha

[deepshikha.sinha@text100.co.in](mailto:deepshikha.sinha@text100.co.in)

M: +91 9999836343



**SHALIMAR PAINTS LTD.**

**Regd. Office:** P.O. Danesh Shaikh Lane, Howrah - 711 109, West Bengal (India) **P:** +91 33 26443201-02 **F:** + 91 33 26443540

**Corp. Office:** 4<sup>th</sup> Floor, Plot No. 64, Sector-44, Gurgaon - 122001, Haryana (India) **P:** +91 124 4616600