



Shalimar Paints Partners with NDTV for Spreading Its “Colors of India”

New Delhi, March 13, 2014: Reiterating its positioning of the ‘Art and Science of Paints,’ Shalimar Paints Limited, one of India’s leading paint manufacturing companies, announced their sponsorship of NDTV’s rich and vibrant show ‘Colors of India.’ The show that goes on air on March 14 will run for a year on NDTV24X7 and NDTV India (called ‘Mohe Rang De’).

Speaking about the association, **Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints** said, *“At Shalimar Paints we are obsessed about the Art and Science of Paints and have deep interest in colors. This program brings to fore the elements of colors, hitherto unexplored, such as history, usage, origin, symbolism and stories of our lands. This association was a natural fit and we are happy to support it.”*

The first two episodes of ‘Colours of India’ feature the colours of the season ‘red’ and ‘white’, also reflective of the new logo and identity of Shalimar Paints. Thereafter, there will be two episodes per season, with each episode featuring a colour of the season and the stories behind it. For the current episodes, the program has been shot in over 20 locations around the country.

Offering a glimpse into the show, NDTV has been running ten tickers and seven promos per day, per channel, for a week leading upto the first episode on March 14.

CHANNEL	PROGRAM	DATE & TIMING
NDTV 24x7	My Name Is Red	Friday, 14 th March, 2014 . 10:30 pm
	The White Rainbow	Sunday, 16 th March, 2014 . 2:30 pm
NDTV इंडिया	Jit Dekhun Tit Laal	Sunday, 16 th March, 2014. 1:30 pm
	Safed ke Saat Rang	Monday, 17 th March, 2014. 6:30 pm



SHALIMAR PAINTS LTD.

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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.

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