



Shalimar Paints Expands Presence in Gujarat

Sets up Regional Distribution Center in Ahmedabad to cater to growing market

Ahmedabad, June 24, 2014: Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to increase its presence in Gujarat by setting up a Regional Distribution Center in Ahmedabad.

Shalimar Paints has been present in Gujarat since 1978 when the Ahmedabad depot was opened. The company has its footprint in 50 cities and towns, catering to more than 300 dealers and over 50 large industries in the state. Shalimar Paints has seen 100% growth in sales in the past 4 years.

Talking at the inauguration Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said, "Gujarat has always been an important market for us and we have a strong presence in the industrial paints segment here. We understand this region well and realize its market potential. With our increased focus on the consumer business, we are investing significantly in the Gujarat market to emerge as a strong player."

As part of the company's transformation efforts, it is enhancing its distribution efficiency by setting up Distribution Centers at key markets to streamline product delivery. The new Center in Aslali, Ahmedabad will strengthen the company's distribution system and cater to the new depots that the company plans to open in the state.

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

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 country with 56 branches and depots. The company has an extensive product range in Decorative and Industrial segments. The Decorative business covers both Interior and Exterior paints where it has a number of flagship brands. The Company also has tinting systems under the brand "Color Space" where it offers more than 10,000 shades across all product lines to its customers.

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