



**SHALIMAR
PAINTS**

Shalimar Paints Appoints Shankar Subramanian as Vice-President for Decorative Business

Gurgaon, July 14, 2014: Shalimar Paints Limited, one of India's leading paint manufacturing companies, has appointed Shankar Subramanian as Vice-President for its Decorative business. In this role, he will be responsible for growing the company's Decorative business and add to the leadership depth of the company.

The Indian paint industry is valued at approximately Rs. 30,000 crores with decorative paints constituting two-thirds of the market and the remaining, industrial. Buoyed by growing urbanization and changing lifestyles, the decorative paints segment is registering faster growth. Shalimar Paints, India's iconic paint maker is undergoing a strategic transition to become a consumer-centric company through increased focus on the decorative paints business.

Commenting on the appointment, Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said, "Shalimar has embarked on a journey of transformation to emerge as a strong player in the Indian paint industry. Growing our decorative business profitably is central to this strategy. Shankar joins us at this crucial juncture with the objective of driving growth, improving product mix, creating a distinctive value proposition for customers and strengthening channel relationship. With his extensive experience in multiple industries, Shankar will play a key role in Shalimar's transformation journey."

Shankar has over 15 years of experience in sales, marketing and business development across consumer durable, IT and retail sectors. He joins Shalimar Paints from Ingersoll Rand, an industrial technology company where he was the Director for Residential Solutions business, responsible for establishing the Trane brand of air-conditioners in India. He has a proven track record of successfully leading sales, distribution, channel management and marketing in his previous roles with MIRC Electronics, BenQ India, Samsung, Blue Star, LG and others.

A graduate in Physics from Pune University, Shankar is passionate about technology. He holds a post graduate diploma in marketing from Institute for Social Sciences and Research, Vellore, and has completed a one-year executive program on strategic management from IIM Calcutta.



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: 4th Floor, Plot No. 64, Sector-44, Gurgaon-122011, Haryana (India) **P:** +91 124 4616600 **F:** + 91 124 4616659

E: askus@shalimarpaints.com | www.shalimarpaints.com | **CIN:** L24222WB1902PLC001540



**SHALIMAR
PAINTS**

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.

Media Contacts:

Ananya Mukherjee

ananya.mukherjee@shalimarpaints.com

Deepshikha Sinha

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: 4th Floor, Plot No. 64, Sector-44, Gurgaon-122011, Haryana (India) **P:** +91 124 4616600 **F:** + 91 124 4616659

E: askus@shalimarpaints.com | www.shalimarpaints.com | **CIN:** L24222WB1902PLC001540