



## Shalimar Paints Expands Presence in North India

### Sets up Regional Distribution Center in Ghaziabad to cater to the growing market in Uttar Pradesh and Uttarakhand

*Ghaziabad, July 15, 2014:* Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to increase its presence in Uttar Pradesh (U.P.) and Uttarakhand by setting up a Regional Distribution Center in Ghaziabad.

Talking at the inauguration Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said, "U.P. and Uttarakhand have always been important markets for Shalimar Paints and we have a well-established network since independence. Over the last few years we have been growing faster than the market in this region. This new Distribution Center will help us improve our customer service and geographical reach enabling us to improve our market share further."

The country's oldest and iconic paint maker is undergoing a strategic transformation to become a consumer-centric company through increased focus on the decorative paints business. As part of its transition, it is enhancing its distribution efficiency by setting up Regional Distribution Centers at key markets to streamline product delivery.

With 5 depots in U.P. (Ghaziabad, Agra, Kanpur, Varanasi and Lucknow) and 2 depots in Uttarakhand (Dehradun and Haldwani), the company caters to over 800 dealers and sells in over 200 cities and towns in the two states. Shalimar Paints also has a manufacturing plant at Sikandrabad in Uttar Pradesh.

#### **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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