



Shalimar Paints to Strengthen Presence in Punjab

Launches Two New Emulsions and Two Primers for Interior & Exterior Walls to Boost Festive Season Sales in the Region

Chandigarh, September 23, 2014: Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to strengthen its presence in Punjab by launching new products.

Addressing media for the first time in the state, **Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints** said, "Punjab has always been an important market for us and our presence here dates back to 1974. We understand this region well and realize its market potential. With our increased focus on the consumer business, we are focusing significantly in the Punjab market to emerge as a strong player."

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. With 5 depots in Punjab (*Chandigarh, Mohali, Ludhiana, Jalandhar, Bathinda*), the company caters to over 380 dealers and sells in all major cities and towns in the state. Over the last few years, Shalimar has been growing faster than the market in this region.

Mr. Nagpal added, "Demonstrating our commitment to the region, we are kick-starting the All-India launch of our new products from Punjab. These products are an outcome of significant investment in consumer research and R&D and will set new benchmarks in the industry. We will also be setting up a distribution centre in Punjab to improve customer service levels. These initiatives will help us expand dealer base and improve our share of the market."

The enhanced portfolio will help boost the company's festive season sales with products that strengthen walls from inside, while providing beautiful, long-lasting finishes on the outside. The newly launched **No. 1 Silk interior emulsion** offers smooth matt finish, excellent coverage and opacity. **Super Shaktiman exterior emulsion** with silicon additives offers excellent durability and protection against all climatic conditions. The emulsions are perfectly complimented by **No. 1** and **Shakti primers** that offer superior protection to walls and ensure better finish of the top coat.

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