



**SHALIMAR  
PAINTS**

## **Shalimar Paints Strengthens Presence in Odisha by Launching New Products**

### **Festive Offering with New Emulsions and Primers for Interior & Exterior Walls**

*Bhubaneshwar, October 17, 2014:* Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to strengthen presence in Odisha by launching new products.

Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said, "With over 3 decades of our presence in the state, Odisha has always been an important market for us. We understand the growth potential of this market and we are focusing significantly on Odisha to emerge as a strong player in the East."

The country's oldest and iconic paint maker is undergoing a strategic transformation to become a consumer business centric company through increased focus on the decorative paints. With 2 depots in Bhubaneshwar and Cuttack, catering to over 350 dealers, Shalimar sells in over 120 cities and towns in the state.

Mr. Nagpal added, "To offer enhanced value to Odisha consumers we are launching new products in the state. These products are an outcome of significant investment in consumer research and R&D and will set new benchmarks in the industry. We are also strengthening our dealer and distribution network in this region to service our consumers better. These initiatives will help expand our presence in Odisha and improve our share of the market."

Shalimar's enhanced portfolio for the festive season includes products that strengthen walls from inside, while providing beautiful, long-lasting finishes on the outside. The newly launched **No. 1 Silk interior emulsion** offers high scrub resistance, smooth matt finish and excellent coverage. **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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