

# The business of colour

In conversation with Surender Bhatia of Shalimar Paints on the status quo of the paint industry.



**Surender Bhatia,**  
CEO & Director, Shalimar Paints

The market size of the paint industry in India is estimated at around Rs 350 billion and the expected growth for the FY16 is close to 12% in business volume and 10-12% in sales. Surender Bhatia, CEO & Director, Shalimar Paints, throws light on this growing industry and his company's contribution to it.

## Q || Tell us about the paint industry in India.

The demand for paints comes from two broad categories – decorative and industrial.

The decorative paints account for nearly 70% of the overall paint market in India. In light of the fiscal incentives given by the government for the housing sector, the decorative paint segment is expected to register a higher growth as compared to industrial paint segment. The per capita paint consumption in India is still very low as compared to western nations. It is likely to increase.

## Q || What is your contribution to this industry?

Being the country's oldest paint company and backed by a legacy of over 114 years, the company has several firsts to its credit. It set up South East Asia's first ever large-scale manufacturing plant in 1902 in Howrah, West Bengal and has to its credit the first government recognised R&D centre for paints. India's iconic buildings and structures like the Rashtrapati Bhavan, Howrah Bridge, Vidyasagar Setu, Salt Lake Stadium and many others have used Shalimar Paints for centuries.

Today, Shalimar Paints has an extensive product range in decorative and industrial segments. With 54 branches and depots servicing over 8000 dealers, the company has a strong footprint across the country. It has manufacturing plants in Nashik, Maharashtra, and Sikandrabad, Uttar Pradesh. A new plant is coming up near Chennai, Tamil Nadu. The company has research and development centres in Nashik.

## Q || Which is your bestselling product?

Our highest selling products are Enamels, Emulsions and Distempers. Our high selling brands include Superlac Premium Hi-gloss Enamel, Xtra Premium Acrylic Emulsion, Superlac Acrylic Emulsion, et al. We have recently launched quite a few premium and luxury products such as Signature, Superlac Stay Clean and Weather Pro+.

## Q || Which is your most innovative product?

In the exterior product category, it is Weather Pro+. It's features include dirt and dust resistance, all-weather protection, protection against rain, UV resistance, sun-reflect technology and superior anti-bacterial and anti-algal properties. Our Superlac Stay Clean for interiors offers advance stain guard technology. It is easy to clean. It also has a unique water-beading feature for better anti-algal and anti-bacterial resistance.

## Q || How has the popularity of wallpapers affected your business?

Wallpapers have not been able to impact the paint industry in a big way because of its limited preference in homes. In spite of being functional and hassle-free, they are expensive and have limited life. The whole wallpaper has to be changed if it tears at a place. Traditional paints are still preferred for home painting.

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