

Shalimar Paints plans frequent product launch to increase sales

STATESMAN NEWS SERVICE

Bhubaneswar, 17 October

On a comeback trail, Shalimar Paints Ltd has decided to strengthen its hitherto neglected consumer sector by launching at least one new product every quarter and commission its Chennai plant by end of the current financial year.

Talking to reporters here, Mr Sameer Nagpal, MD and CEO of the company said the Chennai plant will be dedicated entirely to decorative products. Till date Shalimar Paints had focused on industrial paints and the protective variety but now this oldest paint maker is undergoing a strategic transformation to become a consumer business centric company, he said.

He launched two new paints and two primers here and said the trend amongst consumers is to move from cement paint and distemper to emulsions and high end scrub proof products. Reply-



ing to questions he said the company has an average six per cent market share in Odisha.

At a national level its market share was two per cent in the decorative segment and nine per cent in the protective coating industrial segment.

Mr Nagpal said the company also intends to hold

training camps for painters and reach out to consumers through the most modern websites, social media etc.

In Odisha, the company has two depots catering to over 350 dealers. The newly launched No 1 Silk interior emulsion, Super Shaktiman exterior emulsion are value added products, he claimed.