



www.asianpaints.com

**Asian Paints was founded in 1942 and today it is the 10th largest decorative paint company in the world and Asia's third largest paint company, with a turnover of around USD 1.1 billion. The company has an enviable reputation in the corporate world for professionalism, fast track growth and building shareholder equity. Asian Paints operates in 20 countries and has 28 paint manufacturing facilities in the world servicing consumers in over 65 countries. Besides Asian Paints, the group operates around the world through its subsidiaries, Berger International Limited, Apco Coatings, SCIB Paints and Taubmans.**

## Market

Today Asian Paints (Bangladesh) has come a long way from the humble beginnings, becoming the 2nd largest paint company in Bangladesh with a turnover of more than 1 billion BDT with a presence across all 64 districts and a 450-plus supportive dealer network. As of this moment we serve our customers through a network of 5 strategically located depots in Dhaka, Chittagong, Comilla, Sylhet and Khulna.

Asian Paints has focused to offer a wide and innovative choice of products, colours and finishes along with never before seen packaging, product catalogues and promotions which made it add tremendous value to what a consumer can get from a paint company.

Its strong customer focus has made it the fastest growing paint company every year for the last five years and has rightly been chosen as a Superbrand.

## Achievements

Asian Paints has been at the forefront of innovation and has its wide network of dealers sell to a large number of retail paint shops all over Bangladesh. Asian Paints offers an unmatched spectrum of colours and shades along with a wide product range covering sealers and putties for surface preparation, emulsions paints, enamel paints and industrial coatings. Asian Paints is also a prominent name in project sales and has a number of prestigious projects to its credit, especially projects from most of the prestigious real estate companies (i.e. Assets, ANZ, DOM Inno, Concord and so on) and touristic establishments (i.e. Foy's Lake, Ahsan Monjil, Fantasy Kingdom).

Asian Paints makes such products available in the market through its project sales team, Colour World dealers and normal retail outlets.

## Product

Asian Paints has always been the leader for launching new ideas on product and solutions to the market and has recently unleashed a creative revolution in Bangladesh- Royale Play 'Go Play!'

Royale Play and Royale Play Metallics, unique special effects paints that allow users to unleash their

creativity to create distinctively individual finishes, have been introduced to Bangladesh by Asian Paints.

Earlier in 2007 Asian Paints launched Royale Luxury Silk Emulsion and Apex Ultima. All Royale finish will remarkably enhance the ambience of a living room, bed room, kitchen or even the verandah. For exterior finish Apex Ultima with special anti algal

and DPUR additives is possibly the best paint that money can buy for tropical climates like that of Bangladesh. It is the paint which offers 7 years warranty for the first time in Bangladesh.

To offer vibrant shades in an economy range Asian Paints also introduced Distemper and Enamel separately for tinting. The company has also set up over 116 Colour World outlets in the country to offer wide range of shades to the consumers. All the products, from Asian Paints are user friendly and do not contain any lead, mercury, arsenic and chromium.



See  
more  
colour



See your home painted  
before painting it.



Sneak a preview of your  
own home in shade combinations selected by you.

## Recent developments

Being a multinational company, like in other countries, Asian Paints has become a market innovator in every specialized area like marketing, sales, production, promotion and even in management.

Offering a wide regular shade range and more than 10000 non regular shades Asian Paints opens up the customer choices up to the horizon. Some vibrant shades for interior and exterior both for economy and premium products captured the eye of the customers. Shade selection tools like shade guide, colour world spectrum, shade cards, interior exterior combination guide etc. are another step ahead to help you choose your desired shades from a variety.

Recently developed Asian Paints Foresite provides you with prints for your home in 3 colour combinations, as selected by you. Choosing the right colour combination of shades for your home sometimes becomes a difficult exercise. It is at such times that you could do with some help. How convenient would it be, if you could visualise or see your home in your desired colours without having to get it painted! Asian Paints Foresite delivers this exact bit of magic for you

Now Asian Paints is strengthening the organization's capabilities and its position effectively for the coming boom in the building materials and construction industry.

## Promotion

One of the exciting trade promotions in paint industry is Asian Paints' annual foreign trip. Every year starting from 2006 Asian Paints is arranging foreign trips under the brand name "Asian Paints Aschryo Prodip (The Magic Lamp of Asian Paints)". This trip is arranged to reward the sales target of dealers from 1st to 5th month of each year. Members had the opportunity to visit landmark locations like Australia, Greece, Switzerland and so on.

Asian Paints organises and runs a variety of promotional activities as part of its marketing plan. This includes promotions for applicators, contractors and traders. Applicator promotions include painter meets, shop meets and seminars to demonstrate and educate applicators on products and application process, training programmes and certifications for painters on newly launched products in can token, scratch cards. Of all these, pass book and token have been the most lucrative promotion for them. Most of the painters and contractors are covered by these promotions. Painter meets and shop meets are held to introduce new products and regular detailed user guides and manuals are provided.

## Brand value

Asian Paints (Bangladesh) Ltd. is considered to be the best promising and striving company who always tries to win through its service and is proud to offer good value for money through its wide range of products addressing all consumer needs.

Asian Paints will continue to bring new innovative products to the market that would add value to its customers. The trend seekers and contemporary imagers consider Asian Paints as a market innovator.



**NO BLACK SPOTS**



**DIRT RESISTANCE**



## Things you didn't know

- Present in 22 countries with 27 manufacturing locations, over 2500 SKUs.
- Asian Paints aims to become the 5th largest decorative paint company in the world
- It is the only paint company who offers lead free decorative paints in Bangladesh as of today.
- Asian Paints continues to be the fastest growing paint company in Bangladesh for five years.

## History

### 2002

Asian Paints (Bangladesh) started its operation joint venture with Confidence Cement having a manufacturing plant in Gazipur.

### 2006

Annual foreign trip in different parts of the globe for the dealers has become a coveted goal under the brand name "Asian Paints Aschryo Prodip"

### 2007

Launched two premium products Royale Luxury Silk Emulsion and Apex Ultima. Apex Ultima is the first ever brand to offer 7 years' warranty for exterior use with some dark shades.

### 2009

Asian Paints to unleash a creative revolution in Bangladesh- 'Go Play !' a new era in 'wall fashion' by launching its latest decorative offerings - Royale Play and Royale Play

Metallics. Now paint consumers can give their walls textures, patterns and a range of fashionable finishes by using specially designed 'application tools' from Asian Paints

### 2010

Asian Paints Bangladesh Ltd. has started producing Lead Free paint in Bangladesh. From April 20, 2010 all of its decorative products are lead, arsenic, chromium and mercury free. This is the first ever initiative by any

paint company located in Bangladesh. As a marketing initiative to serve customers better, Asian Paints started full and half makeover of its dealer point with a customer friendly ambience.