

At a glance

Asian Paints is India's most trusted décor company. We create spaces where everyday living is a joy. We help transform lives and enrich millions of homes across Asia, the Middle East, Africa and the South Pacific.

Our commitment to enriching homes has made us a household name. We are known for delivering exceptional quality and unparalleled customer satisfaction. For over 80 years, we have provided exceptional service to our customers, helping them to discover beauty in the mundane and transform their world with colours.

PURPOSE
 We exist to beautify, preserve, transform all spaces and objects, bringing happiness to the world.

VALUES

<p>Standing for each other's success Always being selfless, ensuring success of all groups and individuals, like we would for ourselves</p>	<p>Audacity Fearless in challenging the usual way of doing things, stretching for bold goals as a way of life</p>
<p>Creative zeal Passionately striving to cause disruption by a constant search for innovative, out of the box and differentiated solutions and executing with velocity and attention to detail</p>	<p>Scientific rigor Adopting a data-analysis driven approach to decision making and continuous experimentation towards building world class practices and products</p>
<p>Integrity We honour our word, always</p>	<p>Customer passion Treating our customers the way we would want to be treated. Customer First!</p>

Artist: Mona Caron
 Artwork: Kurdu, Takla, Chhota Kalpa, Kantakari
 Project: Mumbai Urban Art Festival 2022-23



Brand universe



Portrait of sustained growth

STATURE	SCALE	REACH	PEOPLE
80+ Years of delivering joy	₹ 34,367.8 Crores Consolidated revenue from sale of products and services	150,000+ Retail touchpoints in India	12,000+ Employees globally
#1 Paint company in India	27 In-house paint manufacturing facilities worldwide	42 Beautiful Homes stores in India	240+ Scientists driving innovation
#2 Paint company in Asia	1,730,000 Installed in-house decorative paint manufacturing capacity in India (KL /annum)*	5,000,000+ Beautifulhomes.com visitors every year	
#7 Paint company in the world	60+ Countries served		

*Over and above, the Company has also tied up with outside processing centres (OPCs) for manufacture and purchase of certain products.

At a glance

Business segments

Decorative business



India's leading paint and décor company, with the largest of its kind painting service in the world, available in 600+ towns.

SEGMENTS PRESENT IN

- Interior wall finishes
- Exterior wall finishes
- Waterproofing
- Wood finishes
- Enamels
- Adhesives
- Tools
- Undercoats

Home Décor business



Expansive offering to provide a complete one-stop home décor solution to customers.

SEGMENTS PRESENT IN

- Modular Kitchens and Wardrobes
- Bath Fittings and Sanitaryware
- Decorative lightings
- uPVC windows and doors
- Wall coverings
- Furniture
- Furnishing
- Rugs

88.2%

Contribution of Revenue from Sale of products and services (Decorative and Home Décor businesses)*

* Excluding Obgenix Software Private Limited ('White Teak') revenues as it is an Associate Company

Home Décor business currently contributes ~4% of decorative business revenue. We are committed to home décor revenue contribution of 8-10% of decorative business by FY 2025-26.

International business



Taking forward the legacy of Asian Paints to key geographies, bringing delight to millions of households.

REGIONS PRESENT IN

- Asia
- Middle East
- Africa
- South Pacific

9.0%

Contribution of Revenue from Sale of products and services

Industrial business



Provider of high-quality custom-formulated products for the automotive and industrial coatings business in India.

SEGMENTS PRESENT IN

- | | |
|---|---|
| <p>PPG Asian Paints Pvt. Ltd. (PPG-AP)
Automotive, Marine and Packaging Coatings</p> | <p>Asian Paints PPG Pvt. Ltd. (AP-PPG)
Industrial Protective coatings, Powder coatings, Floor coatings and Road markings</p> |
|---|---|

2.8%













Contribution of Revenue from Sale of products and services^

^ Excluding PPG-AP revenues as it is an Associate Company

Our product offerings & services

By providing customers with end-to-end home décor solutions, we are strategically expanding into the home décor industry. We assist people in transforming their homes into lovely spaces through painting and décor services.

Products

 Paints	 Wall Coverings	 Textures Painting Aid	 Waterproofing	 Wall Stickers	 Mechanised Tools
 Adhesives	 Modular Kitchens and Wardrobes	 Bath fittings and Sanitaryware	 Decorative Lightings	 Furniture, Furnishings & Rugs	 uPVC Windows and Door Systems

Services*



Beautiful Homes Service
The 'Beautiful Homes Service' is an exclusive, end-to-end solution that offers customers a personalised interior design service, complete with professional execution, to help them create their dream homes.

Safe Painting Service
We offer our customers 'Safe Painting' service ensuring hassle-free and reliable painting solutions with highest safety standards.

1,000+
Sites serviced in FY 2022-23

100,000+
Customers used the Safe Painting Service

* Services include: Experience Retail Store, Colour Consultancy, Projects, Safe Painting Services, Beautiful Home Services, Waterproofing Solutions, Wood Solutions, and Bathroom Design Services.

New products

<p>Royale Glitz Ultra Matt</p>  <p>Ultra Matt Interior paint providing luxurious finish, also offers unmatched stain repellency</p>	<p>Royale Play Mineral</p>  <p>Inspired by natural stone finishes, lends a gritty, tactile texture to the walls</p>	<p>Woodtech Purafin PU</p>  <p>Highly durable with interior and exterior applicability</p>	<p>SmartCare Crack Seal</p>  <p>Ready-to-use fiber-based compound with crack filling ability for both interior and exterior surfaces</p>	<p>Ace Power+</p>  <p>Advanced anti-fade technology paint</p>	<p>Tractor Sparc Enamel</p>  <p>Economy enamel with high gloss finish and durability</p>	<p>TruCare Sparc Interior Wall Primer</p>  <p>Economy primer with improved whiteness and opacity</p>	<p>SmartCare Hydroloc Xtreme</p>  <p>Interior waterproofing solution with 5 years of warranty against dampness and efflorescence</p>
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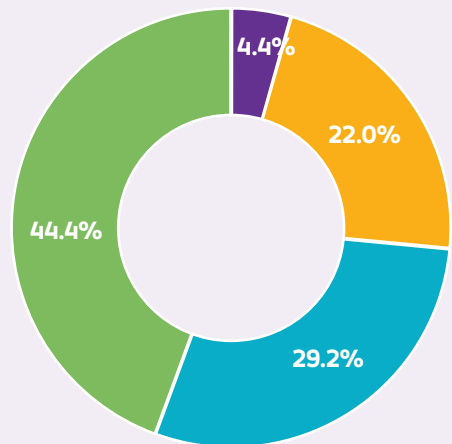
Our global footprint

We operate in emerging economies through our seven corporate brands, viz. Asian Paints, Apco Coatings, Asian Paints Berger, Asian Paints Causeway, SCIB Paints, Taubmans and Kadisco Asian Paints.

International business



Region-wise revenue



- Asia**
Bangladesh, Nepal, Sri Lanka and Indonesia
- Middle East**
Oman, Bahrain, UAE and Qatar
- Africa**
Egypt and Ethiopia
- South Pacific**
Fiji, Solomon Islands, Samoa and Vanuatu

International footprint

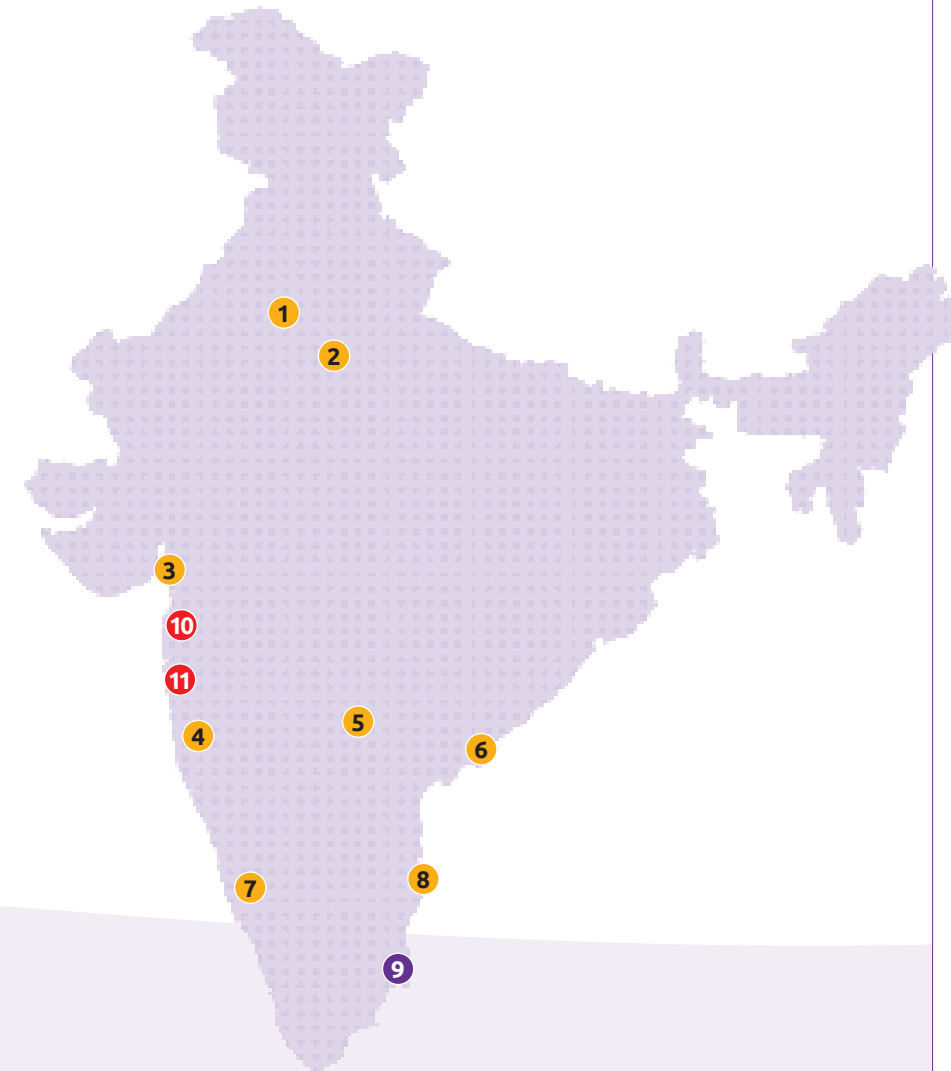
14
Countries in which we operate outside India

17
In-house paint manufacturing facilities outside India

₹ 3,084.4 Crores
International business revenue from sale of products and services

From manufacturing locations to retail outlets

We have the largest distribution and retail network in the Indian paints industry. We place great emphasis on creating an inclusive ecosystem, and this network serves as the backbone of our performance.



PAINT MANUFACTURING LOCATIONS IN INDIA* (Installed capacity/annum)

- Decorative coatings**
- 1** Rohtak, Haryana
400,000 KL
 - 2** Kasna, Uttar Pradesh
80,000 KL
 - 3** Ankleshwar, Gujarat
130,000 KL
 - 4** Khandala, Maharashtra
300,000 KL
 - 5** Patancheru, Telangana
80,000 KL
 - 6** Visakhapatnam, Andhra Pradesh
300,000 KL
 - 7** Mysuru, Karnataka
300,000 KL
 - 8** Sriperumbudur, Tamil Nadu
140,000 KL

Chemical

- 9** Cuddalore, Tamil Nadu
8,760 MT*

*Pentaerythritol

- Industrial coatings**
- 10** Sarigam, Gujarat (Facility of subsidiary company)
7,200 MT
 - 11** Talaja, Maharashtra
14,000 KL

*Over and above, the Company has also tied up with outside processing centres (OPCs) for manufacture and purchase of certain products.

Note : Map not to scale

