

Fortifying our leadership position

Our planned investments of ₹ 8,750 Crores over the next 3 years on various capacity enhancements as well as a few critical backward integration projects, is a significant step which will propel us towards meeting our ambitious growth plans and address evolving customer needs.



Our investments will enable us to cater to the growing paint demand in the economy and also empower us to attain sustainable cost advantages through critical backward integration, complemented by strategic acquisitions to further broaden our home décor offerings, thereby fortifying our leadership position in the core business."

Amit Syngle
Managing Director & CEO



Leveraging backward integration

We have plans to set up a manufacturing facility for VAE (Vinyl Acetate Ethylene Emulsion) and VAM (Vinyl Acetate Monomer) in India for a proposed investment of approximately ₹ 2,100 Crores over a period of 3 years. The installed capacity of the manufacturing facility would be 1 Lakhs tonnes per annum for VAM and 1.5 Lakhs tonnes per annum for VAE. VAE is the Next-Gen environment-friendly emulsion, based on a unique VAM technology, which will provide a robust competitive edge to Asian Paints in the coatings business.

Another area where we are looking for backward integration is in the white cement manufacturing space. We have entered into a JV to establish a 2.65 Lakhs MT per annum manufacturing facility in Fujairah, UAE. In addition, clinker grinding units would be set up in India as well. The overall investment would be approximately ₹ 550 Crores, to be invested over the next 2 years. White Cement is a key raw material in the manufacture of powder paints and undercoats like putty - a powder leveling solution used for various interior/exterior substrates. In addition, white cement is used in the home construction & repair segment, for various applications like – tile/marble fixing, sanitaryware work, repair work, etc.

Capacity expansion

We are positioning ourselves in the medium term to meet the needs of a rapidly expanding Indian Paint industry, which is projected to reach a market size of ₹ 100,000 Crores within the next five years.

Our approach involves expanding our manufacturing capacity through both greenfield and brownfield expansions, enabling us to meet the demand and consolidate our position as the leading paints company in India.

Brownfield expansions at our existing decorative paint plants at Kasna, Khandala, Ankleshwar, and Mysuru, along with other regular capex will entail outflow of ₹ 3,400 Crores supporting the growth plan over the next 3 years which will add 5.40 Lakhs KL per annum to our existing capacity. We have plans to set up a new water-based paint manufacturing facility with a capacity of 4 Lakhs KL per annum at an approximate investment of ₹ 2,000 Crores. This facility is expected to commission in 3 years after the acquisition of land. We would be using the latest manufacturing technology to produce paints and intermediates in the proposed manufacturing facility in an environment-friendly manner.

2,670,000 KL/annum

Expected In-house paint capacity after expansion

Next frontier of coatings

We have signed a definitive agreement to acquire a majority stake in a specialty chemical and next-generation nanotechnology player, which will enhance our technological capabilities across all our products. Being forerunners in world class coatings technology, this partnership would enable Asian Paints to offer customers an exciting wave of innovative products in the coatings space and give us a sustainable competitive advantage.

Painting the future green

We aim to offer our customers an extensive selection of industry-leading sustainable products across all categories. We are pioneering the move to improve and innovate paint formulations and develop low-VOC paints satisfying the requirements of Green Assure certification.

30

Products in Green Assure category

3

Products in US Green Seal category (part of Green Assure category as well)

Developed first-of-its-kind organic paint comprising of

over 90% natural ingredients

