

International Paint Major Nippon Paint Makes India Debut At Chennai

- *Proposes to invest Rs.80 Cr over the next 2 years*
- *Thrust on Indian decorative Paint market*
- *Promises paradigm shift in customers' retail experience*

Chennai, 27th July 2006 : Nippon Paint, the 125-year-old international paint major headquartered in Japan, announced its India entry here today. An established player globally and a market leader in Asia, Nippon Paint enjoys a reputation for innovation and manufacturing functionality, environment friendly and aesthetically superior products.

Announcing Nippon Paint's entry, **Mr. Satoshi Yamamoto, GM, International, Nippon Paint**, Japan said, "We are happy to be here in India, which is one of the fastest growing markets today. We are sure consumers in India will find the Nippon Paint experience exclusive and world class.."

In the initial phase, Nippon Paint plans to import the paints though it is in the process of setting up manufacturing facilities in Gurgaon and Chennai. The company is introducing some of its internationally renowned interior and exterior emulsions in India, like **3 in 1 Medifresh** and **Weatherbond** from its huge global portfolio.

Nippon's 3 in 1 **Medifresh** interior emulsion has an antibacterial formula, which protects interior walls against bacteria. It is water resistant and is even able to cover hairline cracks successfully.

Weatherbond is high performance superior exterior acrylic emulsion paint and is specially formulated to take on extreme weather conditions. It has many functional properties like water resistance, dirt pick up resistance, algal resistance and alkali resistance.

Nippon Paint is also planning to introduce Aerosol spray paints which will expose Indians to the globally popular and successful Do-It-Yourself concept.

Nippon Paint is making its India debut from Chennai and would expand geographically into other cities. South India is buzzing with economic activity and paint sales are growing at a faster pace. The products will be rolled out across the country in the next year.

Mr. W.M.Yip, Managing Director, Nippon Paint (India) Private Ltd., said, "Beginning with the South, we will soon expand our operations across India. Though we are initially launching only a few products in the Decoratives range, we will soon introduce more of our other products in the country. Initially, we will be investing over 80 crore in India with in the next two years."

Retail Strategy

Nippon Paint will be setting up a chain of exclusive retail outlets across the country through its Channel partners. These exclusive outlets will provide professional help and consultancy services apart from providing a retail experience that will be exciting, customer friendly and product centric.

According to **Mr. Ramakanth Akula, Vice-President (Decoratives) – Nippon Paint (India) Private Ltd.**, " Our pre-launch research showed that paint buying is not a consumer-friendly experience. Brand differentiation is also low among consumers. Based on this we have arrived at two thrust areas 1-To set up an exclusive chain of outlets that would elevate the Paint shopping experience, through a host of value added services. 2. To build Nippon Paint as a company that offers premium and functionally superior products."

About Nippon Paint

Nippon Paint is founded in Japan as Komyosha in 1881 by Mr. Haruta and Mr. Jujiro Motegi. Since its establishment the Nippon Paint group has consistently been a leader in the paints and coatings industry.

After making inroads into Singapore, Malaysia, Thailand, Philippines, Korea, Vietnam, Hong Kong, Taiwan, Nippon Paint also garnered a sizeable share of the decorative market in China. Nippon Paint has operations in Europe and America as well.

Nippon Paint is the one of the few companies that offers paint solutions for practically every kind of surface. The product range consists of Automotive, Decorative, Industrial, Auto Refinish, Marine and road marking paints. The company is also into fine chemicals business. Now recognized as the leader in Asia, Nippon Paint's paints and coatings have made inroads into diverse aspects of life all around the world.

As a specialty chemical company, Nippon Paint is committed to protecting and preserving the beauty and purity of the environment as part of its corporate social responsibility. Besides bringing quality paints and coatings to all parts of the world, Nippon Paint constantly seeks new products and coatings that are more eco-friendly and saves resources and energy.

For more information visit www.nipponpaint.com