



## **NIPPON PAINT REAFFIRMS COMMITMENT TO ENVIRONMENT AND SUSTAINABILITY**

**Chennai, June 5, 2009: Nippon Paint** today celebrated the World Environment Day by providing a platform for the people in general to bring out their thoughts on how to make the earth a better place to live in. The initiative was aimed at aligning the society to environment and sustainability concerns.

The company organised a message board at the atrium of the Chennai Citi Centre, one of the most popular hotspots in the city. The board was a hit among Citi Centre visitors who were very enthusiastic about putting their thoughts and ideas about the environment and betterment of the environment.

Speaking on the occasion, **Mr. Ramakanth Akula, Vice President – Decoratives, Nippon Paint (India) Pvt. Ltd.** said, *"With global warming on the rise and population increasing rapidly, the need to live an eco-responsible lifestyle has very startlingly come to our attention. It is important to realise that the environment is all around us...it is the lawn under our feet, the food on our plates, and the air we all breathe. The depletion of our natural resources, destruction of ecosystems and decades of wasteful practices has become issues for us all. Through this message board we are just trying to reiterate to people what they already know but what is lost somewhere in the sub-conscious mind. Our aim is to sensitise people to the importance of a healthy environment for our lives and well being, and sensitising them on how small individual efforts can go a long way in making the earth a better place to live in."*

Among others, noted celebrity Ms. Nina Reddy, Executive Director, Savera Hotels Ltd also wrote a clean environment message on the board and lauded Nippon Paint's efforts towards a clean and green environment

Today, 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. Over the years, Nippon paint has perfected its products by means of breakthrough paint technology, emphasis being on innovation and eco-friendliness.

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. Nippon Paint is the founding Member of Indian Green Building Congress. The motto of *"We want to protect this earth for future generations"* is strongly embedded in the core philosophy and values of the company the world over.

### **About Nippon Paint**

Nippon Paint was founded in Japan in 1881. Since its establishment the Nippon Paint group has been a leading player in the paints and coatings Industry in the world with a group turnover of over 4.5 Billion US dollars.



Nippon Paint successfully entered South India in 2006 and has garnered a sizeable share of emulsion paint market. The company is a pioneer in setting up exclusive stores for paints in the Indian market. These exclusive stores elevate the shopping experience of consumers by offering a wide range of services/solutions apart from selling world class paints. They provide touch & feel experience, color scheming service and application support. Consumers can preview the colors through 'Nippon Color Visualiser software' before they actually paint their homes. Products from the group's international range like 'Weather Bond', 'Odorless All in one', 'Acrylic Emulsion'; 'Nippon Roof Coating' is introduced to Indian market successfully. The company will continue to launch more products and expand horizons in all markets of India in a phased manner.

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