

Paint Manufacturing Industry - Market Survey cum Detailed Techno Economic Feasibility Project Report

Description:

Paint is a term used to describe a number of substances that consist of a pigment suspended in a liquid or paste vehicle such as oil or water. With a brush, a roller, or a spray gun, paint is applied in a thin coat to various surfaces such as wood, metal, or stone. Although its primary purpose is to protect the surface to which it is applied, paint also provides decoration.

The paint industry worldwide is classified into two segments viz. decorative and industrial segment in India constitutes nearly 70% of the market whereas the scenario is just the reverse in the developed countries. In India, the market for industrial paints (30% of the overall market) is growing faster than that for decorative paints. The paint majors were switching over to industrial paints sensing better prospects of the segment. The industrial paints are produced principally by the organized sector as this segment is relatively more technology driven.

Decorative Segment is dominated by the unorganized sector which now accounts for 70% of the total paint production as against 75% three to four years ago. The unorganized sector has an advantage over the organized sector since it is fully exempted from the 20% excise duty and other government levies. The major players in the decorative segment are Asian Paints, Kansai Nerolac (earlier Goodlass Nerolac), Berger Paints, ICI, Jenson & Nicholson, Shalimar Paints and Garware Paints. Each company has its relative strength in one or the other types of paints: Asian Paints has the widest range; Kansai Nerolac is strong in distempers; Berger Paints and ICI focus on emulsions; and Jenson & Nicholson in enamel paints. Kansai Nerolac has a higher proportion of industrial paints while others generally have a high proportion of decorative paints. Most of these major players, however, also produce other types of paints in which they are not dominant.

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