PAINT INDUSTRY

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity</td>
<td>4500 MT/Annum</td>
</tr>
<tr>
<td>Plant and machinery cost</td>
<td>150.00 Lakh</td>
</tr>
<tr>
<td>Working Capital</td>
<td>0.00 Lakh</td>
</tr>
<tr>
<td>Rate of return(ROR)</td>
<td>42.00 %</td>
</tr>
<tr>
<td>Break Even Point (BEP)</td>
<td>50.00 %</td>
</tr>
<tr>
<td>TCI</td>
<td>609.00 Lakh</td>
</tr>
<tr>
<td>Cost of Project</td>
<td>609.00 Lakh</td>
</tr>
</tbody>
</table>
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 paints 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. Paints and their allied products like enamels, varnishes, pigments, printing inks and synthetic resins protect national assets from corrosion. These are increasingly being and consumer durable sectors. Thus economic development has a direct bearing on the paint industry. More investment in housing and infrastructure would mean greater demand for paints as most people aspire for better lifestyles. There is tremendous potential for the paints manufacturers in India because as against an average per capita consumption of paints in India is very less. The Indian paints market may grow over the next decade at 15 to 20 per cent per annum. There is a very bright future in paint industry and new entrepreneurs should venture into this segment.

**Few Indian Major Players are as under:**

- Addisons Paints & Chemicals Ltd.
- Advance Paints Pvt. Ltd.
- Akzo Nobel India Ltd.
- American Paints (India) Ltd.
- Arofine Polymers Ltd.
- Asian Paints Industrial Coatings Ltd.
- Asian Paints Ltd. Asian Ppg Inds. Ltd.
- Bangalore Paints Ltd.
- Beepee Coatings Pvt. Ltd.
- Berger Paints India Ltd.
- D I C Coatings India Ltd.
- Deve Paints Ltd.
- Elantas Beck India Ltd.
- Jenson & Nicholson (India) Ltd.
- Kansai Nerolac Paints Ltd.
- Mercury Paints & Varnishes Ltd.
- Multilac Surface Coating (India) Ltd.
- Mysore Paints & Varnish Ltd.
Tags
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NIIR PROJECT CONSULTANCY SERVICES
106-E, Kamla Nagar, New Delhi-110007, India.
Tel: 91-11-23843955, 23845654, 23845886, +918800733955
Mobile: +91-9811043595
Email: npcs.ei@gmail.com ,info@entrepreneurindia.co
Website: www.entrepreneurIndia.co