



Nippon Paint's 143rd Anniversary Roadshow : Celebrating Decades of Color and Innovation

On-road customer experience centres launched to showcase its wide range of products



Celebrating its 143 years of presence in the Global Paints and Coating industry, Nippon Paint India launched an on-road campaign seeking to reach out to their customers and showcase their array of products. This campaign is aligned with the brand to celebrate its 143 years of legacy in this industry. An LED roadshow van and a 'WALLTRON PATROL' vehicle were flagged off as a part of this campaign, showcasing their commitment to and providing on-site consultations.

The Walltron patrol vehicle is a part of Nippon Paint's new initiative to provide waterproofing solutions on call. The Walltron vehicle is equipped with a wide range of waterproofing products designed to keep homes cooler during the summer and leak-free during the rainy season. This initiative provides convenient access to expert

advice and solutions, ensuring homeowners can experience year-round comfort and peace of mind.

The LED roadshow van would traverse through Karnataka connecting the brand with its customers. It will act as an experience centre allowing customers a live demo of their range of products and solutions across categories. The flag-off was done from Shankara BuildPro, Electronic City by Mr. Mark Titus, VP Marketing, Nippon Paint India (Decorative), and Mr. Sukumar Srinivas, Managing Director, Shankara BuildPro. The campaign seeks to capture the attention of customers with an on-road experiential centre by introducing customers to painting essentials and addressing queries on choosing the right products for their varied requirements.

Shankara Build Pro, an omnichannel marketplace, with over 125 fulfillment centres

spread across South, West and East India, has established itself as a trusted destination for quality construction materials and solutions. As India's leading one-stop-shop for building materials, interiors, and construction needs, their expansive network and industry expertise offer an ideal partnership opportunity for Nippon Paint. This partnership will enable customers to access a wide range of high-quality paints and coatings alongside construction materials under one roof.

Sharing his enthusiasm about the campaign, **Mr. Mark Titus, VP Marketing Nippon Paint India (Decorative)** said, "It gives us tremendous joy to be celebrating 143 solid years in the Global Paints and coating industry. We are taking up this opportunity to showcase the best of everything Nippon Paint has to offer to our customers. The idea is to give all our customers an on-road

experiential centre where they can see and consult on the products in person. We are who we are, only because our customers have chosen to trust us year after year."

Mr. Sukumar Srinivas, Managing Director, Shankara BuilderPro shared his excitement saying, "It gives us great joy to partner with a legacy brand like Nippon Paint to showcase their array of products. This collaboration strengthens our commitment to providing our customers with comprehensive construction solutions under one roof, offering them not only the best building materials but also Nippon Paint's extensive range of paints and coatings."

About Nippon Paint:

Nippon Paint, founded in Japan has over 142 years of experience and is the number one paint manufacturer in Asia, and among the leading paint manufacturers in the world.

Nippon Paint produces high-quality paints and coats for decorative, industrial, and automotive sections. Over the years, Nippon Paint has perfected its products using breakthrough paint technology, with an emphasis on innovation and eco-friendliness. Nippon Paint's mission is to create advanced products that boost the quality of life while protecting the environment. Through innovative technology, Nippon Paint benefits its customers and society. The company and its subsidiaries have a presence in 31 countries including Japan, Singapore, Malaysia, South Korea, Hong Kong-China and Taiwan-China, India, Pakistan, United Kingdom, Germany, Greece, and Russia.

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