



## Berger Paints Celebrates the Joy of Messy Childhood with New Easy Clean Campaign

Berger Paints India Ltd, India's second largest paint and coatings company and the pioneer of washable interior emulsions, has launched a new television campaign for **Berger Easy Clean Interior Paint**. Rolling out across television and digital platforms, the campaign reinforces the brand's promise: "No Daag. No Tension. Only Beautiful Walls."

Conceptualised by **Lowe Lintas**, the film beautifully captures the innocence of childhood mischief while highlighting Berger Easy Clean's promise of worry-free walls. The film unfolds in a familiar family setting with a child's playful crayon doodles cover the living room wall, the family dog gets blamed, and instead of turning tense, the moment turns light-hearted. Thanks to Easy Clean, the mess vanishes in seconds, leaving the

walls fresh and the family smiling.

Speaking about this latest campaign, **Mr. Abhijit Roy, Managing Director & CEO, Berger Paints India** said, Walls often become a child's first canvas, where their creativity and imagination take shape. Our new TVC encourages parents to let their child live their life including drawing on the walls, assuring them that with our innovative wall solutions, stains are no longer a cause for concern. Easy Clean has been the leader in India in the washable paint category for around two decades now. The brand is designed for modern Indian homes that want walls to look beautiful every day, without the stress of upkeep. With its advanced stain resistance, we are solving a recurring household worry and promoting stress-free living by

giving them stain-free walls.

Speaking about the new TVC, **Arpan Bhattacharya, Executive Director - Head of Creative, Copy (South)** said, "We wanted to tell a story every parent relates to. A child's boundless creativity often finds its canvas on the walls. However, instead of framing it as a problem, we chose to celebrate the innocence of the moment, because with Berger Easy Clean, stains are no longer a worry. It's about freeing families to enjoy these little joys without compromise. After all, childhood deserves walls that welcome dreams, not restrict them."

### About Berger Paints:

Berger Paints is among India's leading paint and coatings company and ranked among the top 15 coatings companies globally operating across India, Bangladesh, Nepal and Europe either directly or



through its subsidiary companies. Berger is well recognized in India for its innovations in products and services which has helped reshape the industry over the course of the past few decades. These include the popularization of the tinting systems which redefined the Indian Paint market, launch of products like Easy Clean and

Weather Coat Anti-Dust, the introduction of the iTrain centers for training on paints, coatings and painting processes and Berger's innovations extends even to scaling up the concept of semi-automated painting tools under the Express Painting range which saw a significant change in the way painting contractors operated in the Indian market.