

**A STUDY ON DEALER PERCEPTION TOWARDS ASIAN PAINTS LTD
IN COIMBATORE CITY**

By

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Of

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Kumaraguru College of Technology

Coimbatore

A PROJECT REPORT

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of

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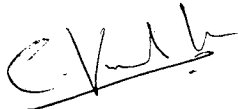
CERTIFICATES

Date :

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. K.SARAVANA PRAKASH (Roll. No. 71206631047)** a Student of KCT Business School, Kumaraguru College of Techno,ogy, had undergone a project between JAN – 11 to Mar – 30th of 2008 titled **“A STUDY ON DEALER PERCEPTION TOWARDS ASIAN PAINTS LTD IN COIMBATORE CITY”**

During the tenure his performance was Good



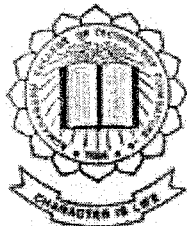
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BONAFIDE CERTIFICATE

Certified that this project titled 'A STUDY ON DEALER PERCEPTION TOWARDS ASIAN PAINTS LTD IN COIMBATORE CITY' is the bonafide work of Mr. SARAVANA PRAKASH K. (Reg no: 71206631047), who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Project Guide

.....
Director

03/07/2008

Evaluated and Viva-voce held on.....

.....
Examiner I

.....
Examiner II

DECLARATION

DECLARATION


I, hereby declare that this project report entitled as “A study on dealer perception towards Asian Paints Ltd in Coimbatore city “ done in Asian paints Ltd., Coimbatore has been undertaken for academic purpose submitted to Anna University In partial fulfillment of the requirements for the award of the degree of Master of Business Administration. The project report is the record of original work done by me under the guidance of Mrs. R.Hemanalini during the academic year 2007-2008.

I also here by, that the information given in this report is correct to best of my knowledge and belief.

Place : COIMBATORE

Date : 15/05/2008

Signature of the candidate


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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Of all the factors of marketing, distributions is the most important. It is a matter of common knowledge that every business organization depends for its effective functioning more on distribution system than other marketing factors.

The project is the result of the study on perception towards Asian paints Ltd among the dealers in Coimbatore. The main objective of the study is to measure dealers' satisfaction level from different perspectives.

The primary data was collected from the dealers of Asian paints Ltd among the dealers in Coimbatore with a structured interview schedule.

For this study, questionnaire was framed to find out the level and factors influencing dealers' satisfaction and to spot light the areas that the management need attention.

The study uses Percentage analysis, Weighted average ranking method to analyze the data collected

The building of the study reveals that the dealers of Asian paints Ltd., seem to have satisfaction regarding the quality, availability, credit facility, response for complaints and recognizing suggestions.

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

Throughout my life I have always benefited from many wonderful people around me, and the last two months of this project have been no exception. I have many people to be thankful to.

I adore the almighty and extol his glory by paying my contribution of thankfulness for blessing me with all knowledge required to complete this project successfully.

I thank our respected chairman Dr. N. Mahalingam who helped us to undergo this master's degree and acquire a lot of knowledge.

I thank our beloved correspondent Mr.M.Balasubramaniam, for his kind blessings and moral support for carrying out this project.

I express my sincere thanks to our principal Dr. Joseph V Thanikal for allowing us to carryout this project.

I express my gratitude to our director, Mr. S. V. Devanathan, for his kind patronage and for his consent to carryout this project.

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I am highly obliged to extend my sincere thanks to Mr. C.Vimal Kumar AM of Asian pains Ltd for his effective guidance and valuable support to carryout this project in their premises.

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CHAPTER I
INTRODUCTION

CHAPTER I

INTRODUCTION

Paint is a thick liquid substance used to decorate and protect concrete, wooden, cloth, metallic surfaces and everything you can imagine. The colors make these objects look beautiful while its basic ingredients protect them from corrosion, rust and decay.

As we look around the world we see many beautiful colors around us. Some colors are natural some are man-made. It is used to produce a beautiful work of art, in industrial coating or road surface marks to help driving or it can be used as a preventing measure for preventing corrosion or water damage.

History :

Paint has been used by mankind since its origin. The evidence can be found in the cave paintings. The Chinese are considered to be the pioneers of manufacturing paints thousands of years ago. In modern times paint is made artificially and is used in many different ways. There are three basic things required to make paint. You need a

Pigment to get the exact color you want

Binder to hold the paint together

Thinner so that it can be applied easily.

Types of Paints :

There are different types of paints available today. Till the 19th century the word paint was used to describe oil-bound types only. The paints bound with glue were called distemper. For farmhouses and cottages an alternative was found and was called lime wash or color wash.

Different things need different paints. The interior of the house is painted by different type of paint than the exterior of the house. Automobiles use different type of

paint. The industrial paint is different than marine paint. Now colors are made by using different ingredients for specific surfaces.

For example enamel paint, when dries it becomes especially hard and usually has glossy finish. The term enamel paint today means hard surfaced paint and usually it is used in reference to paint floor coatings of a gloss finish or spray paints. It can be used for concrete, stairs, porches and patios. Fast dry enamel is ideal for refrigerators, counters and other industrial finishes. High-temp enamel may be used for engines, brakes and exhaust. Enamel is also used on wood to make it water resistant.

The Indian Paint Industry :

In India, Indian Paint industry's total market size is US\$1400 million. The organized sector of the industry is 55%. The 45% unorganized sector has about 2500 units. The big players and their market share-value of the organized sector are

- Asian Paints 37%
- Kansai Nerolac 15.9%
- Berger Paints 13.8%
- ICI 11%
- Jenson & Nicholson 5.7%
- Shalimar 4%
- Others 12%

The market segment is divided into two sectors.

- Architectural 70%
- Industrial 30%

The total volume of the market is 600,000 MT.

Highlights

- The Indian paint industry is a Rs 49 billion sector.
- The demand for paints is relatively price-elastic but is linked to the industrial and economical growth.

- The per capita consumption of paints in India is very low at 0.5 kg per annum if compared with 4 kgs in the South East Asian nations and 22 kgs in developed countries. The global average per capita consumption is 15 kg.
- In India the organised sector controls 70 percent of the total market with the remaining 30 percent being in the hands of nearly 2000 small-scale units.
- In India the industrial paint segment accounts for 30 percent of the paint market while the decorative paint segment accounts for 70 per cent of paints sold in India.
- In most developed countries, the ratio of decorative paints vis-à-vis industrial paints is around 50:50.
- All the industry majors have a vast dealership network and are required to maintain high inventory levels.
- most of the paint leaders have technical tie-ups with global paint leaders.

Sector comments

Paint is a mixture of four elements - solvents, binders, pigments and additives. Solvents give the paint a liquid flow while the binder binds it to the surface. Pigments impart colour and opacity to the paint and the additives give it special resistance properties.

Sector trends

The recession in the construction and automobile sector had thrown in shades of grey across the Industry spectrum, but the revival in these sectors is cause for cheer for the paint industry as well. The balance sheets of the industry majors are now painted with bright colours.

Sector specifics

On product lines, paints can be differentiated into decorative or architectural paints and industrial paints. While the former caters to the housing sector, the automotive segment is a major consumer of the latter. Decorative paints can further be classified into premium, medium and distemper segments. Premium decorative paints are acrylic emulsions used mostly in the metros. The medium range consists of enamels, popular in smaller cities and towns. Distempers are economy products demanded in the suburban and

rural markets. Nearly 20 per cent of all decorative paints sold in India are distempers and it is here that the unorganised sector has dominance. Industrial paints include powder coatings, high performance coating and automotive and marine paints. But two-thirds of the industrial paints produced in the country are automotive paints.

Market profile

The leaders in the organized paint industry are Asian Paints Ltd. (APL), Kansai Nerolac Paints Ltd. (KNPL), Berger Paints, Jenson & Nicholson Ltd. (J&N) and ICI (India) Ltd.

Asian paints are the industry leader with an overall market share of 33 per cent in the organized paint market. It has the largest distribution network among the players and its aggressive marketing has earned it strong brand equity. The Berger Group and ICI share the second slot in the industry with market shares of 17 per cent each. KNPL has a market share of 15 percent in the organized sector.

The market can be further split into decorative paints and industrial paints. The demand for decorative paints is highly price-sensitive and also cyclical. Monsoon is a slack season while the peak business period is Diwali festival time, when most people repaint their houses. The industrial paints segment, on the other hand, is a high volume-low margin business. In the decorative segment, it is the distribution network that counts while in the industrial segment the deciding factor are technological superiority and tie-up with automobile manufacturers for assured business.

APL dominates the decorative segment with a 38 per cent market share. The company has more than 15,000 retail outlets and its brands *Tractor*, *Apcolite*, *Utsav*, *Apex* and *Ace* are entrenched in the market. KNPL, the number-two in the decorative segment, with a 14 per cent market share too, has now increased its distribution network to 10,700 outlets to compete with APL effectively. Berger and ICI have 9 per cent and 8 per cent shares respectively in this segment followed by J&N and Shalimar with 1 and 6 per cent shares.

The share of industrial paints in the total paint consumption of the nation is very low compared to global standards. It accounts for 30 per cent of the paint market with 70

per cent of paints sold in India for decorative purposes. In most developed countries, the ratio of decorative paints vis-à-vis industrial paints is around 50:50. But, with the decorative segment bottoming out, companies are increasingly focusing on industrial paints. The future for industrial paints is bright. In the next few years, its share would go up to 50 per cent, in line with the global trend. KNPL dominates the industrial paints segment with 41 per cent market share. It has a lion's share of 70 per cent in the OEM passenger car segment, 40 per cent share of two wheeler OEM market and 20 per cent of commercial vehicle OEM market. It supplies 70 per cent of the paint requirement of Maruti, India's largest passenger car manufacturer, besides supplying to other customers like Telco, Toyota, Hindustan Motors, Hero Honda, TVS-Suzuki, Mahindra & Mahindra, Ashok Leyland, Ford India, PAL Peugeot and Bajaj Auto. KNPL also controls 20 per cent of the consumer durables segment with clients like Whirlpool and Godrej GE. The company is also venturing into new areas like painting of plastic, coil coatings and cans. APIL, the leader in decorative paints, ranks a poor second after Goodlass Nerolac in the industrial segment with a 15 per cent market share. But with its joint venture Asian-PPG Industries, the company is aggressively targeting the automobile sector. It has now emerged as a 100 per cent OEM supplier to Daewoo, Hyundai, Ford and General Motors and is all set to ride on the automobile boom. Berger and ICI are the other players in the sector with 10 per cent and 9 per cent shares respectively. Shalimar too, has an 8 per cent share.

Price sensitivity factors

Various factors that have influenced the pricing of paints are summarised below:

- The industry is raw-material intensive. Of the 300 odd raw materials, nearly half of them are imported petroleum products. Thus, any deficit in global oil reserves affects the bottomline of the players.
- The major raw materials titanium dioxide, phthalic anhydride and pentaerythritol constitute 50 per cent of the total cost. Besides, this, there are other raw materials such as castor, linseed and soybean oils, turpentine. The raw materials cost sums up to a whopping 70 per cent. Any increase in the prices of these raw materials could adversely affect paint prices.

- Most of the paint majors have to import nearly 30 per cent of their raw material requirements thus changes in import policies can affect the industry.
- The prices of packing materials such as HDPE, BOPP and tinplate have reduced considerably. However, the decision of the Central Government to ban import of tinplate waste could lead to a spurt in the prices of the tinplate in the near future.

Technology collaboration

All the paint majors have tie-ups with global paint leaders for technical know-how. Asian Paints has formed a JV with PPG Industries Inc to service the automotive OEMs.

Berger has a series of tie-ups for various purposes. It has a technical tie-up with Herbets GmbH of Germany in addition to its joint venture with Becker Industriefag. With the agreement with Herbets coming to an end in 2001, Berger has now allied with the Japanese major Nippon Paints to boost its OEM turnover since the Indian roads are being flooded with Japanese automobiles. It also has an agreement with Orica Australia Pvt. Ltd. to produce new generation protective coatings. The company also has tie-ups with Valspar Corp and Teodur BV for manufacturing heavy duty and powder coatings.

Incidentally, ICI makes paints with the technical support of Herbets, which has been recently acquired by E I Du Pont de Nemours of the US. Interestingly, Du Pont, which is a leader in automotive coatings in the US, has a technical tie-up with Kansai Nerolac for the manufacture of sophisticated coatings for the automotive sector. Kansai also has technical collaborations with Ashland Chemicals Inc, USA, a leader in the petrochemical industry, Nihon Tokushu Toryo Co and Oshima Kogyo Co Ltd, Japan.

Overseas expansion

If the global Goliaths are foraying into the Indian paints market aggressively, the Indian paint companies are also spreading their wings. Asian Paint exports its paints to over 15 countries. It also has joint ventures in Fiji, Tonga, Nepal, Vanuatu, Solomon Islands, Australia, Oman and Mauritius. In October 1999 it acquired 76 per cent equity stake in Delmege Gorsyth & Co (Paints) Ltd, the second largest paint company in Sri Lanka with a 12 per cent market share in Sri Lanka's Paint Industry. Within a short span of just five years, the company has emerged as the number one player in these markets.

Conclusion

The industrial paints are slated to grow at an annual rate of 10 to 12 per cent per annum for the next few years. The industrial paint manufacturers would benefit from the burst in the passenger car sales. The two-wheeler industry has also registered a good show in the current year. The commercial vehicles segment, a star performer last year with 33 per cent growth, is expected to average a growth of only 15 per cent this year. However, the raising titanium dioxide prices and the negligible growth in agriculture this year, will play spoilsport. Considering the past trend, the paint industry is expected to show at least twice the growth of Indian GDP in the ensuing years. The reduction of excise duties from a high of 40 per cent to 16 per cent in the last five years, has made the numerous small-scale units unviable, as they no longer have a price advantage over the organised sector. This has helped the organised paint Industry a lot. The industry is in a consolidation phase and only those Indian paint companies with a strong technical alliance, better distribution network and an ability to compete in the global markets would emerge victorious in the paint war.

1.1 BROAD AREA OF THE STUDY

Of all the factors of marketing, distributions is the most important. It is a matter of common knowledge that every business organization depends for its effective functioning more on distribution system than other marketing factors.

Perception is the representation of what is perceived; basic component in the formation of a concept. Perception is a way of conceiving something. Perception is becoming aware of something via the senses.

Perception is based on prior attitudes, beliefs, needs, stimulus factors, and situational determinants, individuals perceive objects, events, or people in the world about them. Perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behavior towards that object.

Monitoring dealers' satisfaction levels is essential for the acquisition and retention of a better distribution network. Tracking the attitudes and opinions of dealers can identify the problem areas and solutions related to management and services, quality and various other factors which help for organizational development. A comprehensive dealer's perception study can be the key force for a motivated and loyal workforce.

The subject related to the project was perception towards ASIAN PAINTS LTD among the dealers in Coimbatore. The term perception among the dealers refers to how the dealers feel about the services and many other factors has clear financial implications for the organizations future success.

1.2 REVIEW OF LITERATURE

Patrik Jonsson, "Achieving high satisfaction in supplier-dealer working relationships", Increased attention has been paid to the question of how to build stable and long-term working relationships between suppliers and dealers. This study proposes a conceptual model including behavioral dimensions of supplier-dealer relationships and presents hypotheses about how to achieve satisfactory inter-organizational relationships. Satisfaction is the consequence of working relationships focused upon in our model. The model is an empirical assessment of the relationship between Swedish lumber dealers and their suppliers. T-test evidence suggests that all proposed critical variables, with the exception of coercive power, are of significant importance for achieving a high rate of perceived relationship satisfaction, regardless of whether the relationship is characterized by a high or a low level of trust and commitment. A good reputation, close relationship and positive relationship benefits are key variables for the achievement of high satisfaction in a "high-trust and commitment relationship". Results also indicate that it is possible to achieve a high satisfaction level even when the supplier-dealer trust and commitment are lacking.

Soumava Bandyopadhyay, “Dealer Satisfaction Through Relationship Marketing Across Cultures”, The relationship of supplier-dealer relationalism with dealer satisfaction is examined with the help of a structural equation model in the two diverse cultures of the United States and India. Intrachannel relationalism between suppliers and dealers is measured in six dimensions: solidarity, mutuality, flexibility, role integrity, duration, and trust. The same measures of the various aspects of relationalism and dealer satisfaction are applied in the electric lamp and lighting equipment channels in the two countries with satisfactory reliability and validity. In both countries, relationalism as a whole is found to have a significant positive impact on dealer satisfaction. Individually, different dimensions have significant impacts on dealer satisfaction in the two countries. In the United States, trust and mutuality are individually significant, whereas in India, flexibility is the significant dimension affecting satisfaction. Managerial implications of the results and future research directions are discussed.

B. Gassenheimer, “Supplier involvement and dealer satisfaction: implications for enhancing channel relationships”, Suppliers use a variety of strategies to gain a preferred position within their dealers' supply network. Dealers allocate purchases among several suppliers in order to maximize benefits from their suppliers' competitive maneuvers and to avoid being dominated. Uses an extension of transaction cost analysis and contract law to provide empirical insight into supplier-dealer relationships within dealers' supply networks. Also suggests simple but powerful mechanisms for suppliers to enhance relationship strength.

Syed Saad Andaleeb, “An experimental investigation of satisfaction and commitment in marketing channels; the role of trust and dependence”, This paper examines the independent and interactive effects of trust and dependence on satisfaction and commitment in a contrived dyadic exchange relationship. Trust and dependence were manipulated in a 2×2 factorial experiment. Data were obtained from a sample of 72 business executives. The findings indicate main effects of trust and dependence on satisfaction. For commitment, an interaction effect was found. Managerial implications of building trust in dependence relations are discussed.

Jakki J. Mohr, “ Communication flows in distribution channels: Impact on assessments of communication quality and satisfaction”, The researchers develop and test a model of the relationships between: (1) norms of information sharing and communication flows of frequency, bidirectionality, and formality; (2) these communication flows and dealers' assessments of the quality of communication and satisfaction with communication; and (3) formality of communication flows and dealers' distortion and withholding of information. Based on data collected with a survey mailed to a national sample of computer dealers, our findings offer insight on channels communication to both researchers and practitioners. By examining the impact of communication flows on summary judgments of communication, managers can focus their efforts on vital communication flows which stimulate positive assessments of communication, and which stymie less beneficial/detrimental communication behaviors (such as distortion and withholding of information).

1.3 STATEMENT OF THE PROBLEM:

The leaders in the organized paint industry are Asian Paints (India) Ltd. (APIL), Kansai Nerolac Paints Ltd. (KNPL), Berger Paints, Jenson & Nicholson Ltd. (J&N) and ICI (India) Ltd. Asian paints is the industry leader with an overall market share of 33 per cent in the organized paint market. It has the largest distribution network among the players and its aggressive marketing has earned it strong brand equity towards the customers. So mainly the focus of the study is based on the expectations and perception of Asian paints from the dealers, influencers & the end customers and what other factors influencing the competitors to grow high in this specific category

1.4 OBJECTIVES

- To know the satisfaction level of the dealers towards ASIAN PAINTS LTD
- To analyze the factors that influences the customers to buy ASIAN PAINTS LTD from the dealer.
- To analyze the present position of ASIAN PAINTS LTD in the market with that of other well known brands.
- To bring out the competitive advantage of ASIAN PAINTS to the dealers.

1.5 SCOPE OF THE STUDY

The scope of the study is limited to exploring the perceptions of Dealers of ASIAN PAINTS LTD LTD. The findings are limited to the Dealers of ASIAN PAINTS LTD LTD., only.

1.6 RESEARCH METHODOLOGY

One of the basic desires of Man is to know the things around him. He wants to understand the things around him. No wonder does a man wish to acquire knowledge by inquiry. Many questions are darted to him like all the 'W' questions. Now that he needs all the answers. He asks many questions and finds answers to it. This prompts him to find solution to problems and urges him to do something better than the best.

Definition of Research

Research is a careful inquiry or examination to discover new information to expand and verify existing knowledge. The purpose of research is gaining knowledge, which will be used for solving problems or for satisfying one's need for knowledge. In order to achieve the goals of the researcher, evidence has to be collected; the evidence may be pragmatic or printed or even both done. The main questions ensuring the gathering of printed field study evidence are interview, questionnaire and observation, master's thesis and doctoral dissertations

1.6.1 Type of study

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation which offers ideas for future research and helps to make certain simple decisions. The study describes the profile of Dealers, their satisfaction level and their perception about various factors offered by the company.

1.6.2 Sampling method

The data is collected from the Sample of the entire population. The Sampling technique used is convenience sampling. 100 samples are selected from the entire population of 200 respondents according to the category of the dealers.

1.6.3 Method of data collection

Survey method

Survey research is one of the important areas of measurement in social research. The broad area of survey research encompass any measurement procedures that involve asking questions of respondents surveys are roughly divided into two broad areas; Questionnaire and interviews.

Interview

Interviews are one of the chief means of collecting data in social science researches. Interview may be defined as a systematic conversation initiated for a specific purpose and focused on certain planned content areas. It is not a two way conversation between an interviewer and the interviewee.

The interviewer asks him to respond to the questions relating to the opinions, experiences, attitudes, belief, future intentions or knowledge. The decision is taken with the help of a structural schedule or a guide that is framed. It may be used as a main method or a supplementary one. In a pragmatic study the interview plays a major role.

Questionnaire

The questionnaire was prepared using the Likert Scaling Technique. This technique was used, as it is highly reliable and can be adapted to the measurement of various kinds of attitudes. There were five parameters of rating,

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied

e) Highly dissatisfied

The question is wise analysis is given and the suggestions are made thereafter so ASIAN PAINTS LTD LTD., can leverage on its Dealer strength and capture the true essence of success

1.6.4 Tools for analysis

SPSS is used for analyzing the data collected. The study uses Percentage analysis, Weighted average ranking method

Percentage analysis is used to describe the profile of the employees, factors relating to job satisfaction and the satisfaction level.

Ranking method is used to describe the preference of factors relating to job satisfaction

1.7 LIMITATIONS

- Time being a limited factor; the investigator could not go deep and collect data from entire population.
- Due to managerial constraint, accessibility to internal document was not allowed.
- Due to time restriction, the study was conducted at coimbatore only.

1.8 CHAPTER SCHEME

- The study is reported in five chapters. The first chapter discusses the background to study, objectives, scope, limitations and methodology of the study.
- The second chapter deals with organization profile that includes history, management, organization structure and various functional areas.
- The third chapter discusses about the macro-micro analysis which deals with the prevailing economic scenario with the industry.
- The fourth chapter deals with data analysis and interpretation.
- The fifth chapter deals with the results and discussions and considered recommendations.

CHAPTER II
COMPANY PROFILE

CHAPTER II

COMPANY PROFILE OF ASIAN PAINTS LTD (P) LTD

2.1 OUR HISTORY AND VISION:

Our vision for 21st century

“Asian paints aims to become one of the top five decorative coating companies world-wide by leveraging its expertise in the higher growth emerging markets. Simultaneously, the company intends to build long term value in the industrial coatings business through alliances with established global partners.”

February 1, 1942, during the Second World War, was hardly a promising time to set up a new company in India, but that is exactly what four men did in Bombay.

The word “Asian Paints” was picked randomly from the telephone directory. And the four young men started manufacturing paint in a garage rented for Rs. 75 a month, equipped with little more than a traditional Gujarati rhyme that reminded them, that you can make any color by mixing the right proportions of red, blue and yellow.

By 1945, the company had touched a modest turnover of Rs. 350,000, way beyond the wildest dreams of the partners. Up against the giant international paint companies, Asian Paints hit on the innovative marketing strategy of “going where the customer is”, reaching out to the remotest corners of the country to give consumers that way he wanted them-in conveniently-sized packs. It was also around this time that the company created its mascot, Gattu, which has grown into one of the India’s most recognizable advertising symbols and representative of Asian Paints strong Indian identity.

1957 was the beginning of a decade of dramatic growth. The company’s R&D department figured out a way to produce international quality Phenolic and Maleic resins on its simple coal-fumace, with hand-stirring process. This led Balmer Lawrie, to reject the products offered by a leading giant UK-owned paint company, despite the latter’s perceived technological advantage and switched to Asian Paints products.

Simultaneously the company embarked on an ambitious marketing campaign, forming close bonds with thousands of dealers in small towns all over India. These bonds in true Asian Paints style were so close that it developed a very strong link between the organization and Dealers.

These efforts paid off handsomely as the story of the subsequent year's shows. By 1968 the company surprised its big-name multinational competitors by emerging as India's No. 1 paint company.

Ever since 1968, the company has been leaders in the industry. The company presently has 27% market share of the total paint market.

Even though being leaders in this industry, it has realized that it can further consolidate its position. In 1998, the company embarked on a major restructuring strategy under the guidance of world-famous management consultants, Booz Allen & Hamilton. The restructuring was done to bring greater focus to its business, improve efficiencies, control cost and strengthen its Numero Uno position. The result of the restructuring realized in its vision statement mentioned above. The company is committed to realizing its vision and has already chartered a plan of action.

Asian Paints has been built on a very strong foundation and the enduring principles of fair play, mutual cooperation and growing investor value-mapping India's innate creativity and adding to it through world class technology.

As a strong and mature company, Asian Paints recognizes that changes is inevitable in corporate life and that the challenge of change can be handled best by pursuing the same principles and vision that provided order and growth in the past.

Asian Paints LIMITED

CORPORATE PROFILE

Asian Paints is India's largest paint company and ranks among the top ten decorative coatings companies in the world today, with a turnover of Rs. 20.4 billion (around USD 430 million) and an enviable reputation in the Indian corporate world for professionalism, Fast Track Growth and Building Shareholder Equity.

The October' 2003 issue of Forbes Global magazine USA ranked Asian Paints among the 200 best small companies in the world for the year 2003 and presented the 'Best under a Billion' award to the company. This is the second consecutive time that Asian Paints has won the Forbes Award. One of the country's leading business magazine "Business Today" in Feb 2001 ranked Asian Paints as the Ninth Best Employer in India. A survey carried out by 'Economic Times' in January' 2000 ranked Asian Paints as the Fourth most admired company across industries in India. Among its various other achievements, Asian Paints is the only company in India to have won the prestigious Economic Times-Harvard Business School Association of India award on two separate occasions, once in the category of "Mini-Giants" and the other in "Private sector Giants."

The company has come a long way since its small beginnings in 1942. Four friends who were willing to take on the world's biggest, most famous paint companies operating in India at that time set it up as a partnership firm.

Over the course of 25 years Asian Paints became a corporate force and India's leading paints company. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1968, today it is double the size of any other paint company in India.

Asian Paints manufactures a wide range of paints for decorative and Industrial use- Vertical integration has seen it diversify into specialty products such as Phthalic Anhydride and Pentaerythritol. Not only does Asian Paints offer customer a wide range of Decorative and Industrial paints, it even Custom-creates products to meet specific requirements.

To keep abreast of world technology and to protect its competitive edge, Asian Paints has from time to time entered into technology alliances with world leaders in the paint industry. It has

a 50:50 joint venture with PPG Industries, the world leader in Automotive coatings to meet the increasing demand of the Indian automotive industry. It has also drawn on the world's latest technology for its manufacturing capabilities in areas like powder coatings and high-tech resins- thus ensuring that its product quality lives up to exacting international standards, even in the most sophisticated product categories.

The company places strong emphasis on its own in-house R&D, creating new opportunities by effectively harnessing indigenous creativity. The Asian Paints Research & Development center in Mumbai has required the reputation of one of the finest in South Asia. With its team of over 125 qualified scientists, it has been responsible for pioneering a number of new products and creating new categories of paints. The entire decorative range of the company has been developed by the R&D team.

The company boasts of state-of-the-art manufacturing plants at Bhandpur in the state of Maharashtra; at Ankleshwar in the state of Gujarat; at Patancheru in the state of Andhra Pradesh; and at Kansa in the state of Uttar Pradesh. All the company's plants have been certified by ISO 9001-the quality accreditation. All the company's plants have been certified by ISO 14001 certificate for Environment Management Standard. The Phthalic Anhydride plant has been certified for ISO 9002 and ISO 14001 whereas the Penta plant has been certified for ISO 14001. The Penta plant will shortly receive its ISO 9002 certification.

In June 2002, Asian Paints plant in Patancheru was conferred "The Golden Peacock" award by the World Environment Foundation and the award for "Excellence in Environment Management" by the government of Andhra Pradesh.

Asian Paints was one of the first companies in India to extensively computerize its operations. In addition to computerized operations, computers are widely used in the areas of distribution, inventory control and sophisticated MIS to derive benefits of faster market analysis for better decision making. It is a continuously evolving company deriving its cutting edge from the use of innovative IT solutions. All the locations of the company are integrated through the ERP solutions.

INTERNATIONAL OPERATIONS

Asian Paints operates in 23 countries across the world. It has manufacturing facilities in each of the countries and is the largest paint manufacturing company in nine overseas markets. It is also India's largest exporter of paints, exporting to over 15 markets in the Asia-Pacific region, the Middle East, and Africa. In 12 markets it operates through its subsidiary Berger International Limited and in Egypt through SCIB Chemicals SAE.

The countries that Asian Paints has presence are as follows:

Asia	: Bangladesh, China, Malaysia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka and Thailand.
Africa	: Egypt & Mauritius
Caribbean Islands	: Barbados, Jamaica, Trinidad & Tobago
Europe	: Malta
Middle East	: Bahrain, Dubai and Oman.
South Pacific	: Australia, Fiji, Solomon Islands, Tonga and Vanuatu.

Asian Paints PROJECT SALES

Asian Paints project sales is a growing division of Asian Paints, with its presence in 16 locations including all the metros in the country. Owing to strong synergy with retail, Asian Paints project sales has the ability to service painting requirements across all the cities in India.

The division has serviced many prestigious and landmark sites all across the country.

In sync with the company's customer centric approach, the division offers its clients

- A single window interaction for supplies and servicing
- Availability of set of standardized products and colors short-listed by the client
- Development of customized shades as per the client's specifications
- Availability of the same wherever and whenever you want it
- Color schemers that enable the client to visualize various shade combinations through a computer generated image
- On site sampling to provide a tangible perception of finish

- Technical Guidance in terms of
 - ⇒ Estimation of paint consumption
 - ⇒ Pre painting surface inspection
 - ⇒ Product selection
 - ⇒ Application procedure
 - ⇒ Substrate preparation
- Frequent site supervision
- The service of our trusted contractors for application (if desired by you), in certain locations.

Why Asian Paints project sales?

How it works?

<p>You get World Class Asian Paints products</p> <p>You get service levels that are unrivalled in the industry</p> <p>You can select from over 1200 shades from our range</p> <p>We can develop designer shades that exactly match your planned color scheme</p> <p>You can also avail the services of our shade consultant who will recommend suitable shades for your site(in select cities only)</p>	<p>You send us your requirement by any of the methods given below</p> <p>Our Project Sales representative will contact you at a convenient time and help you to select an appropriate product shade combination</p> <p>If required we also could suggest contractors for execution of the job</p> <p>We arrange for, site supervision at regular intervals to ensure the right application system is followed</p>
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Registered Office: Asian Paints (I) Limited, Asian Paints House, 6 A, Shanthi Nagar, Santacruz(East), Mumbai- 400 055

ASIAN PAINTS HOME SOLUTIONS

Asian Paints home solutions is the world's first painting service. Once you become a home solutions customer you can just sit back and relax because we will take over the complete job of painting your home from start to a smooth finish.

Why home solutions?

- You get World Class Asian Paints products
- Our Authorized Applicators shall ensure a neat and through job
- You get a one year warranty on the painted surface
- You can select from over 1200 shade

How it works?

- Fill the form online or call Asian Paints Helpline at 1600-22-5678
- Our Sale Associate will come to your home at a convenient time and help you to select an appropriate product shade combination.
- Our Relationship Associate will ensure that the material and the authorized applicator reaches your premises in time and he shall also do periodical supervision of the site
- We will quote a rate on a per square foot basis
- You will make a single payment for the job including the cost of material and labor
- Our team of authorized applicators will then undertake the job
- Time bound completion of the job is assured

Asian Paints Home Solutions offers you a hassle free painting experience. Home solutions is currently available at Delhi, Kolkata, Bangalore, Chennai, Hyderabad and Mumbai. Simply give us a call at 1600-22-5678 and you can sit back and enjoy all the privileges brought to by Asian Paints home solutions .

ASIAN PAINTS HELPLINE

Asian Paints Helpline is a service that offers complete information and advice on paints and painting. Just call us at the Asian Paints helpline toll-free number 1600-22-5673 and get the right, reliable and complete information that you are looking for to have dream home painted.

At the helpline, apart from the getting guidance on paints and painting, you shall also find the solutions for getting your home painted! So call us up at the helpline today and find out

PRODUCT PORTFOLIO

INTERIOR WALL FINISHES

- Asian Paints Royale
- Asian Paints Premium Emulsion
- Asian Paints Tractor Emulsion
- Super Decoplast Plastic Emulsion
- Asian Paints Tractor Acrylic Distemper
- Asian Paints Interior Wall Finish – Matt
- Asian Paints Interior Wall Finish – Lustre
- Utsav Acrylic Distemper
- Utsav Distemper

EXTERIOR WALL FINISHES

- Asian Paints Elastomeric
- Asian Paints Apex
- Apex Textured Acrylic Exterior Paint
- Asian Paints Ace
- Gattucem Decorative Waterproof Cement Paint

ENAMELS (FOR METAL)

- Asian Paints Luxury Enamels

- Asian Paints Apcolite Premium Gloss Enamel
- 3 Mangoes Synthetic Enamel
- Gattu synthetic Enamel
- Utsav Enamel

WOOD FINISHERS

- Asian Paints PU-Interior and Exterior
- Asian Paints Melamyne
- Apcolite Silkwood
- Asian Paints Touchwood Finish-Interior and Exterior
- Asian Paints NC-Wood Filter, Sanding Sealer and Clear Lacquer
- Apcolite Wood Stains

PRIMERS

- Asian Paints Decoprime Wall Primer-ST
- Asian Paints Decoprime Wall Primer-WT
- Asian Paints Wood Primer
- Asian Paints Metal Primer
- Tractor Oil Premier for metal
- Utsav Cement Primer
- Apcolite Synthetic Primer Surfacer and Brushing Filler
- Apcolite Paints Exterior Wall Primer

OTHER PRODUCTS

- Apcolite Universal Stainers
- Asian Paints Acrylic Wall Putty
- 3 Mangoes Aluminium Paint
- 3 Mangoes Blackboard Paint
- Apcolite Synthetic Varnish
- Apcolite Knifing Paste Filler
- Asian Paints Exterior Sealer

CHAPTER III

MACRO AND MICRO ANALYSIS

CHAPTER III

MACRO AND MICRO ANALYSIS

Macro analysis

Feature Paints

Colorful Times!

Boosted by the housing and infrastructure boom, the Rs. 50 bn. Indian paints sector is looking at an 8-10 per cent growth. Industry perspectives on prospects and trends across the spectrum.

As the festive season nears, Indian paint companies gear up for good sales and plenty of tones. It is a vibrant industry with major players offering a variety of products and services, catering to every budget, every preference.

Indian snapshot

The Indian paints sector is estimated at Rs50 bn. (in value terms); current demands estimated to be around 650,000 tones per annum and the per capita consumption of paints in India stands at 0.5 kg. per annum. This is low compared to 1.6 kg in china and 22 kg in the developed economies. India's share in the world paint market is just 0.6 per cent. The organized segment controls 70 per cent of the total market; with the steady decline in excise duties, the ability of small-scale units has been eroded considerably. The paints sector can be classified into decorative/architectural finishes and industrial finishes. Decorative paints account for 70 per cent of the market and include acrylic and oil-bound distempers, enamels, and plastic emulsions. Demand for decorative paints raises from household painting, architectural and other display purposes. Demand in the festive season (September-December) is significant, as compared to other periods. In this category, exterior paints are a rapidly growing segment that has made considerable strides

in the recent past.

Industrial paints, comprising 30 per cent of the market, include automotive paints (60 per cent of the total market), coil coatings and powder coatings. User industries for industrial paints include automobile engineering and consumer durables. The industrial paints segment is far more technology intensive than the decorative segment.

The demand for paints has grown at a compound annual growth rate of 11 per cent over the past five years; post rationalization of the excise duty structure in 1992 and consequent pickup in industrial growth, the industry has been doing well.

The players

Four players - Asian Paints, Kansai Nerolac, Berger Paints and ICI India -dominate the Indian paints sector, with a combined market share of almost 75 per cent. Asian Paints as the market leader with about 36 per cent market share followed by Kansai Nerolac with about 17 per cent share.

Asian Paints had a turnover of Rs 18.84 billion (around \$390 million) in 2002-03 and is also in the process of integrating and consolidating its international operations after the acquisition of Singapore-based Berger International and Egyptian firm SC1B Chemical. It now ranks among the top 10 decorative coatings companies in the world, with JVs in 22 overseas countries and 28 paint manufacturing facilities spread across the world with a combined manufacturing capacity of around 330 million litres annually. "Despite the sluggish demand environment, Asian Paints registered a good volume growth as all product categories posted growth," says Ashwin Dani, Vice-Chairman and Managing Director, Asian Paints. The company expects its international business to contribute over 21 per cent of its consolidated sales this year.

Kansai Nerolac is the leader in the industrial paint segment and has a strong standing in the decorative segment as well. "We at Nerolac aim to be the complete paint solution providers to the customer every step of the way," says Anuj Jain, Vice-President, Marketing and Sales, Kansai Nerolac Paints Ltd. "We are present in most segments in all categories - economic, regular and premium. Our product range is probably the largest and includes industrial and architectural paints. In the industrial segment, we have auto paints, industrial coatings, high performance coatings and powder coatings, while in decorative

paints, we offer interior and exterior wall coatings, and wood and metal coatings." In 2002-03, the company registered gross sales of Rs. 79 I cr., an increase of I 1.7 per cent over the previous year.

"Our focus has been and will remain on exterior paints," says Narash Sharma, VP - Sales & Marketing, Niteo Paints Pvt. Ltd. "We have six products that cover the gamut in terms of price range: waterproof cement paint; exterior matt quartz reinforced protective paint; weatherproof exterior paint; synthetic acrylic emulsion; elastomeric paint; and textured exterior wall finish, as well as a variety of designer textured finishes. The exterior segment of the Indian paints industry is growing at about 10-12 per cent and our growth over the past year has been over 35 per cent."

"We are a group of companies providing total solutions for architectural paints for exteriors and interiors," says Anil Parekh, Managing Director, Godavari Paints. "We have a wide spectrum of products to meet the requirements of the construction industry."

Trends

"In the decorative paints segment, the exterior paint market has been growing at a fast rate," says Jain. Sharma agrees but makes an important point. "Exterior paints are the fastest moving segment," he says, "but they are also the hardest to sell as the decision is made by a group of people in various levels. In interiors, one person could well decide which paint to use; exteriors are more complicated."

"In architectural and decorative paints, the trend in the exterior segment is very healthy," says Aasim Merchant, Partner, Painterior (India). "At one time, we were simply using lime-based chuna or cement paint. These paints were low-tech and low grade. Now, we have increasingly moved towards water-based acrylic formulations, which cost about Rs. 175-200 per litre. This has been a very exciting trend over the past ten years." The advantages of these paints are that they are water-based and thus breathable; they have a good life (about five years) and are almost up to international standards; and they have good anti-fungal properties, which is important in coastal climates like Mumbai, according to Merchant. "All the major companies offer these paints; you have Asian Apex; Kansai Excel; ICI Weathershield, etc.," he says.

"The volumes are very high and these are a fast moving category. We take the credit of

kicking off the trend of these ' paints in South Mumbai. We painted Hoechst House in Nariman Point 10 years ago with this paint and have used it in many prominent buildings like Sterling Apartments in Peddar Road and Hiranandani Estate, Thane."

Is the interiors market so exciting? "In interiors, things aren't so vibrant; it is a complicated market," Merchant tells us. "Water-based paints are generally popular. For the middle class market, there is acrylic distemper, of course, and acrylic/plastic emulsions. You have low, medium and premium ranges in this segment. Of course, for the upper class market, there is a variety of premium emulsions on offer. You also have enamel paints for hardwearing areas; these are oil-based. There really isn't much excitement in the interiors market. Also, it is cumbersome to do a good interiors job; you need seven coats of paint. Overseas, you have certain paints where you need only two coats; they are extremely thick. Of course, these are very expensive in India and since labour is cheap, people don't mind the extra work! Abroad, conversely, labour is expensive and paints are cheaper."

"The country is slowly moving from a two-year painting cycle to a 10 year cycle," says Sharma. "With the boom in the construction industry, builders have also woken up to the long life cycle of new generation paints and are willing to invest in them. You can talk about products only after they are proven; now Ruff 'n' Tuff (Nitco's textured exterior wall finish) has been here for 10 years; the results are proven. You can't give a five-year guarantee on a two-year-old product!

How to choose

"For our contracting jobs, we have a wide variety of paints to choose from; most companies offer all the categories," says Merchant. "We make our choice of brand based on the quality, durability and service levels in terms of the amount of shades available and delivery. Actually, there isn't much that separates the majors in terms of quality; it's often a tough decision to make which company to choose!"

"While choosing paints, a contractor or builder will look first at the track record and how the product has proved itself on site," says Sharma. "Other important factors are service in terms of speedy delivery, availability of shades, etc., and of course the reputation and good standing of the company to back up the product."

What's new

In terms of future trends, you have elastomeric paints; they are water-based formulations that bridge cracks; they stretch and shrink as per temperature variations," says Merchant. "The paint film remains intact and their waterproofing ability is good. They are picking up slowly but they are expensive at about Rs. 400-500 per litre. The price is often a prohibitive factor that hinders growth. Some of the buildings they have been used in are Dalamal Towers in Nariman Point and Navneet House Chowpatty. They are very popular in places like Singapore; that's why their structures are more durable!"

"We are continuously upgrading products technically; evolving new products and improving existing ones," Sharma tells us. "It is very important for us since we are the only company that is only into exterior paints; we always have to maintain a lifting edge. People talk about elastomeric paints as next generation paints but we would say the future is Ruff 'n' Tuff. We give a 10 year guarantee it; which is longer than for any other product; and it is great waterproofing product. Due to the high expertise required for handling this concept rightly, we do the application ourselves. We are not just selling paints here, we are selling solutions!"

"Kansai Nerolac is a technology driven company," says Jain. "By virtue of being leaders in the industrial paints segment and our international tie-ups, we have to some of the best possible technology in the world. The lack of awareness and understanding of the benefits that can be availed by the use of quality products requires us to innovate constantly on the product benefits offered to the consumer. Aside from the regular range of products including enamels, distempers, emulsions like All scapes 24 carat gold emulsion and Excel exterior emulsion, we also deliver specialised products to customers like anti-carbonation paints, anti-bacterial paints, damp proof sealers, etc. Most of these specialty products are under institutional trial and will be a part of our commercial offering soon."

Problems and solutions

'A major challenge for the entire organised segment has been the lack of penetration in the rural markets," says Jain. "It holds immense potential and is characteristically price sensitive with domination by the unorganised segment. The consumers still prefer to use

lime wash or chuna as opposed to higher quality products. Also, the difference between branded and non-branded products has decreased substantially, enabling more and more people to switch to products by established organised sector manufacturers. The only way to increase penetration in any market is to increase consumer awareness about quality and technological breakthroughs. The idea is to develop the category from a 'low-involvement' to 'high-involvement' one. This will help create a 'preference' for products and attributes being offered."

"Among the problems facing the industry, high import duties are a major issue," says Sharma. "Also, paint companies have to be responsible about the quality of application. There is really no tutoring for applicators in our country. Training programmes and initiatives for applicators is something we invest heavily in; you have to do it. Now, you have good painting contractors in the market; so the quality of application is improving."

Application is a significant issue. "The problem from our point of view is that application is still not of high quality across the board," says Merchant. "Applicators are often uneducated and ill informed; they don't get the proportions right. The products are wonderful but poor application affects the durability and performance of the paints and gives the industry a bad name. You need willingness and the inset to do good work." Paint companies should spend more time educating and training applicators instead of just pitching their products, according to Merchant. "There is a need to go more grassroots in terms of training," he says. "Also, the public mindset needs to change. There are two reasons to paint; the aesthetic aspect is just one; the other is protection, which we often overlook. Exteriors should be repainted every five years; but if the paint is still looking good, people ignore the need to paint although the protective quality diminishes after that time. People also don't realize how little it costs to paint a building. Roughly speaking, a 20-storey building would cost about Rs. 7-8 lakhs; the cost for each member would be Rs. 8,000-10,000. This is a minor cost when you weigh the ultimate benefits."

"Paints consumption in India when compared to other developing countries is very low," says Parekh. "Considering that there are nearly more than 2,000 SSI paint manufacturing units along with the organized sector, supply exceeds demand. The paint manufacturing association should project paint as having a protective value rather than only an aesthetic value. Ordinances should be passed by appropriate government bodies for regularly maintaining buildings, which in turn will save national wealth which today goes into major repairs of buildings."

Colorful future

"The paint market is expected to grow at 8-10 per cent per annum over the next few years," says Jain. "The growth could be higher if industrial activity picks up as the industrial paint segment will gain more importance. The outlook for the industry is positive especially given the good prospect for the automotive and white goods industry. Moreover, housing is expected to grow rapidly on the back of rising incomes and government incentives. We plan to leverage our technological expertise from the industrial segment in the decorative segment to gain better ground. Our growth this year is expected to be higher than the industry growth."

"Acrylic exterior paints have been and will continue to be fast moving," says Sharma. "The industry will continue to grow well; and we expect to grow above the industry average."

"There is a lot of opportunity now for Indian paints and contractors associated with infrastructure projects overseas too," he adds. "A lot of Indian companies are undertaking project exports now and they are carrying paints and lab our from India overseas for these turnkey projects." Now, that's bright news!

Dealer speak

From a dealer's perspective, which categories of paint are moving fast across the counter, and what does a customer look for? An all-India looks at what's hot.

NORTH

Hemant Chauhan, Technotrade Associates, Jaipur - ICI Dulux and Birla White textured wall finishes the market for exterior emulsion is gaining fast compared to interior emulsion. People are now converting from cement-based paints to acrylic paints. This also includes a good growth of textured paints; both branded and unbranded. For exteriors, Weather shield and Supercote are doing well, and for interiors, Supreme 3 in I and Velvet Touch. Supreme 3 in I emulsion has really taken the market by storm. Textured finishes like Duette with in-built designs and special effects are also showing great potential for

growth

the customer goes for product quality, brand name, cost and the service quality. Our sales last year were around Rs. 1.10 cr. and we expect sales of around Rs. 1.5 cr. in the current year

SOUTH

Raju Cherian, Evershine Colour World, Kochi - Asian Paints and ICI Dulux

In a region like Kerala, which receives heavy rainfall, it is the exterior segment that moves faster. Notable are Asian Paints' Apex and ICI's Weather shield. In interiors, Asian Paints' super acrylic emulsion is preferred by upper middle class people. Dulux's 3 in 1 premium paint is also popular. Asian Paints has also introduced new elastomeric paints in the exterior segment.

The brands we deal in have a high recall value in the Kerala market. Therefore, the customer has a firm opinion on the brand to select for his house. It is only after this that he thinks about the cost, the category of paint and the service support, in that order. Our sales last year were Rs. 75 lakh for Asian Paints and Rs. 20 lakh for ICI Dulux. In the current year, we have set a target of Rs. 1cr. for Asian Paints and Rs50 lakh for ICI Dulux.

P. Govindaswamy, Central Hardware, Coimbatore - Asian Paints

In Coimbatore, the exterior segment moves faster. For exteriors, you have Ace and Apex; Ace is preferred by people from all walks of life. In interiors, Royale is a premium paint which sells. In the exterior segment, Apex Texture, which is granular, is expected to be launched soon in the Orissa market during Diwali.

Though customers come to our outlet for Asian Paints, they are not aware about the kind of paint they want to buy. Depending on their budget and the climatic conditions, we recommend the paint. Our sales last year were around Rs. 90 lakh and in the current year, we aim to have a 10 per cent growth.

EAST

Gajanan Agarwal, Bajranga Hardware Store, Bhubaneshwar - Asian Paints

Both exterior and interior paints have an equal ratio of 50: 50. For exterior, Apex and Ace

exterior emulsions are doing well. For interiors, it is Apcolite premium emulsion, Royale luxury emulsion and Tractor emulsion. For a customer, it is the brand name that matters. Then, he takes into consideration the quality and the cost.

WEST

Yusuf Rampurawala. Apex Enterprises, Pune - Asian Paints and Kansai Nerolac Interior paints move faster. Among exterior paints, Apex does well, while for interiors, Nerolac is preferred for lustre. In Asian Paints, it is synthetic distemper and plastic. The customer's choice depends on the brand name. Our sales last year were Rs. 10 lakh for Asian Paints and Rs. 12 lakh for Nerolac and we look forward to a 10-20 per cent growth.

Kanhaiyalal Sahni, Pooja Enterprises, Pune - Asian Paints, ICI Dulux, Berger Paints and Kansai Nerolac

The interior segment is moving fast. Nerolac's lustre finish has a huge market in Pune. Asian Paints is known for its quality and enamel paint, apart from its oil-bound distemper and plastic acrylic emulsion. In exteriors, Apex from Asian Paints and Weather shield from ICI Dulux do well. Berger's aluminum paint for special applications also has a market. In selection, a customer takes the brand name into account

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

CHAPTER – 4
DATA ANALYSIS & INTERPRETATION

TABLE – 4.1

Table showing the age distribution of dealers

S.No.	Age group	No. of dealers	% of dealers
1	<20	4	4
2	21-30	21	21
3	31-40	30	30
4	41-50	38	38
5	>50	7	7
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 4 (4%) of the dealers were in the age group below 20, 21 (21%) of the dealers were in the age group 21-30, 30 (30%) of the dealers were in the age group 31-40, 38 (38%) of the dealers were in the age group 41-50 and 7 (7%) of the dealers were in the age group >50.

Interpretation:

Hence majority (38%) of the dealers belonged to age group 41-50

CHART – 4.1

Chart showing the age distribution of dealers

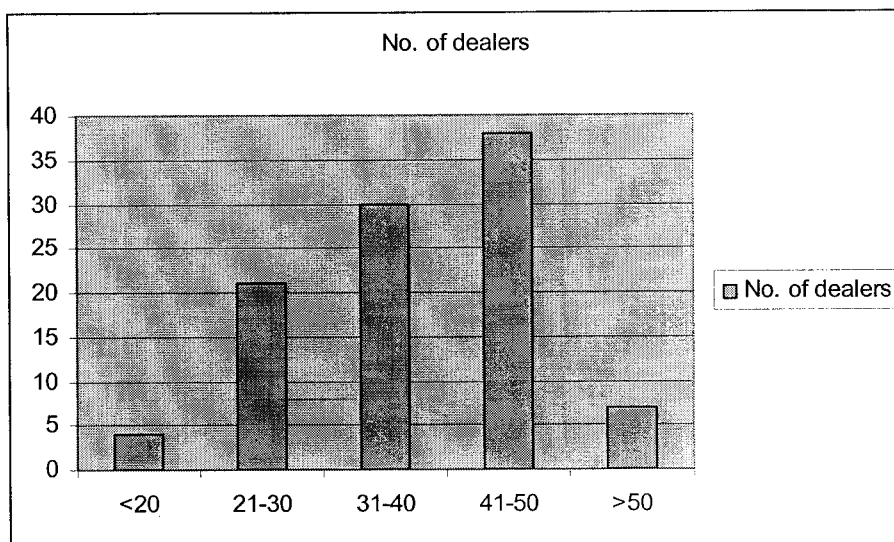


TABLE – 4.2**Table showing experience of the dealers**

S.No.	Experience	No. of dealers	% of dealers
1	<5 years	14	14
2	6-10 years	19	19
3	11-15 years	41	41
4	16-20 years	15	15
5	>20 years	11	11
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 14 (14%) of the dealers had experience less than 5 years, 19 (19%) of the dealers had experience from 6 to 10 years, 41 (41%) of the dealers had experience from 11 to 15 years, 15 (15%) of the dealers had experience from 16 to 20 years and 11 (11%) of the dealers had over 20 years of experience.

Interpretation:

Hence majority (41%) of the dealers had experience from 11 to 15 years.

CHART – 4.2

Chart showing experience of the dealers

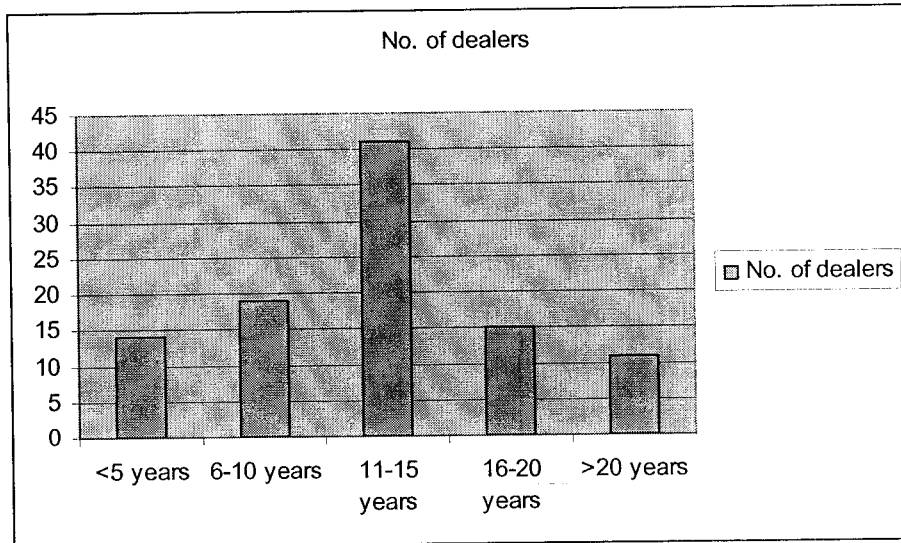


TABLE -4.3

Table showing satisfaction towards price factor of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	34	34
2	Satisfied	40	40
3	Average	18	18
4	Dissatisfied	5	5
5	Highly dissatisfied	3	3
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 34 (34%) of the dealers were highly satisfied with price factor of Asian Paints products, 40 (40%) of the dealers were satisfied with price factor of Asian Paints products, 18 (18%) of the dealers were neither satisfied nor dissatisfied with price factor of Asian Paints products, 5 (5%) of the dealers were dissatisfied with price factor and 3 (3%) were highly dissatisfied with price factor of Asian Paints products

Interpretation:

Hence majority (40%) of the dealers were satisfied with price factor of Asian Paints products because they can easily commercialize the product to the consumers .

CHART -4.3

Chart showing satisfaction towards price factor of Asian Paints

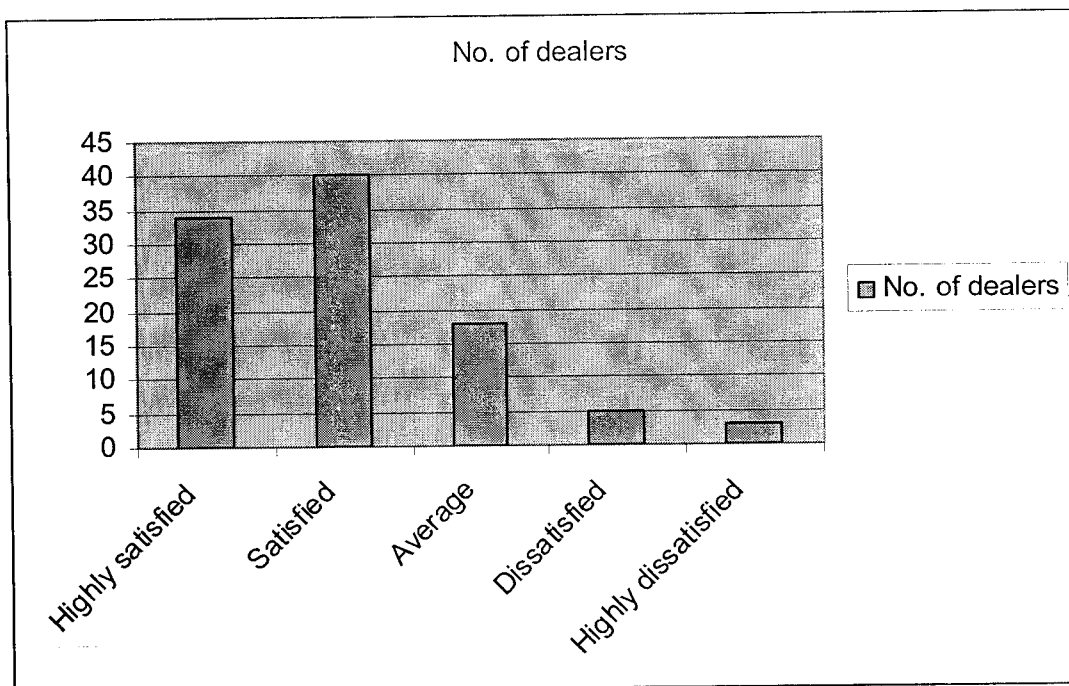


TABLE – 4.4

Table showing satisfaction towards quality of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	57	57
2	Satisfied	29	29
3	Average	8	8
4	Dissatisfied	4	4
5	Highly dissatisfied	2	2
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 57 (57%) of the dealers were highly satisfied with quality of Asian Paints products, 29 (29%) of the dealers were satisfied with quality of Asian Paints products, 8 (8%) of the dealers were neither satisfied nor dissatisfied with quality of Asian Paints products, 4 (4%) of the dealers were dissatisfied with quality and 2 (2%) were highly dissatisfied with quality of Asian Paints products

Interpretation:

Hence majority (57%) of the dealers were highly satisfied with quality of Asian Paints products

CHART – 4.4

Chart showing satisfaction towards quality of Asian Paints

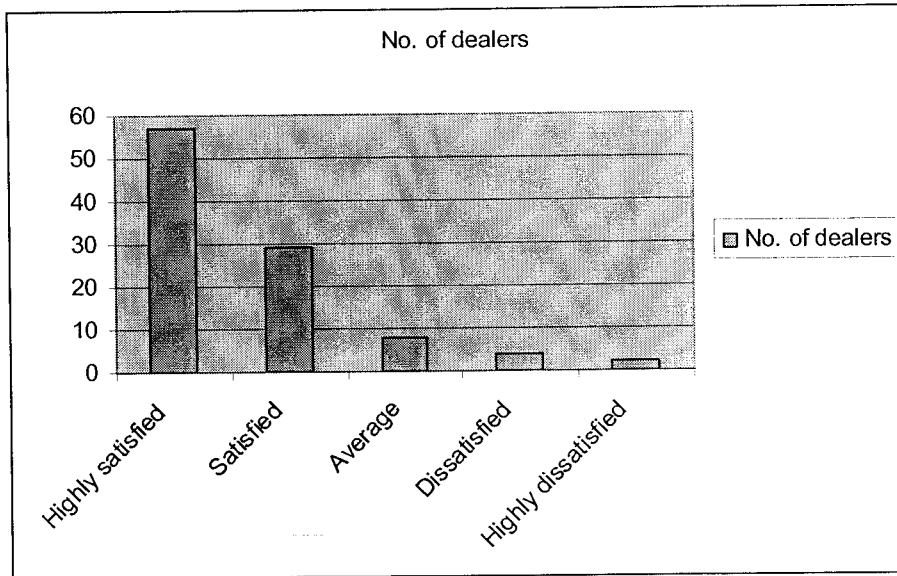


TABLE – 4.5

Table showing satisfaction towards lead time of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	30	30
2	Satisfied	49	49
3	Average	20	20
4	Dissatisfied	1	1
5	Highly dissatisfied	0	0
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 30 (30%) of the dealers were highly satisfied with lead time of Asian Paints products, 49 (49%) of the dealers were satisfied with lead time of Asian Paints products, 20 (20%) of the dealers were neither satisfied nor dissatisfied with lead time of Asian Paints products, 1 (1%) of the dealers were dissatisfied with lead time and none were highly dissatisfied with lead time of Asian Paints products.

Interpretation:

Hence majority (49%) of the dealers were satisfied with lead time of Asian Paints products due to the prompt delivery of the goods ordered.

CHART – 4.5

Chart showing satisfaction towards lead time of Asian Paints

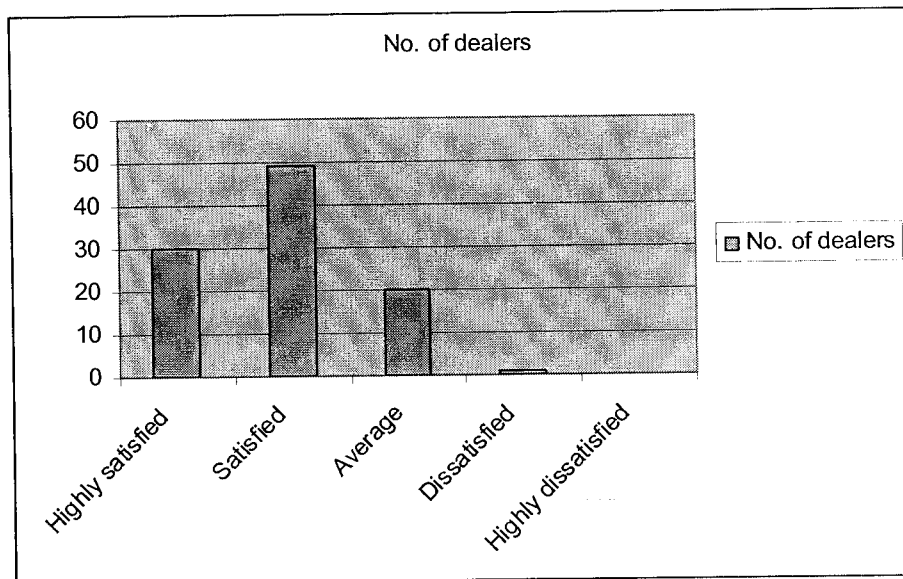


Table 4.6**Table showing satisfaction towards information flow of Asian Paints**

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	8	8
2	Satisfied	57	57
3	Average	32	32
4	Dissatisfied	3	3
5	Highly dissatisfied	0	0
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 8 (8%) of the dealers were highly satisfied with information flow of Asian Paints products, 57 (57%) of the dealers were satisfied with information flow of Asian Paints products, 32 (32%) of the dealers were neither satisfied nor dissatisfied with information flow of Asian Paints products, 3 (3%) of the dealers were dissatisfied with information flow and none were highly dissatisfied with information flow of Asian Paints products.

Interpretation:

Hence majority (57%) of the dealers were satisfied with information flow of Asian Paints products given from the company side by the sales person regarding schemes

CHART 4.6

Chart showing satisfaction towards information flow of Asian Paints

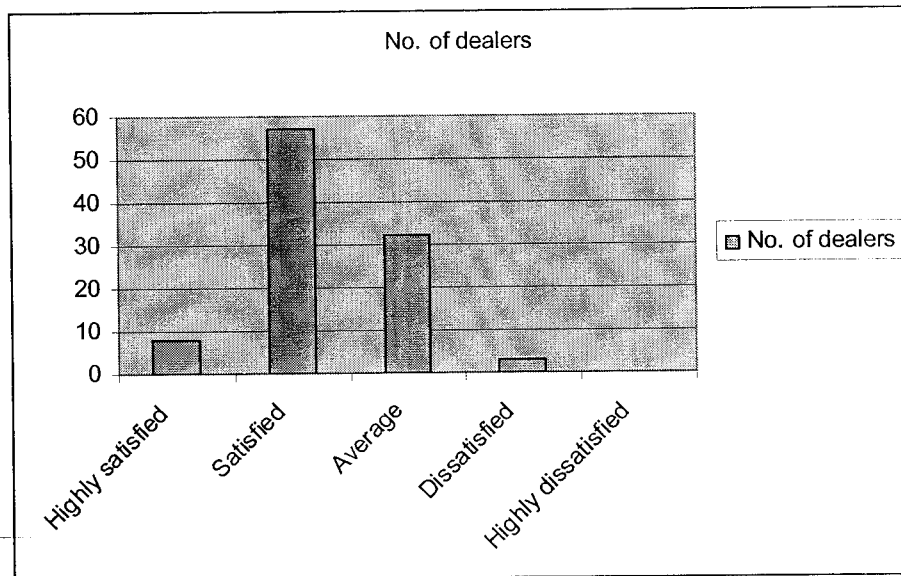


TABLE – 4.7

Table showing satisfaction towards product movement of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	68	68
2	Satisfied	27	27
3	Average	5	5
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 68 (68%) of the dealers were highly satisfied with product movement of Asian Paints products, 27 (27%) of the dealers were satisfied with product movement of Asian Paints products, 5 (5%) of the dealers were neither satisfied nor dissatisfied with product movement of Asian Paints products, none of the dealers were dissatisfied as well as none of them were highly dissatisfied with product movement of Asian Paints products.

Interpretation:

Hence majority (68%) of the dealers were highly satisfied with product movement of Asian Paints products mainly due to the brand awareness from the customers side

CHART - 4.7

Chart showing satisfaction towards product movement of Asian Paints

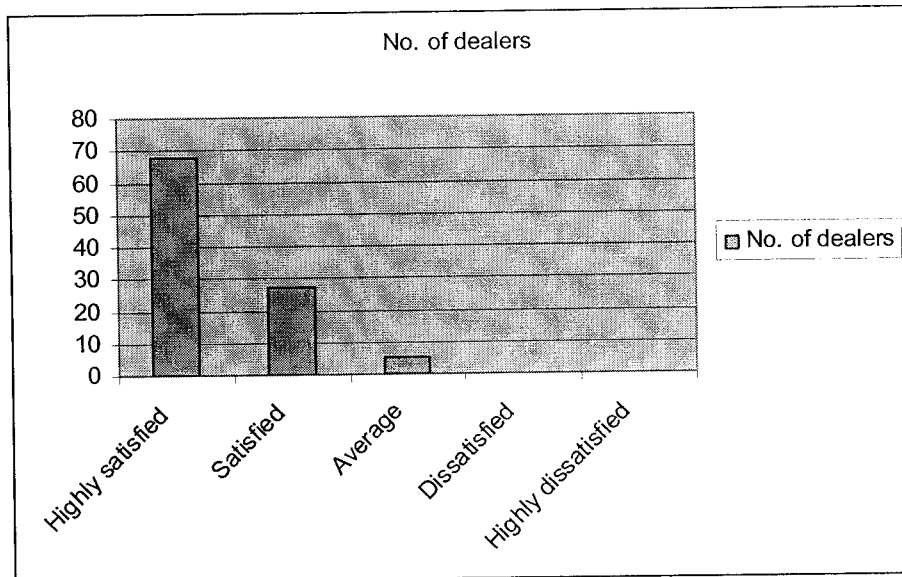


TABLE – 4.8

Table showing satisfaction towards Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	8	8
2	Satisfied	45	45
3	Average	42	42
4	Dissatisfied	1	1
5	Highly dissatisfied	4	4
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 8 (8%) of the dealers were highly satisfied with recognition of Asian Paints products, 45 (45%) of the dealers were satisfied with recognition of Asian Paints products, 42 (42%) of the dealers were neither satisfied nor dissatisfied with recognition of Asian Paints products, 1 (1%) of the dealers were dissatisfied with recognition and 4 (4%) were highly dissatisfied with recognition of Asian Paints products.

Interpretation:

Majority of the customers (45%) are satisfied due to the quality of the products, brand equity and awareness. The company is now taking vigorous awareness activities to convert the Average level of satisfied customers to the satisfied level.

CHART – 4.8

Chart showing satisfaction towards recognition of Asian Paints

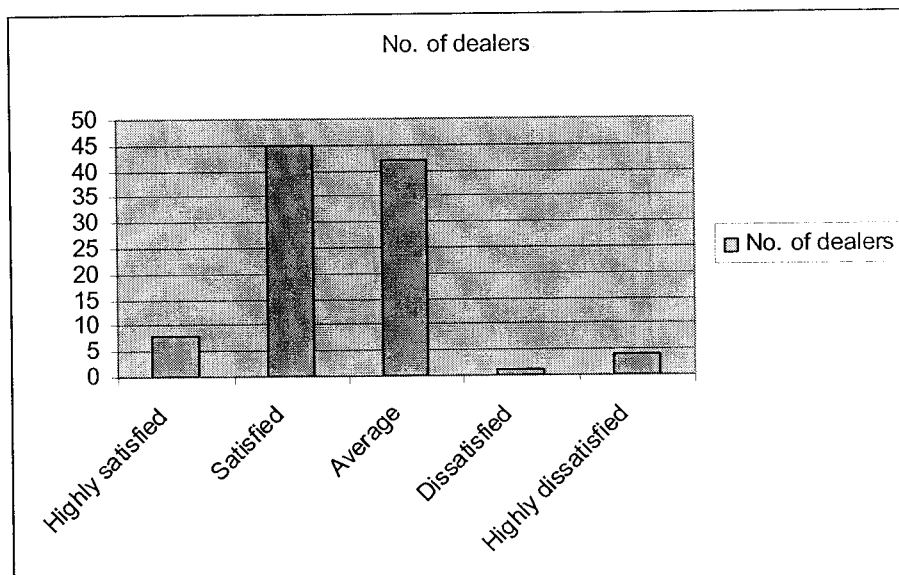


TABLE – 4.9

Table showing satisfaction towards motivation of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	12	12
2	Satisfied	40	40
3	Average	38	38
4	Dissatisfied	8	8
5	Highly dissatisfied	2	2
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 12 (12%) of the dealers were highly satisfied with motivation of Asian Paints products, 40 (40%) of the dealers were satisfied with motivation of Asian Paints products, 38 (38%) of the dealers were neither satisfied nor dissatisfied with motivation of Asian Paints products, 8 (8%) of the dealers were dissatisfied with motivation and 2 (2%) were highly dissatisfied with motivation of Asian Paints products

Interpretation:

Hence majority (40%) of the dealers were satisfied with motivation of Asian Paints mainly with the monthly special deals, category achievement by the dealers

CHART - 4.9

Chart showing satisfaction towards motivation of Asian Paints

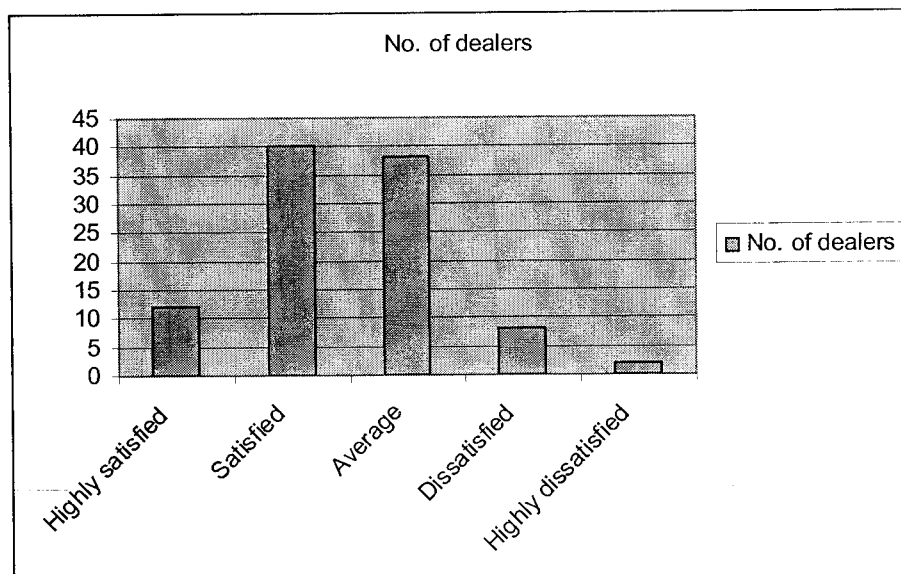


TABLE – 4.10

Table showing satisfaction towards brand awareness of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	47	47
2	Satisfied	42	42
3	Average	8	8
4	Dissatisfied	1	1
5	Highly dissatisfied	2	2
	Total	100	100

Source: Primary Data.

Inference:

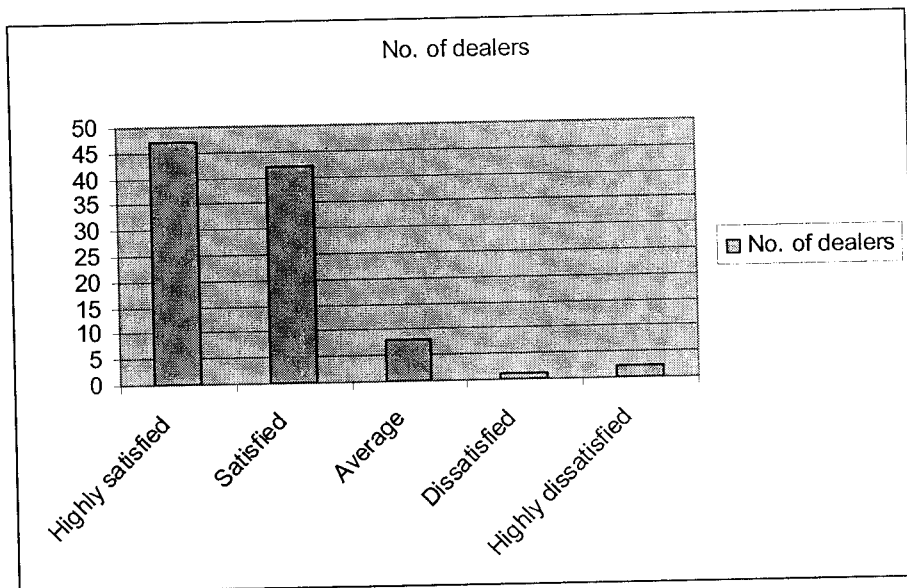
It is observed that 47 (47%) of the dealers were highly satisfied with brand awareness of Asian Paints products, 42 (40%) of the dealers were satisfied with brand awareness of Asian Paints products, 8 (8%) of the dealers were neither satisfied nor dissatisfied with brand awareness of Asian Paints products, 1 (1%) of the dealers were dissatisfied with brand awareness and 2 (2%) were highly dissatisfied with brand awareness of Asian Paints products.

Interpretation:

Hence majority (47%) of the dealers were highly satisfied with brand awareness of Asian Paints products due to the promotional activities done by the companies such as ISD

CHART - 4.10

Chart showing satisfaction towards brand awareness of Asian Paints



P-2411

TABLE – 4.11

Table showing satisfaction towards consideration of Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	3	3
2	Satisfied	30	30
3	Average	60	60
4	Dissatisfied	5	5
5	Highly dissatisfied	2	2
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 3 (3%) of the dealers were highly satisfied with consideration of Asian Paints products, 30 (30%) of the dealers were satisfied with consideration of Asian Paints products, 60 (60%) of the dealers were neither satisfied nor dissatisfied with consideration of Asian Paints products, 5 (5%) of the dealers were dissatisfied with consideration and 2 (2%) were highly dissatisfied with consideration of Asian Paints products.

Interpretation:

Hence majority (60%) of the dealers were neither satisfied nor dissatisfied with Consideration of Asian paints products

CHART - 4.11

Chart showing satisfaction towards consideration of Asian Paints

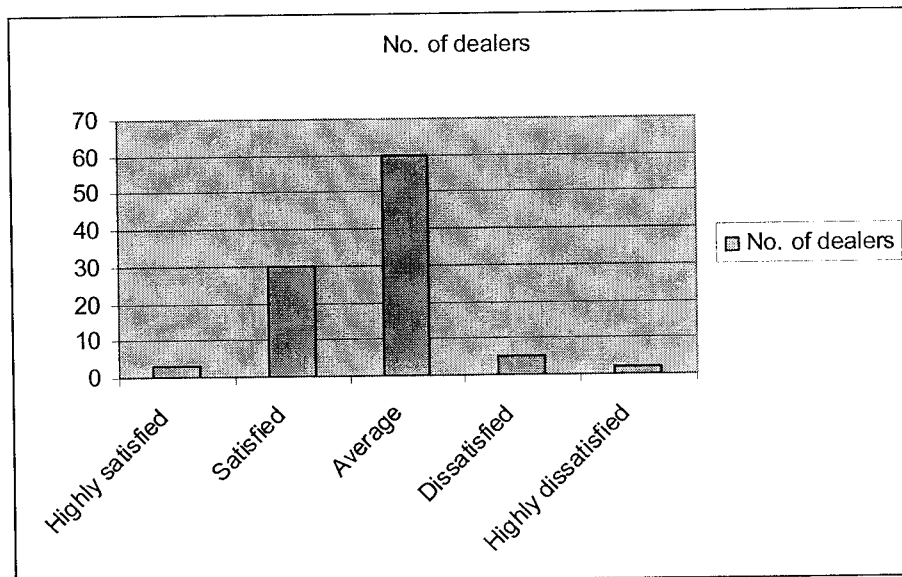


TABLE – 4.12

Table showing satisfaction towards credit facilities offered in Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	13	13
2	Satisfied	16	16
3	Average	64	64
4	Dissatisfied	4	4
5	Highly dissatisfied	3	3
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 13 (13%) of the dealers were highly satisfied with credit facilities offered in Asian Paints products, 16 (16%) of the dealers were satisfied with credit facilities offered in Asian Paints products, 64 (60%) of the dealers were neither satisfied nor dissatisfied with credit facilities offered in Asian Paints products, 4 (4%) of the dealers were dissatisfied with consideration and 3 (3%) were highly dissatisfied with credit facilities offered in Asian Paints products.

Interpretation:

Hence majority (64%) of the dealers were neither satisfied nor dissatisfied with credit facilities offered in Asian Paints this is mainly due to the competitors credit facility days given by the rival companies

CHART – 4.12

Chart showing satisfaction towards credit facilities offered in Asian Paints

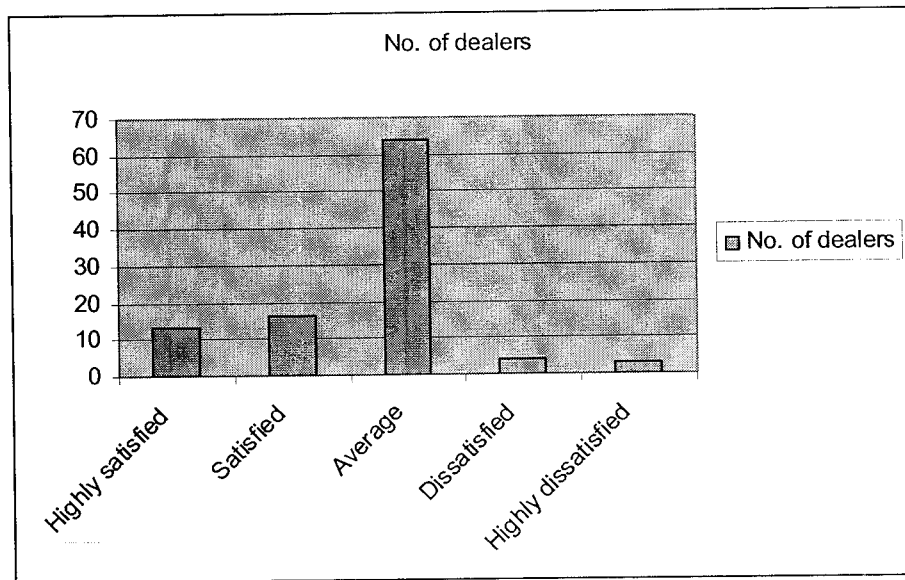


TABLE – 4.13

Table showing satisfaction towards health maintenance in Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	21	21
2	Satisfied	49	49
3	Average	20	20
4	Dissatisfied	5	5
5	Highly dissatisfied	5	5
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 21 (3%) of the dealers were highly satisfied with health maintenance in Asian paints, 49 (49%) of the dealers were satisfied with health maintenance in Asian paints, 20 (20%) of the dealers were neither satisfied nor dissatisfied with health maintenance in Asian paints, 5 (5%) of the dealers were dissatisfied with consideration and 5 (5%) were highly dissatisfied with health maintenance in Asian Paints.

Interpretation:

Hence majority (49%) of the dealers were satisfied with health maintenance in Asian Paints because the companies they take pain in solving the issues immediately, if any

CHART – 4.13

Chart showing satisfaction towards health maintenance in Asian Paints

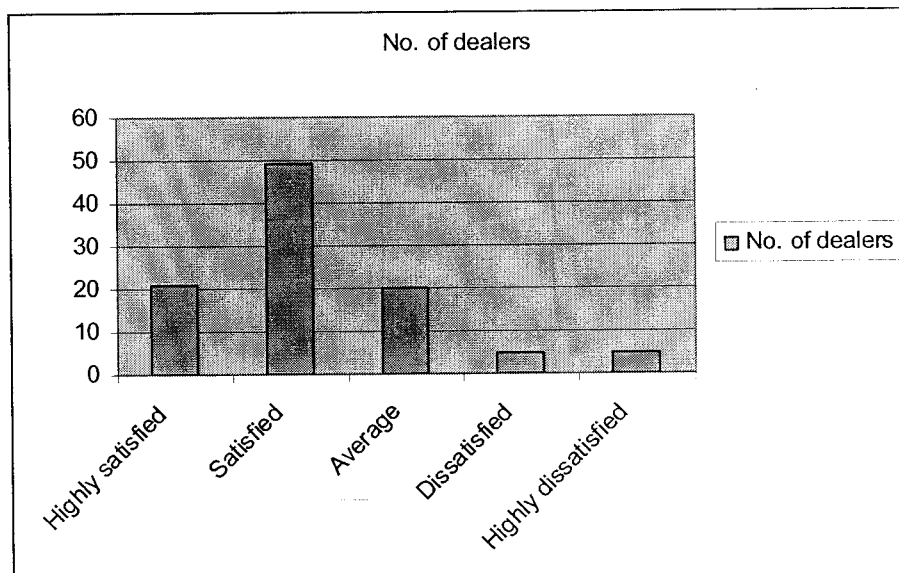


TABLE – 4.14

Table showing satisfaction towards transport facility offered in Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	25	25
2	Satisfied	66	66
3	Average	9	9
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 25 (25%) of the dealers were highly satisfied with transport facility offered in Asian paints, 66 (66%) of the dealers were satisfied with transport facility offered in Asian paints, 9 (9%) of the dealers were neither satisfied nor dissatisfied with transport facility offered in Asian paints and none of the dealers were dissatisfied as well as highly dissatisfied with transport facility offered in Asian Paints..

Interpretation:

Hence majority (66%) of the dealers were satisfied with transport facility offered in Asian Paints because the transportation services were prompt in time even for the upcountries and the charges are bared by the company

CHART – 4.14

Chart showing satisfaction towards transport facility offered in Asian Paints

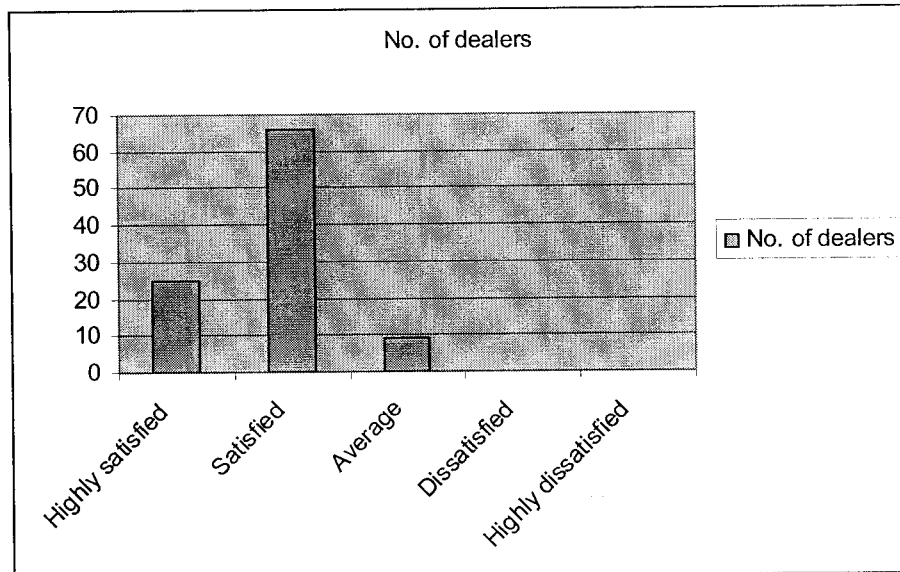


TABLE – 4.15

Table showing satisfaction towards promotional activities offered in Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	11	11
2	Satisfied	49	49
3	Average	31	31
4	Dissatisfied	9	9
5	Highly dissatisfied	0	0
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 11 (11%) of the dealers were highly satisfied with promotional activities offered in Asian paints, 49 (49%) of the dealers were satisfied with promotional activities offered in Asian paints, 31 (31%) of the dealers were neither satisfied nor dissatisfied with promotional activities offered in Asian paints, 9 (9%) of the dealers were dissatisfied with consideration and none were highly dissatisfied with promotional activities offered in Asian Paints.

Interpretation:

Hence majority (49%) of the dealers were satisfied with promotional activities offered in Asian Paints because the promotional activities taken by the companies were supportive in nature.

CHART- 4.15

Chart showing satisfaction towards promotional activities offered in Arion Points

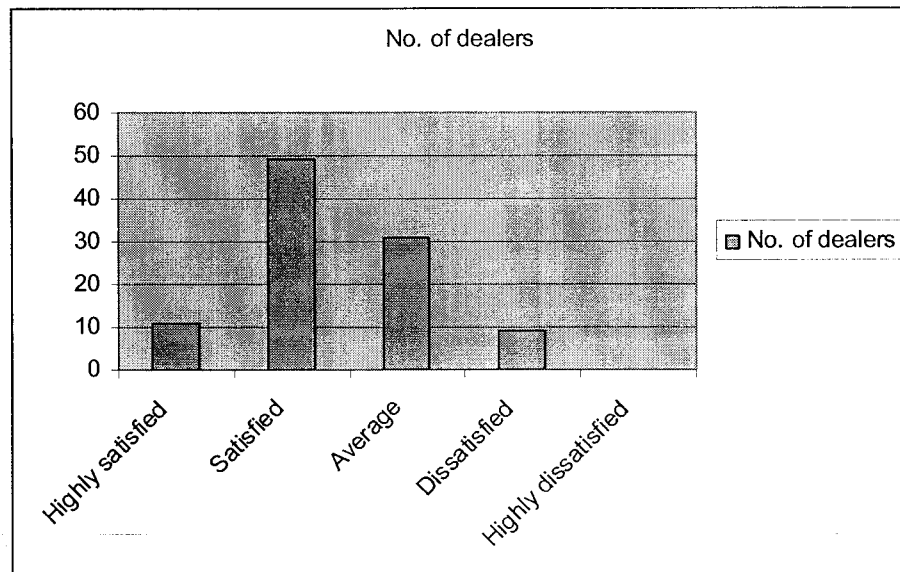


TABLE – 4.16

Table showing satisfaction towards complements for performance offered in Asian Paints

S.No.	Satisfaction level	No. of dealers	% of dealers
1	Highly satisfied	36	36
2	Satisfied	29	29
3	Average	20	20
4	Dissatisfied	10	10
5	Highly dissatisfied	5	5
	Total	100	100

Source: Primary Data.

Inference:

It is observed that 36 (36%) of the dealers were highly satisfied with complements for performance offered in Asian paints, 29 (29%) of the dealers were satisfied with complements for performance offered in Asian paints, 20 (20%) of the dealers were neither satisfied nor dissatisfied with complements for performance offered in Asian paints, 10 (10%) of the dealers were dissatisfied with consideration and 5 (5%) were highly dissatisfied with complements for performance offered in Asian Paints

Interpretation:

Hence majority (36%) of the dealers were highly satisfied with complements for performance offered in Asian Paints because the gift settlement procedure in the companies is systematic and prompt in time

CHART- 4.16

Chart showing satisfaction towards complements for performance offered in Asian Paints

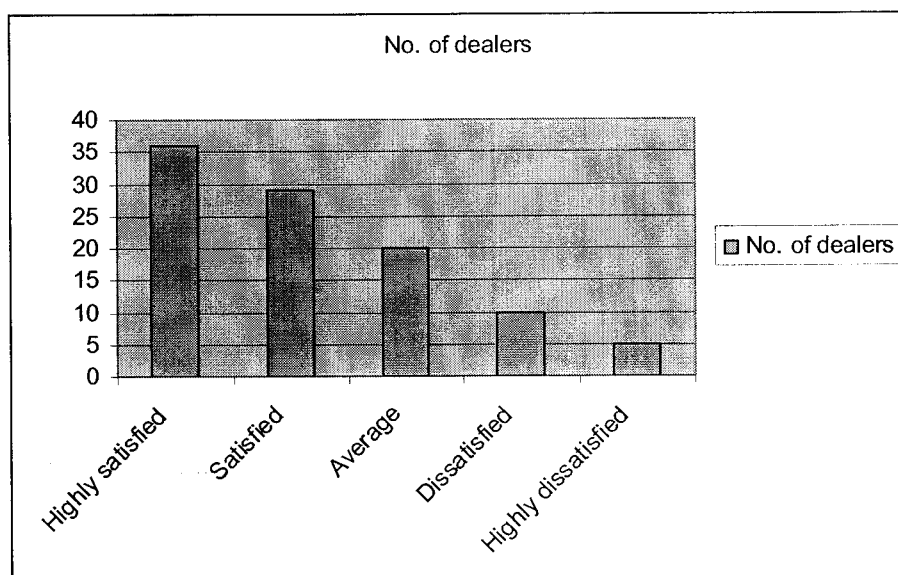


TABLE - 4.17

Table showing ranking of the quality of Asian Paints when compared to others

S.No.	Brand	Rank Score	Rank
1	Asian Paints	1.27	I
2	ICI	1.85	II
3	Nerolac	3.4	IV
4	Berger	3.37	III

Source: Primary Data.

Inference:

It is observed that the dealers ranked Asian Paints as first (1.27) followed by ICI (1.85) followed by Berger paints (3.37) and finally Nerolac (3.4).

Interpretation:

Hence Asian Paints ranked first with regard to quality among the dealers.

CHART - 4.17

Chart showing ranking of the quality of Asian Paints when compared to others

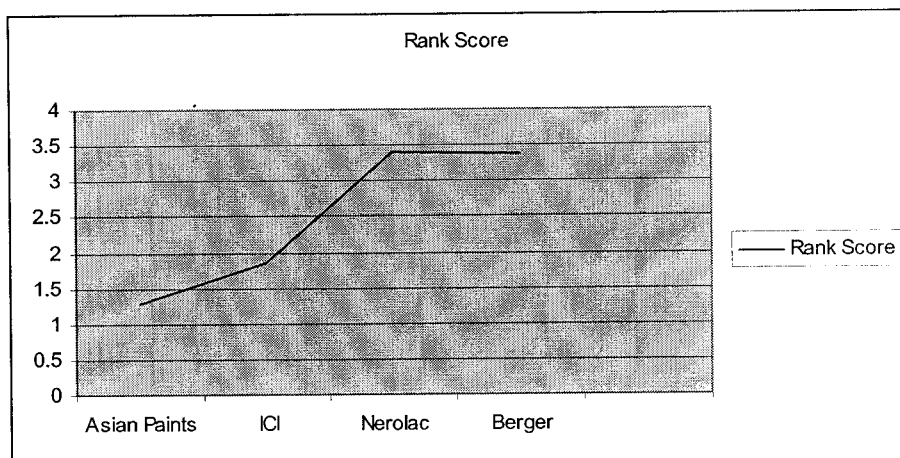


TABLE – 4.13

Table showing ranking of the Price of Asian Paints when compared to others

S.No.	Brand	Rank Score	Rank
1	Asian Paints	1.88	I
2	ICI	2.00	II
3	Nerolac	2.86	III
4	Berger	2.88	IV

Source: Primary Data.

Inference:

It is observed that the dealers ranked Asian Paints as first (1.88) followed by ICI (2) followed by Nerolac (2.86) and finally Nerolac (2.88).

Interpretation:

Hence Asian Paints ranked first (1.88) with regard to price closely followed by ICI (2.0) followed by Nerolac (2.86) closely followed by Berger (2.88).

CHART - 4.13

Chart showing ranking of the Price of Asian Paints when compared to others

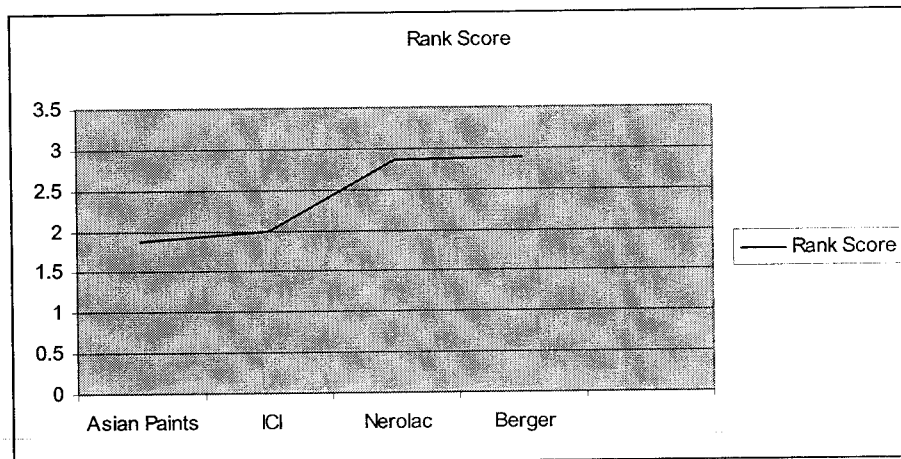


TABLE – 4.19

**Table showing ranking of various factors which influence the customers to buy Asian
Paints**

S.No.	Factors	Rank Score	Rank
1	Price	1.97	II
2	Quality	1.49	I
3	Availability	2.74	IV
4	Promotional tools	4.33	V

Source: Primary Data.

Inference:

It is observed that the dealers ranked Quality as the foremost factor which influence the customers to go for Asian Paints followed by Price (1.97) followed by Sales (2.17) then availability (2.74) and finally promotional tools (4.33).

Interpretation:

Hence because of quality along with reasonable price for the prescribed quality, Asian Paints is preferred among the customers.

CHART – 4.19

Chart showing ranking of various factors which influence the customers to buy Asian
Paints

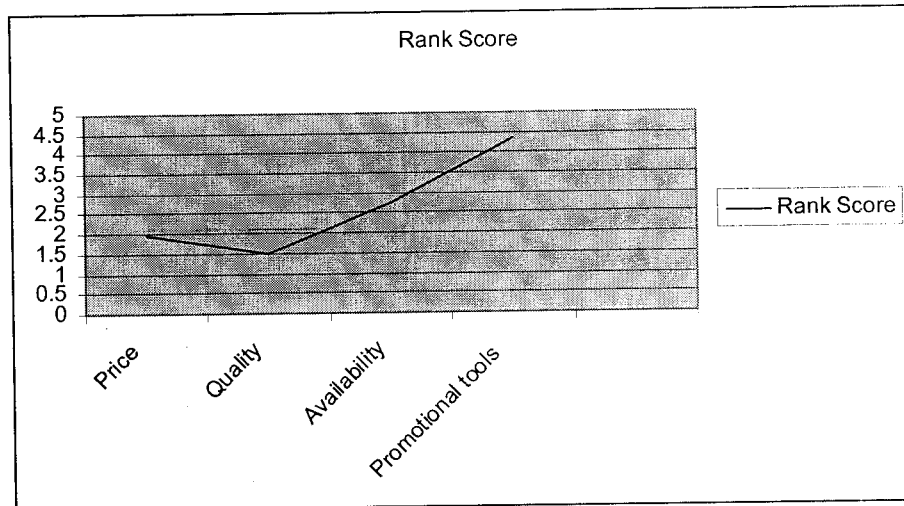


TABLE – 4.20

Table showing ranking of advertising media mostly used by the company in the dealers area

S.No.	Advertising media	Rank Score	Rank
1	TV	1.17	I
2	Radio/FM	2.70	IV
3	Newspapers	1.88	III
4	Hoardings, Wall paintings	1.43	II

Source: Primary Data.

Inference:

It is observed that the company mostly prefer to advertise in TV (1.17), followed by Hoardings/Wall Paintings (1.43) then newspapers (1.88) and finally prefer Radio/FM (2.70) for the advertisement

Interpretation:

Hence the company mostly prefers TV as the media for its products advertisement.

CHART - 4.20

Chart showing ranking of advertising media mostly used by the company in the dealer's area

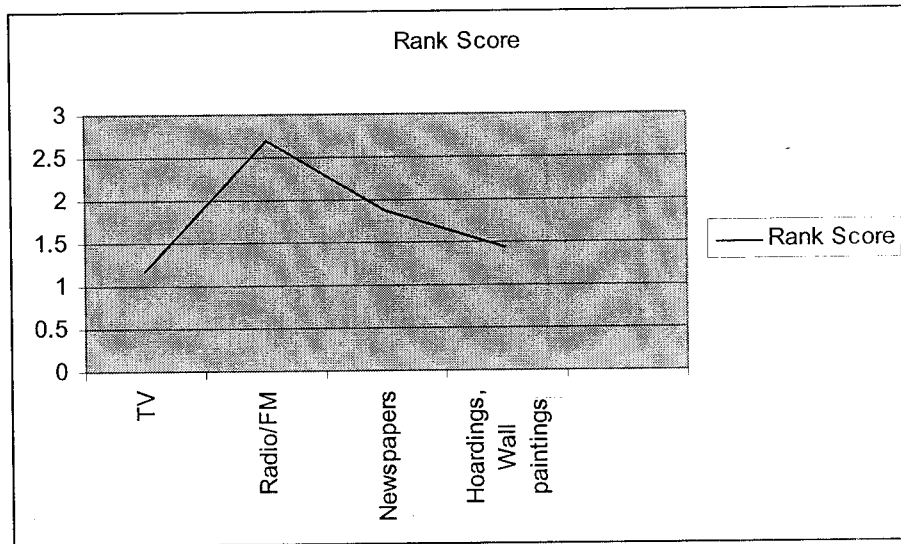


TABLE – 4.21

Table showing ranking of the Sales of Asian Paints when compared to others

S.No.	Brand	Rank Score	Rank
1	Asian Paints	1.03	I
2	ICI	2.16	II
3	Nerolac	3.28	III
4	Berger	3.31	IV

Source: Primary Data.

Inference:

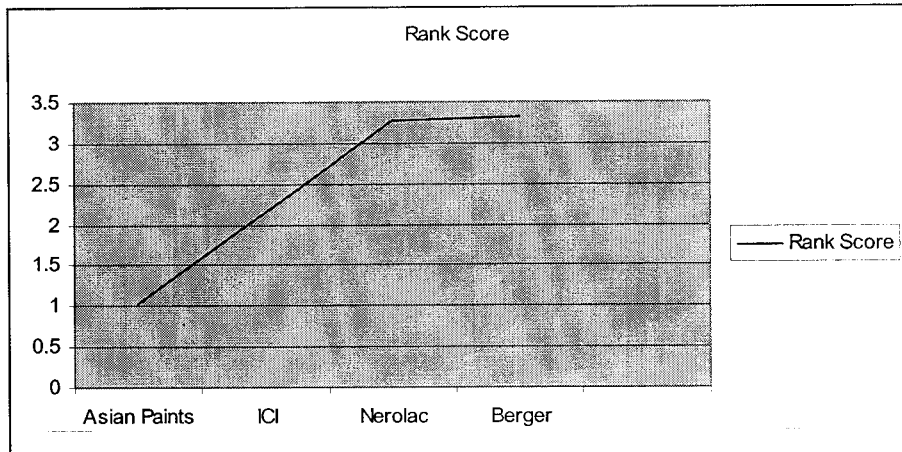
It is observed that the dealers ranked Asian Paints as first (1.03) followed by ICI (2.16) followed by Nerolac (3.28) and finally Berger (3.31).

Interpretation:

Hence Asian Paints ranked first (1.03) with regard to sales

CHART – 4.21

Chart showing ranking of the Sales of Asian Paints when compared to others



CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS AND SUGGESTION

This chapter deals with findings and suggestions

- Hence majority (38%) of the dealers belonged to age group 41-50
- Hence majority (41%) of the dealers had experience from 11 to 15 years.
- Hence majority (40%) of the dealers were satisfied with price factor of Asian Paints products because they can easily commercialize the product to the consumers .
- Hence majority (57%) of the dealers were highly satisfied with quality of Asian Paints products
- Hence majority (49%) of the dealers were satisfied with lead time of Asian Paints products due to the prompt delivery of the goods ordered.
- Hence majority (57%) of the dealers were satisfied with information flow of Asian Paints products given from the company side by the sales person regarding schemes .
- Hence majority (68%) of the dealers were highly satisfied with product movement of Asian Paints products mainly due to the brand awareness from the customers side
- Majority of the customers (45%) are satisfied due to the quality of the products, brand equity and awareness. The company is now taking vigorous awareness activities to convert the Average level of satisfied customers to the satisfied level.
- Hence majority (40%) of the dealers were satisfied with motivation of Asian Paints mainly with the monthly special deals, category achievement by the dealers

- Hence majority (47%) of the dealers were highly satisfied with brand awareness of Asian Paints products due to the promotional activities done by the companies such as ISD
- Hence majority (60%) of the dealers were neither satisfied nor dissatisfied with Consideration of Asian paints products
- Hence majority (64%) of the dealers were neither satisfied nor dissatisfied with credit facilities offered in Asian Paints this is mainly due to the competitors credit facility days given by the rival companies
- Hence majority (49%) of the dealers were satisfied with health maintenance in Asian Paints because the companies they take pain in solving the issues immediately, if any
- Hence majority (66%) of the dealers were satisfied with transport facility offered in Asian Paints because the transportation services were prompt in time even for the upcountries and the charges are bared by the company
- Hence majority (49%) of the dealers were satisfied with promotional activities offered in Asian Paints because the promotional activities taken by the companies were supportive in nature.
- Hence majority (36%) of the dealers were highly satisfied with complements for performance offered in Asian Paints because the gift settlement procedure in the companies is systematic and prompt in time
- Hence Asian Paints ranked first with regard to quality among the dealers.
- Hence Asian Paints ranked first (1.88) with regard to price closely followed by ICI (2.0) followed by Nerolac (2.86) closely followed by Berger (2.88).
- Hence because of quality along with reasonable price for the prescribed quality, Asian Paints is preferred among the customers.

- Hence the company mostly prefers TV as the media for its products advertisement for wide reach for the brand.
- Hence Asian Paints ranked first (1.03) with regard to sales

CHAPTER V
FINDINGS, SUGGESTIONS AND
CONCLUSIONS

5.2 RECOMMENDATIONS

Suggestions are listed below

- The company should expand the dealer network even more to stand healthy in the market with the upcoming International competitions like SHERWIN WILLIAMS
- They should mainly focus on the promotional activities on a focused luxury segment products to establish their brand
- The company should try to satisfy the dealers expectation (Reg. CREDIT DAYS) through some other ways
- The company should take pain in educating the dealer about the products and the features in the product at the time of commercializing in the market
- The company should harvest confidence in the dealers mind by making them to undergo for a training program as the company persons undergo because they are the face of the ASIAN PAINTS in the market next to the company sales person
- Dealers category range can be minimized to a certain extent so that they can easily prosper at heights
- Exclusive dealers get a 0.5% on their annual sales, so that percentage commission has to be increased.
- The company should adopt new techniques from the manufacturing side to bring customer dreams come true in colours & designs to stand No.1 in the market
- The dealers are more satisfied on the aspect of the quality,So the management should strictly follow the existing practice in quality.

5.3 CONCLUSION

This project was done in ASIAN PAINTS LTD., to examine dealers' perception and it mainly proved the organization and dealers that how important the dealers are because now a days in this retail world most of the competitive companies are having a tie up with some retail mall in exhibiting and selling the product, but ASIAN PAINTS still they believe on their dealers as their backbone. In turn the company has understood about the dealers perception, satisfaction and their expectation level with regard to the company. Herewith the company should make some possibilities to cater to the needs of the dealers of ASIAN PAINTS LTD

ANNEXURE

QUESTIONNAIRE

1. PERSONAL DATA

• Dealer's Name :

• Age

<25

26-35

36-45

>45

• Experience

<5 years

6-10 years

11-15 years

>15 years

2. What do you feel about the price factor of ASIAN PAINTS products?

a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

3. What do you feel about the Quality of ASIAN PAINTS products?

a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

4. What do you feel about the Lead time of ASIAN PAINTS products?

a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e. highly dissatisfied

5. What do you feel about the Information flow of ASIAN PAINTS products?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly dissatisfied

6. What do you feel about the Product movement of ASIAN PAINTS ?

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly dissatisfied

7. What do you feel about the Recognition of ASIAN PAINTS products from the customers
- a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
8. What do you feel about the Extra benefits of ASIAN PAINTS products?
- a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
9. What do you feel about the Brand awareness of ASIAN PAINTS products?
- a. Highly satisfied b. satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
10. What do you feel about the Consideration of ASIAN PAINTS products ?
- a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
11. Are you satisfied with the credit facilities offered in ASIAN PAINTS products ?
- a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
12. Are you satisfied with the dealer health maintenance in ASIAN PAINTS ?
- a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e Highly dissatisfied
13. Are you satisfied with the Promotional activities offered in ASIAN PAINTS ?
- a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e Highly dissatisfied

14 Are you satisfied with the Complements for performance offered in ASIAN PAINTS

a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e Highly dissatisfied

15. Rank the following brands according to following factors?

S.No	Factors Brands	Quality	Price	Sales
1	Asian paints			
2	ICI			
3	Nerolac			
4	Berger			

16. Rank the factors that influence the customers to buy ASIAN PAINTS LTD?

S.No	Factors	Ranks
1	Price	
2	Quality	
3	Availability	
4	Promotional tools	
5	Sales	

17. Rank the Advertising media mostly used by the company in your area?

S.No	Medias	Ranks
1	Television	
2	Radio / FM	
3	News Papers	
4	Hoardings , Wall paintings	

18. Does the company recognize your suggestions?

- a. yes b. no

19 . Any other relevant information which you wish to offer for the study?

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