

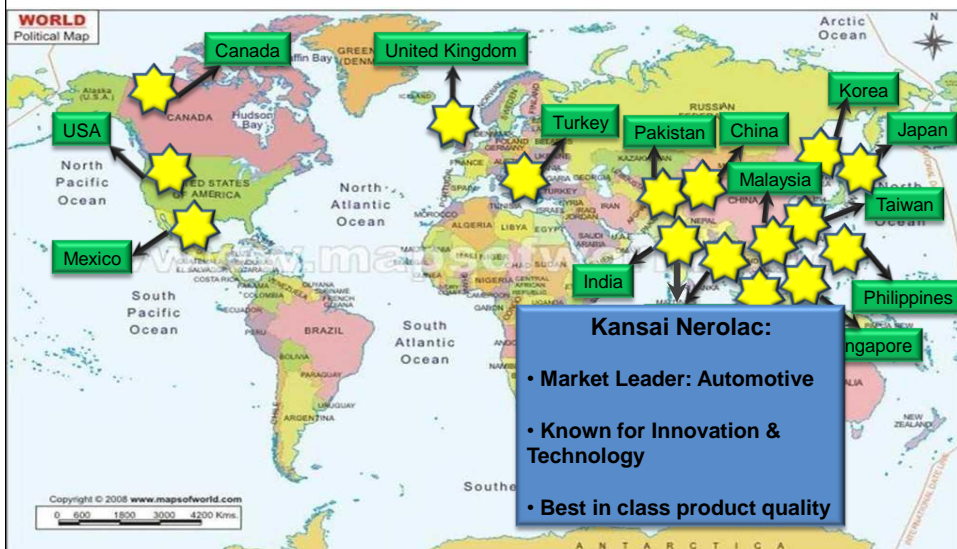


KANSAI NEROLAC

Transforming Lives...

Yatnesh Pandey

Kansai Paints world presence



NEROLAC ON...

- 6 out of every 10 Passenger Cars
- 7 out of every 10 Premium Cars
- 7 out of every 10 Utility Vehicles



SO AS FOR HOMES!

- 7 out of every 10 Scooters
- 7 out of every 10 Motorcycles



Inclusive Growth



Business

Earnings



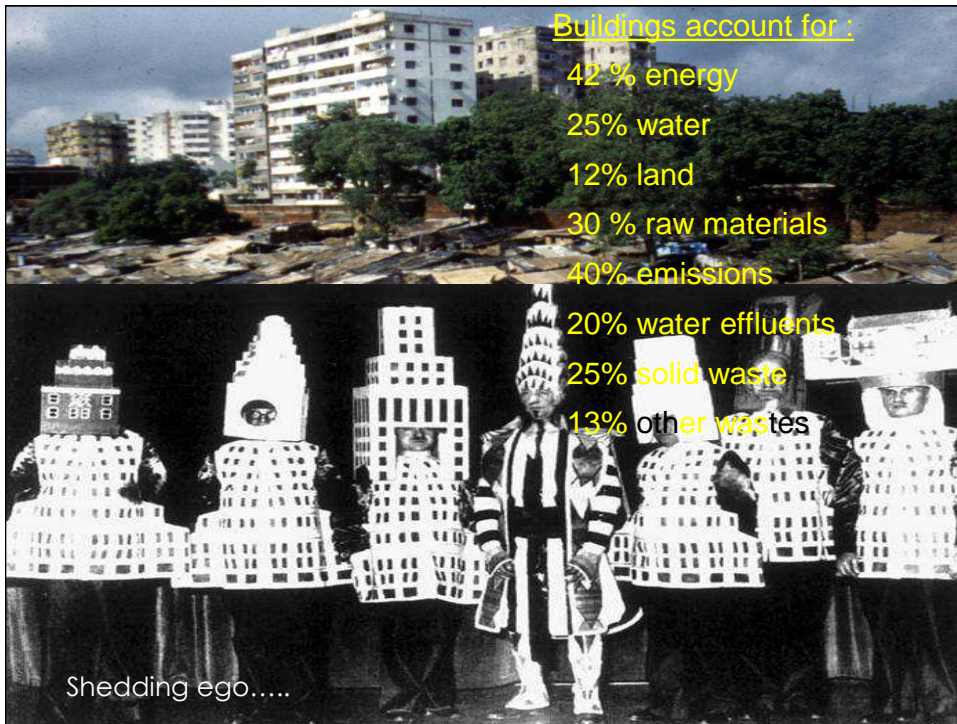
Growth



Society

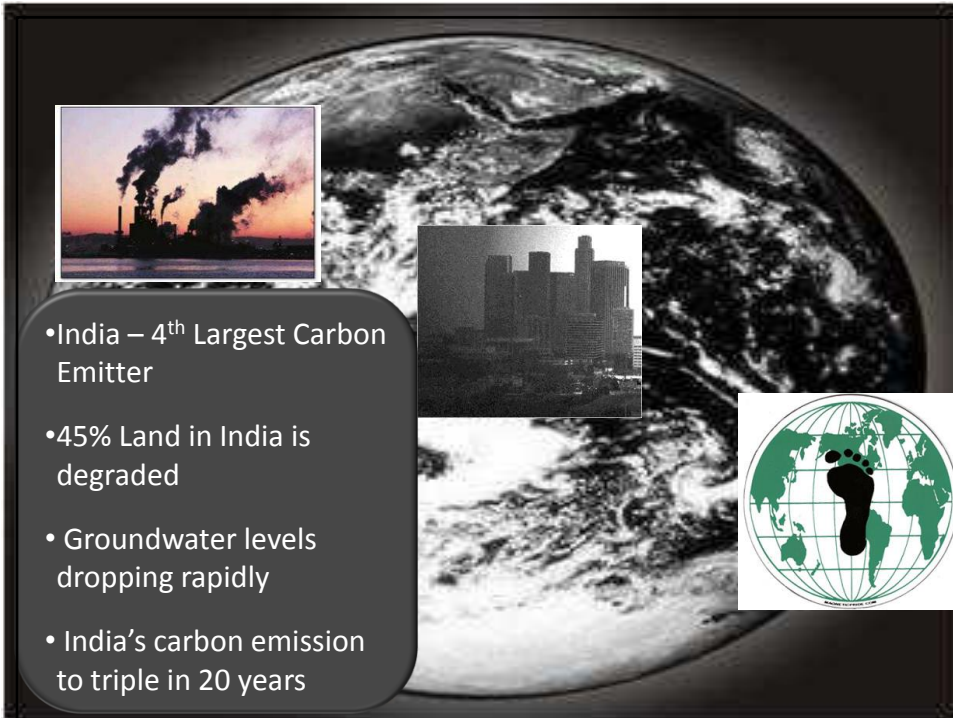
Betterment
Upliftment





Headlines..





- India – 4th Largest Carbon Emitter
- 45% Land in India is degraded
- Groundwater levels dropping rapidly
- India's carbon emission to triple in 20 years



**To address the growing environment
concerns...**





Rag picker goes to Rio to teach Latinos green lesson

RECYCLE REFUSE Sushila Sable also helps an initiative to train rag pickers on recycling, selling waste

Ikshil M Ghanekar
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MUMBAI: After rummaging through the city's waste for 20 years to earn a living, Sushila Sable, a member of Alliance of Indian Waste-pickers (AIW), has seen to the other end of the waste management pyramid. The 45-year-old grandmother is spearheading a 'zero waste movement' comprising 3,000 women rag pickers, primarily raising them in segregation and recycling of waste. She was also the lone former rag picker to represent India at last month's Rio +20 United Nations conference on Sustainable Development, held in Brazil from June 20-22.

At Rio de Janeiro, Sable addressed a crowd of rag pickers from Brazil, Chile, Argentina and Peru at the Global Alliance of Waste-pickers conference. She spoke on a model for recycling wet waste, devised by the Stree Mukti Sanghatana (SMS), a non-profit she works for. Sable was surprised to learn that Latin American countries incinerated their waste rather than segregating it.



Sable was the only rag picker to represent India at the Rio +20 UN conference on sustainable development. **PARUL K. SURESH**

THE 'ZERO WASTE MOVEMENT'

Sushila Sable, 45, is at the head of a 'zero waste movement' - training 3,000 women rag pickers in segregating and recycling waste. Sable's movement is run by the Pansar Bhagiri Vikas Sangh (PBVS), a trust set up in 2004 by SMS. The trust trains rag pickers to open bank accounts, teaches them about per-

sonal hygiene, how to sell their waste and how to recycle garbage.

A former rag picker, she represented India at the Rio +20 United Nations conference on sustainable development, held in Brazil from June 20-22.

At the conference, Sable addressed a gathering of rag pickers from the countries of Brazil,

Chile, Argentina and Peru at the Global Alliance of waste pickers conference. She spoke on a model for recycling wet waste, devised by the Stree Mukti Sanghatana (SMS), a non-profit she works for. Sable was surprised to learn that Latin American countries incinerated their waste rather than segregating it.

Earlier, I used to feel like a part of the garbage that I used to sift through. But people at Stree Mukti Sanghatana made me realise how waste-picking is integral to a sustainable environment.

SUSHILA SABLE, a member of SMS

countries," said Sable.

The movement, helmed by Sable, is run by Pansar Bhagiri Vikas Sangh (PBVS), a trust set up in 2004 by SMS under the community development society program of the

importantly, recycling. They also help rag pickers form independent co-operatives to take up waste management contracts.

"Earlier, I used to feel like a part of the garbage that I used to sift through. But people at

Currently, the organisation is running eight biogas plants, which burn wet waste. The biogas is used in the kitchens of educational institutes and hospitals to cook food. According to Jyoti

Since biogas as a concept is not common in Latin American countries where waste incineration is the norm, many organisations showed interest in visiting our biogas facilities in Mumbai," said Bhagatkar.

NEROLAC RESPONSE...



Lead Free Paints !



Entire Water based Range – LOW VOC and Lead Free !!



Eco Clean – Low VOC – No Smell

Leading the Industry to make paints safer and healthier !

Global VOC Scenario

Worldwide – Companies **FORCED** to reduce.

India – NEROLAC doing it **PROACTIVELY** !

Markets	Regulatory Standards for VOC	Current Operational Standards	Leading organized brands are below regulatory standards and are setting the benchmarks for lowering VOC levels in the near future
America	California: <50 g/l	<50 g/l	
	Rest of America: <100 g/l	<50 g/l	
W. Europe	<75 g/l currently	<50 g/l	
	<30 g/l from 2010	<50 g/l	
China	<100 g/l	<75 g/l	
S E Asia	<75 g/l currently	<70 g/l	
	<30 g/l from 2010	<70 g/l	
INDIA	No set norms	< 30 g/l	



The Green Wave : Globally, growing concern for the environment forced brands to go 'green'



Low VOC Paints BUT are they best on performance ??



The Pioneer



Ultra Luxury Emulsion

The MOST REFINED paint in the market !!

Eco-Clean



Eco-Clean – More Important

NEROLAC

Low VOC

No unhealthy emissions

No Smell

No Health hazards

And Also..

NEROLAC

Excel Total:

LOW VOC.

HEAT GUARD.

Premium Finishes

NEROLAC

Impressions 24 carat:

- Superior Stain Resistance
- Superior Sheen
- Good opacity
- Good washability

STAINED SURFACE

AFTER WASHING

Excel Total:

- Superior Water Repellency
- High Sheen
- Higher Coverage

Competition Excel Total Competition

Superior Dirt Resistance

NEROLAC

Competition U Excel Total Competition M

Competition U Impressions Excel Total Competition M



'ECO CLEAN' RELEVANCE – CONSUMER

Pungent Paint Odour results in

- Headaches
- Nausea
- Dizziness
- Eye, throat and lung infection



'No Odour' after painting .

- No health worries
- No inconvenience
- No room freshener sprays
- No compulsions to keep windows open
- No more people avoiding your home



'ECO CLEAN' RELEVANCE – PAINTER

**Most painters fear for their health
and ability to work after 40 !**

Painters who are more exposed:

- Asthma
- Cancer
- Skin diseases



**For Painters: It's the paint that cares for
their health**

- So:
 - No high health risks/worries
 - No using uncomfortable masks
 - No complaining homeowners



'ECO CLEAN' RELEVANCE – ARCHITECT

- Same old specifications
- No international standard
- Worry that what is recommended can cause harm
- Health scare for workers



- It's the category of the future
- **Green/LEED buildings** gaining ground
- Something **New and Global**
 - No living with the worry – what you recommend could cause harm
 - No harm caused to the environment

Green Certifications

- PRA
- Green Seal
- GS11
- LEED





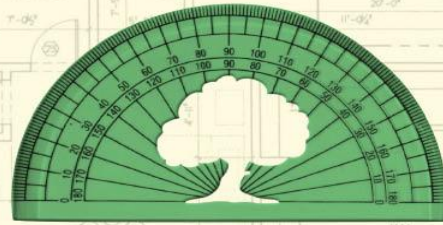
Nerolac Backing...



 earth matters
We are now on 
JOIN US

Earth Matters is an initiative that attempts to address the widespread and misleading quantitative interpretation of the term 'sustainability'. To focus is to highlight multi-faceted aspects of sustainable designs and thoughts through a diverse range of ideas and works. The initiative was put into motion by NEROLAC primarily to de-lineate the misused and at-times abused idea behind the word 'Sustainability' looking at the concept in a pragmatic way. The 'Earth Matters' initiative brings out the need for change in attitude that architects and engineers need to imbibe to act towards environmentally responsible design.

NEROLAC
ARCH
EDGE



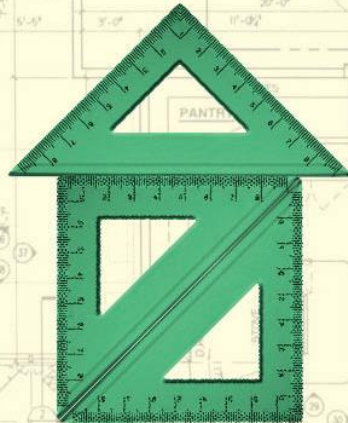
OPEN
A VOC
SAVINGS ACCOUNT
FOR SUSTAINABLE RETURNS.

Presenting

NEROLAC
ARCH
EDGE

A program designed for you and built on the foundations of sustainability. Nerolac Paints have always been eco-friendly and with low VOC, we are now home-friendly and health-friendly. To grow your account, invest in Green Building Practices. The more you invest, the higher the returns.

NEROLAC



WHILE EVERYBODY TALKS
ABOUT SUSTAINABILITY,
LET'S GO AHEAD AND BUILD

A
SUSTAINABLE FUTURE
TOGETHER.

Thanks !