



 The top left of the slide features a photograph of a man and a woman in business attire looking upwards. To their right is a small image of a child's face with a sun and wind turbines in the background. The central text reads:

**A MARKET LEADER IN AUTOMOTIVE
INDUSTRY
KNOWN FOR INNOVATION AND TECHNOLOGY
BEST IN CLASS PRODUCT QUALITY**

 The bottom left corner has a green recycling symbol on a leaf. The bottom center shows a hand pointing at a screen with the word 'innovation' and a world map. The bottom right corner features a row of chess pawns and the Kansai Nerolac logo with the tagline 'HEALTHY HOME PAINTS'.


A low-angle shot of a modern skyscraper with a glass facade, reaching towards a cloudy sky. In the foreground, two hands are shaking in a firm grip, symbolizing a partnership or agreement. The hands are wearing white shirts with dark sleeves.

WE BELIEVE

IN AN INCLUSIVE APPROACH

GROWTH EARNINGS SUSTAINABILITY

BACKED WITH
BETTERMENT
UPLIFTMENT

 **NEROLAC**
HEALTHY HOME PAINTS

GROWING ENVIRONMENT CONCERNS



TOXIC FUMES RELEASED INSIDE HOUSES
IS MUCH HIGHER THAN OUTDOORS & MOST TIME IS SPENT IN THE INDOORS

NEROLAC
HEALTHY HOME PAINTS

INDOOR AIR POLLUTION

1.3 million people in India die because of indoor air pollution every year, says a WHO study

About 27.5 % of under-five mortality is because of indoor air pollution, says a TERI study

Average indoor air pollution in India is 375 unit grams in cubic meter of air

The WHO norm is 20 unit grams in cubic meter of air

India does not have a norm for indoor air pollution



NEROLAC
HEALTHY HOME PAINTS



Up to 25% heat loss through the roof

Up to 35% heat loss through un-insulated walls

10%

15%

35%




What's the VOC in the paint doing...

To earth

- Responsible for the production of half of the greenhouse gases in the atmosphere
- Accounts for:
 - One-sixth of world's fresh water withdrawals
 - One quarter of its wood Harvest
 - Two fifths of its material and energy flows

To your client

- Kidney damage due to prolonged exposure to the VOC
- Severe headache
- Severe sneezing
- Throat irritation
- Chronic ailments for children



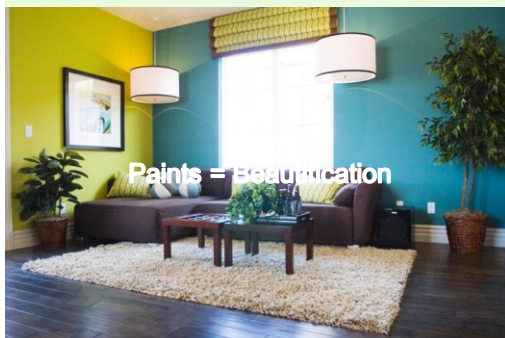
Markets	Regulatory Standards for VOC	Current Operational Standards	Leading organized brands are below regulatory standards and are setting the benchmarks for lowering VOC levels in the near future
America	California: <50 g/l	<50 g/l	
	Rest of America: <100 g/l	<50 g/l	
W. Europe	<75 g/l currently	<50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



NEROLAC
HEALTHY HOME PAINTS

Our Belief

Paints can do much more than beautify !
They can actually change our living environment !



NEROLAC
HEALTHY HOME PAINTS

NEROLAC CONTINUES TO PAINT A GREENER TOMORROW



Lead Free Paints



**Entire Water based Range
LOW VOC and Lead Free**



**NO VOC
Premium emulsion
paints**



IMPACT ON PAINT

Heat	<ul style="list-style-type: none"> • Reduces color after few years • Tough in application as paint thickens • Temperature inside becomes hotter if the absorption capacity is poor • Cracks on walls
Cooling	<ul style="list-style-type: none"> • Poor adhesion • Mildew growth • Poor exterior durability
Moisture	<ul style="list-style-type: none"> • Encourages growth of fungal and algae resulting in growth on walls • Captures the breathing bubbles yielding to papdi formation • Blister formation and poor adhesion
Humidity	<ul style="list-style-type: none"> • Causes cracking and peeling of paints • Drying time is affected • Durability of paint affected

OUR Technological Solutions







THE GREEN CERTIFICATIONS








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.

