A MARKET LEADER IN AUTOMOTIVE INDUSTRY
KNOWN FOR INNOVATION AND TECHNOLOGY
BEST IN CLASS PRODUCT QUALITY
WE BELIEVE IN AN INCLUSIVE APPROACH

GROWTH
EARNINGS
SUSTAINABILITY
BACKED WITH BETTERMENT UPLIFMENT
GROWING ENVIRONMENT CONCERNS

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

INDOOR AIR POLLUTION

<table>
<thead>
<tr>
<th>Details</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3 million people in India die because of indoor air pollution every year, says a WHO study</td>
<td></td>
</tr>
<tr>
<td>About 27.5 % of under-five mortality is because of indoor air pollution, says a TERI study</td>
<td></td>
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<tr>
<td>Average indoor air pollution in India is 375 unit grams in cubic meter of air</td>
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<tr>
<td>The WHO norm is 20 unit grams in cubic meter of air</td>
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<tr>
<td>India does not have a norm for indoor air pollution</td>
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</tr>
</tbody>
</table>
### What’s the VOC in the paint doing...

<table>
<thead>
<tr>
<th><strong>To earth</strong></th>
<th><strong>To your client</strong></th>
</tr>
</thead>
</table>
| • 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  | • Kidney damage due to prolonged exposure to the VOC  
• Severe headache  
• Severe sneezing  
• Throat irritation  
• Chronic ailments for children |
COUNTRIES ACROSS THE WORLD ARE SETTING THE BENCHMARKS FOR LOWERING VOC LEVELS IN THE NEAR FUTURE

AMERICA, WESTERN EUROPE, CHINA, SOUTH EAST ASIA

INDIA IS YET TO SET NORMS FOR VOC BENCHMARK

<table>
<thead>
<tr>
<th>Markets</th>
<th>Regulatory Standards for VOC</th>
<th>Current Operational Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>America</td>
<td>California: &lt;50 g/l</td>
<td>&lt;50 g/l</td>
</tr>
<tr>
<td></td>
<td>Rest of America: &lt;100 g/l</td>
<td>&lt;50 g/l</td>
</tr>
<tr>
<td>W. Europe</td>
<td>&lt;75 g/l currently</td>
<td>&lt;50 g/l</td>
</tr>
<tr>
<td></td>
<td>&lt;30 g/l from 2010</td>
<td>&lt;50 g/l</td>
</tr>
<tr>
<td>China</td>
<td>&lt;100 g/l</td>
<td>&lt;75 g/l</td>
</tr>
<tr>
<td>S E Asia</td>
<td>&lt;75 g/l currently</td>
<td>&lt;70 g/l</td>
</tr>
<tr>
<td></td>
<td>&lt;30 g/l from 2010</td>
<td>&lt;30 g/l</td>
</tr>
<tr>
<td>INDIA</td>
<td>No set norms</td>
<td>&lt; 30 g/l</td>
</tr>
</tbody>
</table>

Leading organized brands are below regulatory standards and are setting the benchmarks for lowering VOC levels in the near future.

Our Belief
Paints can do much more than beautify! They can actually change our living environment!
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**
  - 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**
  - Poor adhesion
  - Mildew growth
  - Poor exterior durability

- **Moisture**
  - 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**
  - Causes cracking and peeling of paints
  - Drying time is affected
  - Durability of paint affected
OUR Technological Solutions

No VOC
No Odour
Smooth Finish
Antibacterial properties
High Sheen
NO VOC

High Sheen

Heat Guard technology

NO Odour

Resistance to Peeling & Cracking

All Weather protection

THE GREEN CERTIFICATIONS

GREEN SEAL CERTIFIED

LEED

GS11

GRIHA

NEROLAC

HEALTHY HOME PAINTS
OUR EFFORT EXTENDS TO BUILD A LARGER AND ACTIVE CONSCIOUSNESS TOWARDS BUILDING AND MAINTAINING GREENER & SUSTAINABLE PRACTICES IN ARCHITECTURE

AN INITIATIVE ATTEMPTED TO BUILD A PLATFORM FOR CONVERSING WITH PROFESSIONALS LIKE ARCHITECTS AND INTERIOR DESIGNERS…

PRESENTING…
BE A PART OF US TO WALK ON SUSTAINABILITY PATH TOGETHER…