



NEROLAC

Colours that Care





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Kansai Paint Co. Ltd. is a prominent Japanese paint and coatings company headquartered in Osaka. With a history dating back to its establishment in 1918, Kansai Paint has grown to become one of the world's leading paint manufacturers. The company specializes in the production of automotive, industrial, and decorative coatings, catering to a wide range of industries and consumer needs.

As a testament to its global reach and market presence, Kansai Paint operates in over 80 countries worldwide. It is one of the world's top eight paint manufacturers and among the top 5 global automotive paint companies. Over the years, the company has pursued an aggressive strategy of globalization, actively expanding its business activities through various mergers and acquisitions as well as greenfield initiatives. This approach has allowed Kansai Paint to establish a strong foothold in key international markets and solidify its position as one of the top players in the global paint industry.

In terms of financial performance, Kansai Paint has demonstrated substantial growth and success. As of January 1, 2020, the company reported a gross sale exceeding 3.9 billion USD, showcasing its robust revenue stream. Moreover, Kansai Paint boasted a market capitalization of 5.01 billion USD, illustrating its significant market value and investor confidence.

With a strong global presence, a solid financial standing, and a commitment to innovation, Kansai Paint Co. Ltd. has firmly established itself as a leading player in the paint and coatings industry. Through its comprehensive range of products and solutions, the company continues to shape the future of the industry while meeting the diverse needs of customers worldwide.

THE COMPANY HAS MORE THAN 150
SUBSIDIARIES AND AFFILIATES ACROSS
THE GLOBE.

STRENGTHS OF KANSAI PAINT CO. LTD.



GLOBAL
CAPABILITIES



TECHNICAL
CAPABILITIES



DIVERSITY

KANSAI NEROLAC PAINTS (BANGLADESH) LIMITED

Kansai Nerolac Paints (Bangladesh) Limited is a subsidiary of Kansai Paint, Japan.

About brand "Nerolac"

Kansai Paint Co. Ltd, strategically operates under different names across various continents, aiming to acquire the most prominent brands in each region. In Europe, the company is recognized as HELIOS, while in Africa, it goes by the name PLASCON. In a similar manner, Kansai Paints made a significant move in the South Asian market by acquiring majority stakes of the Tata Forbes Group in 1999. As a result, the company established itself as Kansai Nerolac in this region, leveraging the popularity and reputation of the renowned Nerolac brand. It goes without saying, Nerolac also stands as one of the most trusted brands in this industry.

Kansai Nerolac Paints (Bangladesh) Ltd entered in the Bangladeshi market in 2018, and since then, it has rapidly gained popularity and emerged as the highest growing company in the country's paint industry. The brand's commitment to maintaining superior product quality, coupled with its focus on innovation.

In a short span of time, Kansai Nerolac Paints (Bangladesh) Ltd has not only captured the attention of consumers but has also made significant contributions to some of the country's prestigious ventures like the Dhaka Metro Rail project, Padma Rail Link, Airport Extension Project, and the Rooppur Nuclear Power Plant. Kansai Nerolac Paints (Bangladesh) Ltd is poised to continue its remarkable growth and contribute to the development of Bangladesh's infrastructure and aesthetics for years to come.



OUR PURPOSE

Create environments for a healthy and beautiful future

OUR VISION

We design solutions that protect, inspire and touch lives everyday

A century of legacy and glory is what defines us as Kansai Nerolac.

Our focus on 'care' for our customers has led us to be a technologically superior, socially responsible and an organisation of repute.

We've made sure to be present in lives of our customers in more ways than one. From connecting people, protecting and maintaining the mighty bridges and dams to ushering in an era of healthy home paints with low VOC and no heavy metals, bringing beauty and durability to not just walls but also vehicles, home appliances, furniture and more, there's a little bit of Nerolac in everyone's lives.

We look ahead with a renewed zeal to spark positive change among customers with 'care' as our core promise.



Core Values



Integrity



Customer Focus



Accountability



Respect



Entrepreneurial Mindset



Innovation



OUR SWIRL

The 'Swirl' is an integral part of our identity and a living manifestation of the care that we offer in an ever-changing world. It encompasses all that we are – innovative, inventive, agile and of course, caring. A constant endeavour to create an environment of 'care' at all levels matters the most and we take pride in being **'Colours that Care'**.



NEROLAC EXPERIENCE LAB

The Nerolac Experience Lab is located at our head office in Mumbai. It is the living manifestation of our belief in creating solutions that care.

It is our prized jewel - an environment where we invite employees, partners and customers to immerse into our world of offerings. We showcase our rich legacy. We showcase how we are part of every Indian's life.

The Nerolac Experience Lab is a first-hand experience of the renaissance in the world of colour and coatings that we are ushering in.

OUR BUSINESSES



NEROLAC ALL AROUND



UNIQUE & INNOVATIVE PRODUCTS

We are constantly adding to our portfolio in lines with the evolving needs of customers across segments

DECORATIVE OFFERINGS

Our product proposition is designed to cater to the evolving needs of customers in the key segments of Decorative.



EXCEL TOTAL



EXCEL MICA MARBLE



EXCEL WEATHER DEFENCE FORMULA



IMPRESSIONS ULTRA HD - SILK EMULSION



BEAUTY GOLD - ACRYLIC PLASTIC EMULSION



IMPRESSIONS METALLIC FINISH



NEROLAC SYNTHETIC ENAMEL

WATERPROOFING



PERMA NODAMP



PERMA SUPER 2K



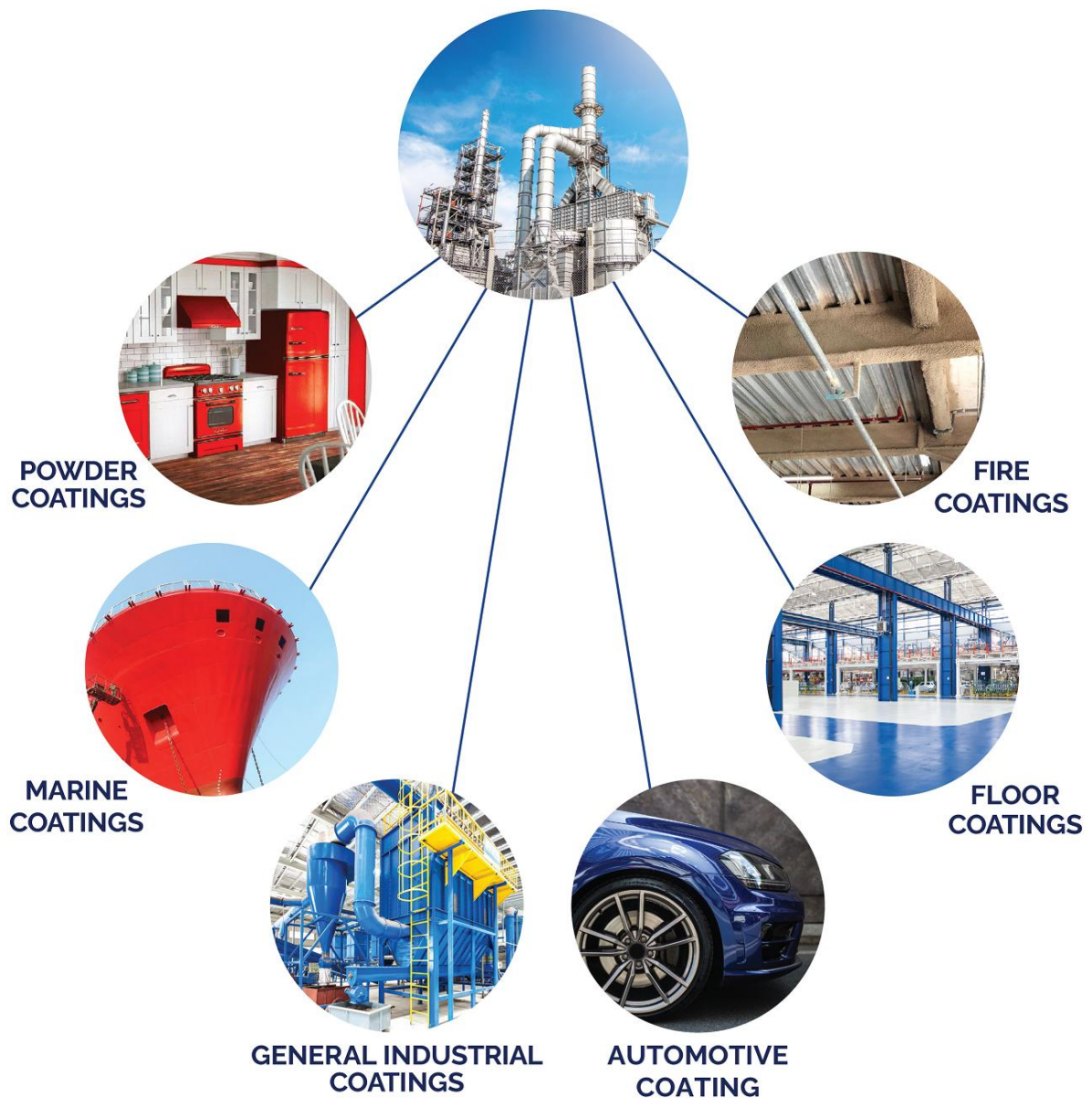
PERMA CEMENT +



PERMA WATERPROOF POLYMER

Key products shown, for full range visit our website www.nerolacbd.com

PROTECTIVE COATINGS



Technology from:



RENOWNED GLOBAL PROJECTS

Tokyo Tower

Kansai Paint, a renowned name in the world of high-performance coatings, takes immense pride in its contribution to the iconic Tokyo Tower. As an integral part of this landmark structure, Kansai Paint has played a crucial role in adding vibrance and beauty to the tower's appearance. The tower's white and international orange colors, meticulously chosen to comply with air safety regulations, have been flawlessly executed using Kansai Paint's high-performance coatings.

Multistoried business centers in Dubai

Dubai, known for its grand architectural achievements, is home to numerous multistoried business centers that epitomize the city's ambition and innovation, Kansai Paint has emerged as a prime coating partner for the emirate's multistoried business centers.

Hilton Hotels

Kansai Paint has proudly partnered with Hilton Hotels, the renowned flagship brand of the American multinational hospitality company Hilton. With a presence in 94 countries and territories across six continents. Kansai Paint's involvement as a prime coating partner for Hilton Hotels is a testament to its commitment to delivering top-quality decorative, high-performance, and floor coatings.





RENOWNED LOCAL PROJECTS

Dhaka Metro Rail

Dhaka Metro Rail is an approved mass rapid transit system under construction in Dhaka, the capital and the busiest city of Bangladesh. As a renowned manufacturer of high-performance coatings, KNPBL's products have been exclusively used in the steel structure of all the stations, ensuring a durable and aesthetically pleasing finish.

The selection of KNPBL's coating was a result of rigorous quality control and evaluation by the Metrorail authorities, with the involvement of the esteemed Professor Late Jamil Reza Chowdhury Sir in the nomination committee. With their advanced Japanese technology and a dedicated technical team, KNPBL has maintained round-the-clock monitoring to ensure the quality of the paint throughout the project.



Runner Automobile

The first ever three-wheeler Made in Bangladesh by Runner Automobiles Limited, has been painted and protected from corrosion by Paints and Coatings supplied by Kansai Nerolac Paints. Runner Automobiles PLC manufactured these three wheelers at its plant located at Bhaluka, Mymensingh. The technical team of Kansai Nerolac was engaged continuously to maintain the paint quality throughout the project.





Hazrat Shahjalal International Airport Terminal 3

KNPBL has made a significant contribution to the construction of the third terminal at Hazrat Shahjalal International Airport, which aims to meet future air transportation demands and ensure international safety, security, and facilitation standards. As the majority supplier of floor coatings for this mega project we played a vital role in elevating the terminal's functionality and durability.



Matarbari Power Plant

Matarbari Power Plant set an ambitious goal of constructing a 1,200-megawatt coal-fired power station in Maheshkhali Upazila of Cox's Bazar District, the consortium consisting of Sumitomo, Toshiba, and IHI took charge of implementing this massive project. Recognizing the significance of stability and protection within a difficult industrial environment, the task of providing top-notch coatings for the power plant was placed in the capable hands of KNPBL.

Manabay Waterpark

Mana Bay Waterpark, one of the largest waterparks in South Asia. As the exclusive provider of waterproofing, decorative, and industrial coatings for the park, Kansai Nerolac Paints has enhanced the beauty and strength of the structures within the park. Their expertise and commitment to quality have undoubtedly added an extra dimension to the overall ambiance of Mana Bay Waterpark.



MV Manami

MV Manami, the leading river vessel in Bangladesh proudly showcases the exclusive use of Kansai Nerolac Paints, demonstrating their commitment to excellence and durability. The superior quality marine coating applied by Kansai Nerolac Paints not only enhances the visual appeal of the vessel but also provides long-lasting protection against the challenging marine environment.



BRAC University

KNPBL has made significant contributions to the construction of the sustainable green campus of BRAC University in Merul Badda, Dhaka. This building has 13 floors and a total area of 157,935 sq. meters. As a majority coating partner we provide decorative, floor, fire protection, and high-performance coatings.



Bhasanchar

Kansai Nerolac Paints (Bangladesh) Ltd has made a significant contribution to the coloring of the steel structures on Bhasan Char, the island in Hatiya Upazila, Bangladesh. With the government's plan to relocate Rohingya refugees from the mainland camps of Cox's Bazar. KNPBL played a vital role in this endeavor by exclusively providing their high-quality paints for the cyclone center steel structures, covering an impressive area of 3.2 lac square feet.

Ghorashal Fertilizer Factory

Ghorasal Fertilizer Factory in Narsingdi, which is set to become the largest fertilizer factory in the country. The collaboration between Mitsubishi Heavy Industries Limited (MHI) and China National Chemical Engineering No 7 Construction Co Ltd (CC-7) in constructing the factory has been fortified by Kansai Nerolac Paints' advanced coating solutions. With their vast experience in providing top-quality coatings, KNPBL has ensured that the surfaces of the fertilizer factory are shielded against corrosion, extreme weather conditions, and other environmental factors that could potentially impact its performance.

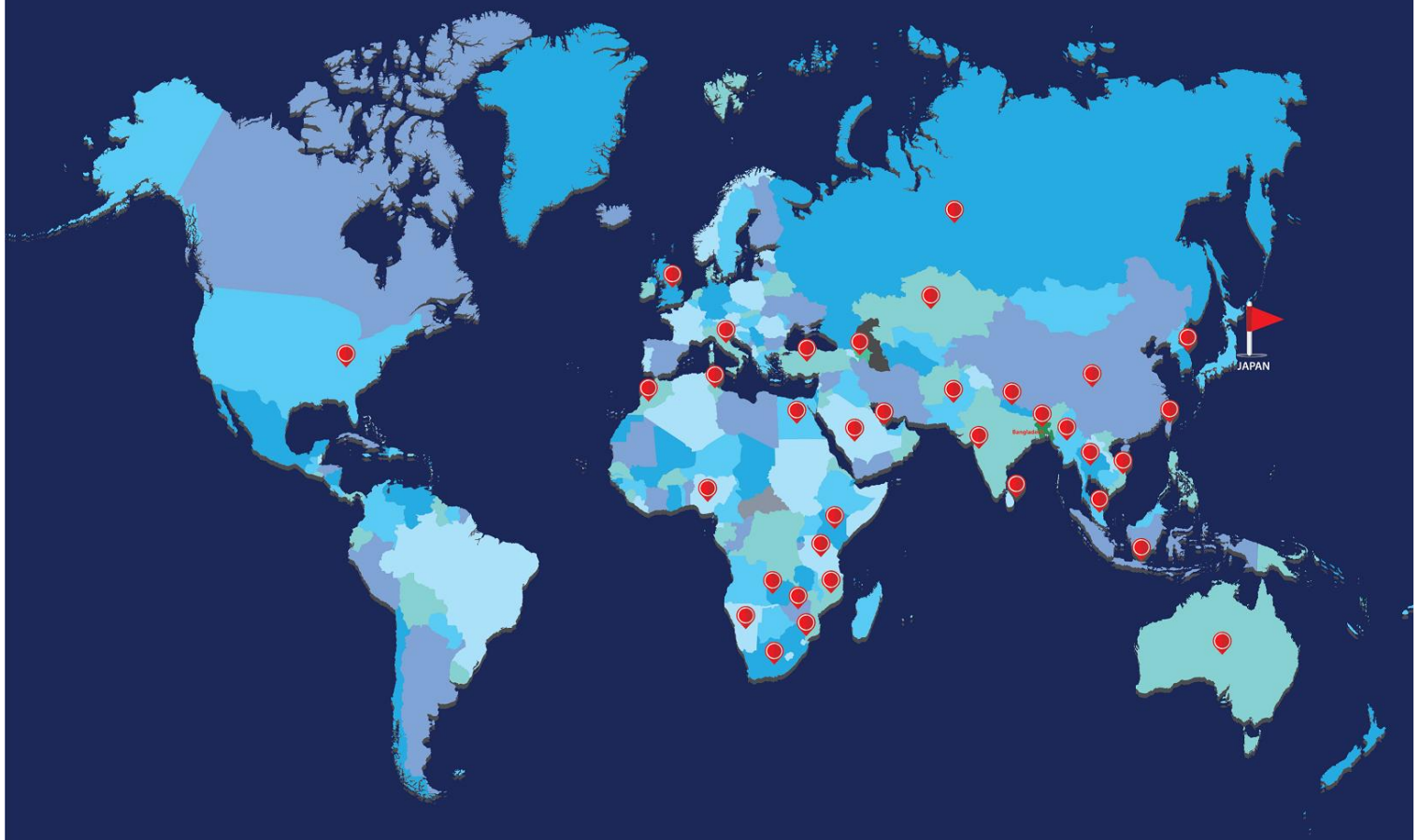


Padma Rail Link Project

Kansai Nerolac Paints (Bangladesh) Ltd has played a significant role in adding vibrant colors and a touch of elegance to the railway stations along the Padma Bridge Rail Link project.

With our high-quality paints and innovative solutions, we have transformed these stations into visually pleasing spaces. The use of Kansai Nerolac Paints' products ensures not only visually striking stations but also durability and protection against extreme weather.

OUR GLOBAL PRESENCE



Kansai Nerolac Paints (Bangladesh) Limited

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/nerolacbd



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