

A PROFILE OF THE INDIAN PAINT INDUSTRY 2ND EDITION

Publication: April 2005

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Hundreds of billions of rupees in infrastructure investment, over 60% of the population aged under 30, falling interest rates, rising consumer markets growing at double-digit percentages and the promise of a strong manufacturing base for exports – the list of attractions for a coatings presence in India is by no means short.

The above are just some of the findings of IRL's new and second *Profile of the Indian Paint Industry* which provides up-to-date statistics and information on the following:

- Availability of paint raw materials
- Paint production
- Paint imports and exports
- Paint consumption and per capita use
- Market segmentation by paint type and end-use sector
- Information on paint producers
- Trends in major end-user industries
- Market forecasts and growth rates

The report also includes a five-year market forecast based on estimates of the various paint sector sizes for the year 2004 to 2009. More information on the contents of the report is given on the right.

Research for this title has included a comprehensive programme of desk and internet research, a review of all available published sources, some 50 interviews with senior industry executives across the organised and small-scale sectors and research and discussion taken from attendance at the 22nd Indian Paint Conference held in Mumbai in January 2005.

This report will serve as a valuable tool to strategic planners, business analysts and marketing managers involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

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 - Examines the development of the small-scale sector, complete with SWOT analysis of the sector
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 - Paint production summarised
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