

BLENDING INNOVATION

with Durability, Aesthetics, and Practicality

The Daily Star (TDS): How would you assess the current state of Bangladesh's paint industry, and what policy or market-level interventions are essential to unlock its next phase of growth?

Budhaditya Mukherjee (BM): Bangladesh's industry has grown

in local manufacturing, R&D, and expanding into semi-urban and rural markets.

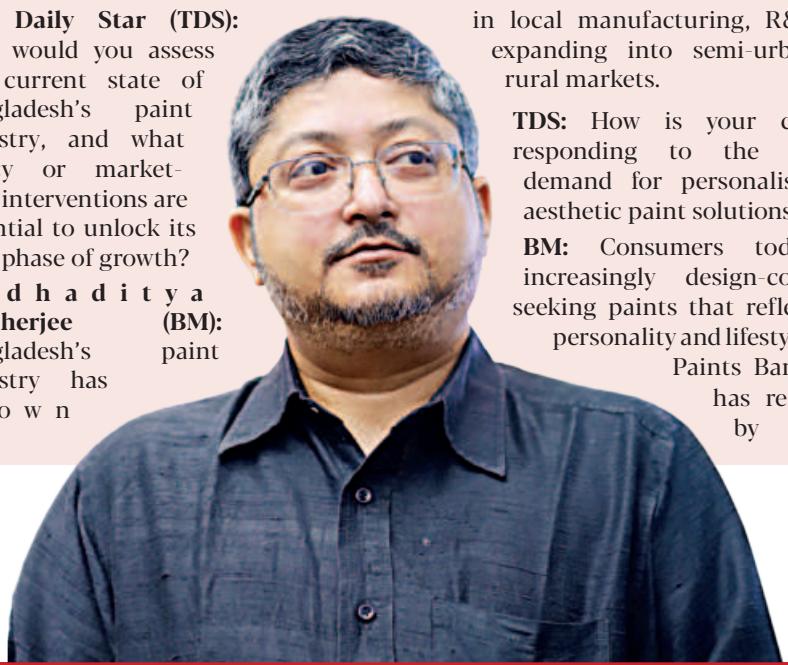
TDS: How is your company responding to the growing demand for personalised and aesthetic paint solutions?

BM: Consumers today are increasingly design-conscious, seeking paints that reflect their personality and lifestyle. Asian Paints Bangladesh has responded by offering

diverse income groups. From economy emulsions to premium finishes, the company ensures that quality is never compromised. This approach allows homeowners across the spectrum to access durable, aesthetically pleasing solutions that fit their budgets.

TDS: What key innovations is your company prioritising to maintain a competitive edge in the rapidly evolving paint and home improvement sector?

BM: Asian Paints Bangladesh has redefined the premium segment with the launch of Ultra Nonstick—the



BUDHADITYA MUKHERJEE

Regional Head, Asian Paints International Limited

steadily and is now valued at around BDT 6,000 crore, with a projected annual growth rate of 6%. This expansion is fuelled by rapid urbanisation, infrastructure development, and a rising middle class. However, the sector still faces challenges such as high dependency on imported raw materials and limited local production capacity.

To unlock further growth, the industry must focus on increasing per capita paint consumption—currently lower than that of regional peers—while also investing

curated colour palettes, textured finishes, and personalised consultation services. Through initiatives like Beautiful Homes and ColourNext, the company provides end-to-end solutions—from colour selection to execution—ensuring that customers can visualise and realise their dream spaces.

TDS: How do you balance affordability and quality for different market segments?

BM: Asian Paints Bangladesh maintains a tiered product portfolio that caters to

country's first nonstick paint—available for both interiors and exteriors. The interior variant offers Anti-Stain Polymer Technology, a 5x smoother finish, and 2x more sheen for a refined, easy-to-maintain look. The exterior version features Dirt Pick-Up Resistance and Weather Guard Technology, protecting walls from dust, algae, and harsh weather. Both come with a 5-year performance warranty, reflecting our commitment to innovation that blends durability, aesthetics, and everyday practicality.

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WHY CHOOSE ASIAN PAINTS?

1. Advanced Non-Stick Technology – Asian Paints' latest interior and exterior range features cutting-edge anti-stain and dirt-repellent technology, ensuring surfaces stay cleaner for longer with minimal maintenance.

2. Weather Guard & Self-Cleaning Exterior – Powered by UV cross-linking and DPUR technology, the exterior variant forms a durable shield that resists dirt adhesion, enables water beading, and provides long-lasting

protection against harsh weather conditions.

3. Superior Aesthetic Finish – With a soft sheen and ultra-smooth finish, the interior paint offers some of the brightest shades in the premium category.

4. Maximum Coverage & Hiding Power – Designed for efficiency, both interior and exterior variants outperform regular plastic paints by offering greater coverage and superior opacity, reducing the number of coats needed.

5. 5-Year Performance Warranty

More than colour: How to choose paint that fits your life



The smartest homes don't follow colour trends. They follow context. They consider light, air, function, and feeling. And once you begin to see paint not as decoration but as a living part of your space, you'll approach it with the respect and curiosity it deserves.

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The bedroom: A private retreat

Bedrooms demand rest, and paint choices should encourage that. Cool tones like powder blue, lavender, or warm grey promote calm. Matte or eggshell finishes create a soft, tactile quality that feels restful at the end of the day.

Rahman advises clients to avoid glossy finishes here. "Bedrooms should feel like retreats. You don't want your walls bouncing light and energy when you're trying to wind down."

For those sensitive to odours or allergens, low-VOC or VOC-free paints are a must. "A freshly painted room should feel like a fresh start—not a health risk," Alam warns.

Paint that does more

In a tropical country like Bangladesh, paint must perform under stress. High UV, heavy monsoons, and urban pollution put walls under pressure year-round.

Seraj says Aqua Paints is focusing on "elastomeric roof compounds that reflect heat and resist monsoons," while Sircar

highlights WB Solareflect, a heat-reducing exterior paint by Nippon that helps reduce energy use by minimising heat absorption.

Alam adds that premium paints are built for endurance. "They contain finer pigments, stronger binders, and additives that turn a painted surface into a performance surface. The cheapest paint often becomes the most expensive over time once you factor in repainting and maintenance."

Avoiding common paint mistakes

Experts agree that poor application ruins good paint. Skipping primers, ignoring surface preparation, testing shades under artificial light, or choosing colours based on memory are common errors.

Rahman stresses that supervision is crucial. "If your painter is choosing the paint and mixing colours from memory, you've already lost control of your project."

Alam adds, "Without proper oversight, shortcuts become standard practice—and they'll show up on your walls soon enough."

What a wall says about a home

Every wall in your home tells a story—not just to guests, but to the people who live there every day. Children touch it. Teens lean against it. We hang memories on it. And when we get it wrong, we feel it—even if we can't name the discomfort.

The smartest homes don't follow colour trends. They follow context. They consider light, air, function, and feeling. And once you begin to see paint not as decoration but as a living part of your space, you'll approach it with the respect and curiosity it deserves.

As Alam says, "Paint isn't just how your home looks—it's how it breathes, protects, and nurtures your family through every season. In Bangladesh's demanding climate, that's a decision worth mastering."

স্বাস্থ্য রঙে রাতুক স্বপ্নের বাড়ি

RAINBOW PAINTS

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