

LIFESTYLE-DRIVEN PAINT

Solutions Combining Style and Function

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?

Rajesh Sircar (RS): The paint industry in Bangladesh is growing steadily due to urbanisation, infrastructure projects, and a rising middle class investing in quality homes and commercial spaces.



as *Spotless Plus* (antiviral), *Q-Glo*, and *Easy Wash* provide beautiful, easy-to-maintain finishes. The *i Colour App* allows customers to visualise colours digitally on their own walls, enhancing personalisation. On the exterior, *Weatherbond Ultimate*, *WB Solareflect*, and *WB Dirt Shield* deliver both aesthetics and durability, including heat-reflective and self-cleaning benefits.

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

Our WPCC waterproofing range complements all tiers with solutions ranging from cost-effective to premium, ensuring waterproofing protection across all customer segments.

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

RS: Innovation lies at the heart of our strategic approach. Our *Spotless Plus* product is designed with advanced antiviral and antibacterial properties, addressing the growing demand for healthier living environments. We are committed to promoting well-being through low-VOC and

Demand for both decorative and protective coatings is expanding rapidly.

Key factors for growth include innovation in product performance (functionality, warranty, aesthetics, durability, waterproofing, eco-friendliness), skilled applicators, sustainable practices, wider distribution, and regulatory compliance to boost consumer confidence and enable export potential.

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

RS: Nippon Paint Bangladesh offers lifestyle-driven solutions that combine style and function. Premium interior options such

segments?

RS: We offer a broad portfolio catering to every budget:

- Price-sensitive customers can choose *Easy Coat* distemper and *Nippocem Cement Paint*—reliable and affordable options that offer good basic protection.
- The value-for-money segment is served by *Smart Coat*, *Sakura*, and *Samurai*—offering enhanced performance and attractive finishes at accessible prices.
- For premium buyers, products like *Spotless Plus*, *Q-Glo*, *Weatherbond Ultimate Shine*, and *WB Solareflect* deliver advanced features, durability, and beauty.

lead-safe formulations, ensuring safer indoor air quality.

For exterior applications, products such as *WB Solareflect* help reduce heat absorption, enhancing energy efficiency, while *WB Dirt Shield* offers superior resistance to dirt, keeping surfaces cleaner for an extended period.

Waterproofing innovations include *Flex 200 Fibre Pro*, *Elastex 3-in-1*, *CMFlexible 2K*, and *Salt Wash*, *Damp Proof Sealer & Putty*—all designed to address Bangladesh's climate challenges. Digital tools like the *i Colour App* and extensive painter training programmes ensure a better customer experience and improved application quality.

RAJESH SIRCAR

General Manager, Nippon Paint
Bangladesh

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WHY CHOOSE NIPPON PAINTS?

1. Durability & Weather Resistance – Nippon's flagship exterior system, *WB Basecoat + Weatherbond Ultimate Shine*, offers up to 15 years of performance warranty.

2. Heat-Reflective & Energy-Saving – With *WB Solareflect* and *Flex 200 Fibre Pro*, Nippon reduces surface temperatures by up to 5-10°C.

3. Anti-Microbial Protection – Interior paints—*Spotless Plus*, *Q-GLO*, and *Easywash*—are formulated with anti-

viral and anti-bacterial properties.

4. Anti-Dirt & Anti-Carbonation Technology – *Weatherbond Dirt Shield* features an anti-carbonation and dirt pick-up resistant formula.

5. Comprehensive Waterproofing System – Nippon's waterproofing products, featuring *hydroflex technology*, *fibre-reinforced coatings*, *cementitious barriers*, and *moisture-blocking sealers*, offer multi-layered defence against damp, cracks, leaks, and salinity.

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