LIFESTYLE-DRIVEN PAINT Solutions Combining Style and Function

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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.

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 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 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.

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 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, CM Flexible 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.

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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.