

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 paint industry has grown

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

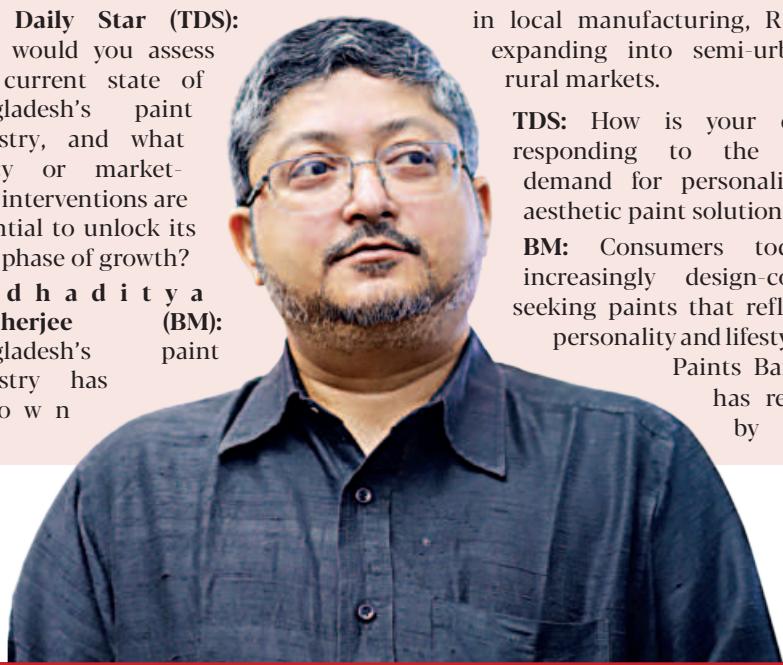
TDS: How is your company responding to the growing demand for personalised and aesthetic paint solutions?

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

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বাংলাদেশের প্রথম
ULTRA NONSTICK
পেইন্ট

রঙের নতুন যুগ

5 YEARS WARRANTY*

With ANTI STAIN POLYMERS

PEARL FINISH

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