



KSM MINHAI
Country Director
Asian Paints Bangladesh

“As Bangladesh’s top 2 largest paint company, we produce 99% of products locally. With a 93% NPS score and 1,000+ dealers, we offer global expertise through local production.”

A NEW PAINT STANDARD

Since entering the Bangladeshi market in 2002, Asian Paints has undergone a meteoric rise, solidifying its position as the country’s second-largest paint manufacturer. With a footprint spanning every district and a robust network of over 1,000 dealers, the company has transitioned from a regional entrant to a household name. Under the leadership of KSM Minhaj, Country Director of Asian Paints Bangladesh, the brand is now redefining the industry by blending global technological prowess with deep-rooted local commitment.

Asian Paints’ success in Bangladesh is anchored in its ability to leverage its status as a South Asian manufacturing giant. Operating across 15 countries with 26 manufacturing plants worldwide, the company brings a level of technical expertise that is difficult to match. However, KSM Minhaj emphasizes that their strategy is far from a “one size fits all” approach. He notes that the company’s regional dominance has helped build strong confidence among consumers, who recognize Asian Paints as a globally trusted brand.

“Our strategy in Bangladesh has always been about combining global expertise with local market needs,” Minhaj explains. This commitment to localization is evident in the company’s operations. Currently, approximately 99% of its finished goods are produced within Bangladesh, supported by state-of-the-art, fully automated manufacturing facilities in Gazipur and the National Special Economic Zone in Mirsarai. While 95% of raw materials are still imported—a common trend in the industry—the company’s heavy investment in local production infrastructure ensures supply chain reliability and quality consistency.

FROM DECORATION TO EMOTIONAL INVESTMENT

The Bangladeshi paint market is witnessing a profound psychological shift. No longer viewed as a mere functional requirement to cover walls, paint is now seen as a lifestyle



choice and an emotional investment. According to Minhaj, as the standard of living improves, homeownership has become a significant life goal, leading consumers to become more intentional about personalizing their spaces.

Minhaj observes that the modern consumer is not just buying a property; they are seeking to create a space that reflects their identity, comfort, and taste. This shift is being accelerated by rapid digitization. With an “always-on” consumer base accessing global décor standards via social media, expectations for finish quality and aesthetic variety have never been higher. Asian Paints has responded by expanding its portfolio across luxury, premium, and value segments, ensuring that every homeowner can find a solution that resonates with their personal style.

SOLVING STRUCTURAL CHALLENGES THROUGH INNOVATION

One of Asian Paints’ primary differentiators is its focus on solving the specific environmental challenges of the deltaic landscape. Bangladesh’s high humidity leads to prevalent issues like dampness and efflorescence, which can ruin both the aesthetics and the structural integrity of a building. To combat this, the company has prioritized its Waterproofing and Construction Chemicals (WPCC) portfolio.

“Our innovation focus is simple: stronger protection, better aesthetics, and smarter solutions for modern homes,” says Minhaj. He highlights that the WPCC range is a key priority, as it helps address common structural challenges by providing complete surface protection. Beyond protection, the company is also revolutionizing

maintenance. One of their most significant recent innovations is “Nonstick Paint,” designed to resist stains and dust adhesion. This product offers a premium finish and easier maintenance, serving as a high-performance alternative to conventional plastic paints. This focus on durability is backed by a massive research and technology division featuring over 200 scientists across South Asia.

THE FUTURE: A SERVICE-LED ECOSYSTEM

As the market matures, Asian Paints is looking beyond the tin of paint to the overall customer experience. The company’s focus on quality is reflected in its Net Promoter Score (NPS) of 93%, driven by high referral rates and customer satisfaction. This indicates that for Asian Paints, the journey doesn’t end at the point of sale.

Minhaj believes the future of the industry lies in “premiumization” and service-led delivery. He notes that painting is no longer seen purely as a product purchase but as a complete service experience. Professional guidance, quality of application, and end-to-end service are becoming critical factors in consumer decision-making. “Success will depend on delivering solutions that enhance visual appeal while ensuring long-term durability, surface protection, and ease of maintenance,” Minhaj concludes. By aligning its global innovation pipeline with the aspirational needs of Bangladeshi consumers, Asian Paints is building the resilient, aesthetic future of Bangladesh’s urban landscape.

Damp & Efflorescence Ruining your wall?

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