

ASIAN PAINTS

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About The Company

- Asian Paints, founded in 1942 by four friends in Mumbai, is India's largest paint company and ranks among the top ten globally.
- With a turnover exceeding USD 2.6 billion, it operates in 15 countries and has 27 manufacturing facilities, serving over 65 markets.
- The company offers a diverse range of products, including decorative and industrial paints, waterproofing solutions, and home décor items.
- Known for its innovative marketing strategies and consumer focus, Asian Paints has established a significant presence in the home improvement sector

Print Market

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graph TD; A[Print Market] --> B[Decorative (B2C)]; A --> C[Industrial (B2B)]; A --> D[Automobile (B2B)]; B --> E[Corporate Image]; B --> F[Interior Paints];
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The diagram illustrates the structure of the Print Market. At the top level is the 'Print Market'. This market is divided into three main segments: 'Decorative (B2C)', 'Industrial (B2B)', and 'Automobile (B2B)'. The 'Decorative (B2C)' segment is further subdivided into 'Corporate Image' and 'Interior Paints'.

Decorative (B2C)

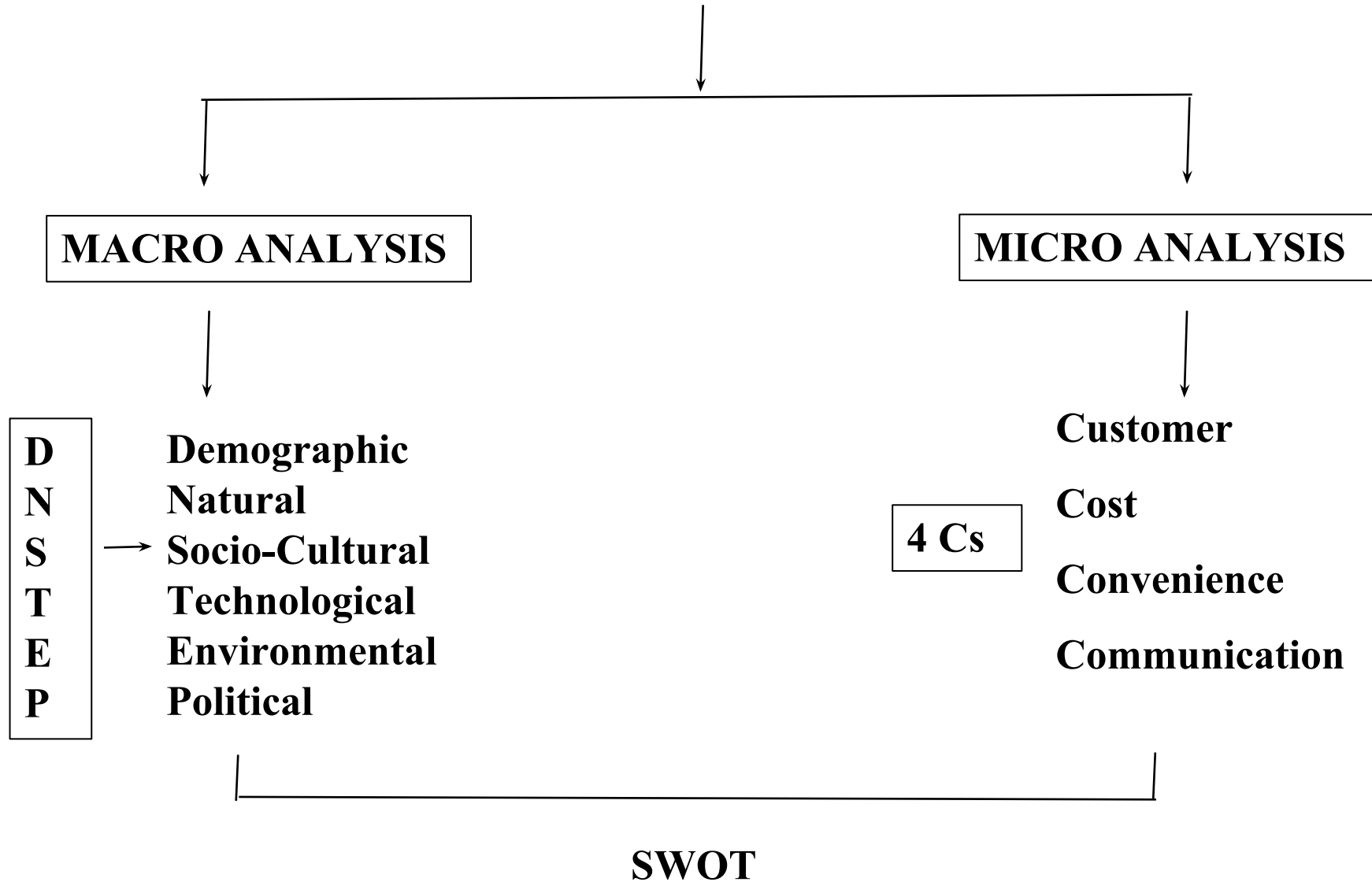
Industrial (B2B)

Automobile (B2B)

Corporate Image

Interior Paints

SITUATION ANALYSIS



DN STEP ANALYSIS

1. Demographic:

Youngster as Influencer,

Social Class: Middle to Upper

3. Socio-Cultural:

- Changing Lifestyle according to trends
- Culture Preference (Social events)(Diwali)
- Urbanization: Shift towards nuclear families

4. Technological: R&D, Innovation

5. Economic:

Economic growth, Global supply chain

6. Political:

Government policies: Government policies related to Housing, Infrastructure, and Environmental Regulations can influence the paint industry.

4Cs

Customer:

- The Target Customer base consists of Youngsters, Homeowners, Builders, Restaurants, Government and Contractors
- **Psychographic profile:** Customers value quality, Durability, Aesthetics, and Health-Friendliness

Cost:

- **Pricing strategy:** Asian Paints offers a range of products at different price points to cater to various customer segments.

Convenience:

- **Distribution channels:** Asian Paints has a vast distribution network, including retail stores, online platforms, and direct sales to contractors.
- **Customer service:** The company provides excellent customer service and support to enhance customer satisfaction.

Communication:

- **Marketing strategy:** Asian Paints employs a mix of Traditional and Digital Marketing Channels to reach its target audience.

SWOT

STRENGTHS

- Market Leader with strong Brand Reputation
 - Research and Development
 - Strong Financial Position
- Extensive Distribution Network

WEAKNESSES

- Dependence on the Indian market
- Innovation in Developing new Product is Inadequate.

OPPORTUNITIES

- Growing Indian market
 - Digitalization
- Introduction of Eco-friendly Products

THREATS

- The Scarcity of Raw Materials
- Intense Competition from Domestic and International Players
- Economic Downturns impacting the Construction Industry and Regulatory Challenges

Asian Paint's Promotion Opportunity Analysis

STEP 1: Communication Analysis

1. Competitors: (Product Feature Matrix) 5 - Highest

Brand /Features	Berger Paints	Shalimar Paints	Birla Opus Paints	JSW Paints	Asian Paints
Durability	2	3	1	4	5
Color Variety	2	3	5	4	1
Price Affordability	4	1	3	2	5
Finish Quality	3	1	3	4	5
Odoriness	4	1	2	3	5

Communication Grid:

Tools / Brands	Advertising	Sales Promotion	Direct Marketing	PR	Social Media
Berger	2	5	3	4	1
Delux	1	3	5	4	2
Birla Opus	2	3	4	5	1
JSW Paints	2	1	4	5	3
Asian Paints	5	4	5	5	5

3. Target Market Analysis:

- Benefit : Lifestyle Maintenance, Peace of Mind (Home is well Protected)
- Primary: Youngsters as Influencers
- Secondary: House Owners as Deciders (Age : 35+)

4. Customer Analysis:

- User Status: Potential Users, Non-Users
- Loyalty status: Strong Preference for the brand due to Trust, Reputation or Past Experience.
- Attitude: Affective Stage of Attitude Model and Positive Attitude
- Learning Level of Involvement (ELM Model): High - Central Route

5. Product Positioning:

- Product Range: Offers a wide range of products, including Interior and Exterior Paints, emulsions, Enamels, and Specialty Coatings.
- Product Features: Durability, color variety, and ease of application are key features.
- Product Differentiation: Focuses on Innovation, Premium Quality, and Customer Service to differentiate itself.

- **Identifying CFR:**

Market View: Customer Preferences (Shift towards premium, luxury Paints)

Growth Drivers (Urbanization, Renovation and Repairing Trends, Rural Expansion)

Industry View: Competitive Landscape, Technology & Innovation, Regulations (Environmental Regulations), Compliances (Health & Safety Standards)

- **Target Audience:**

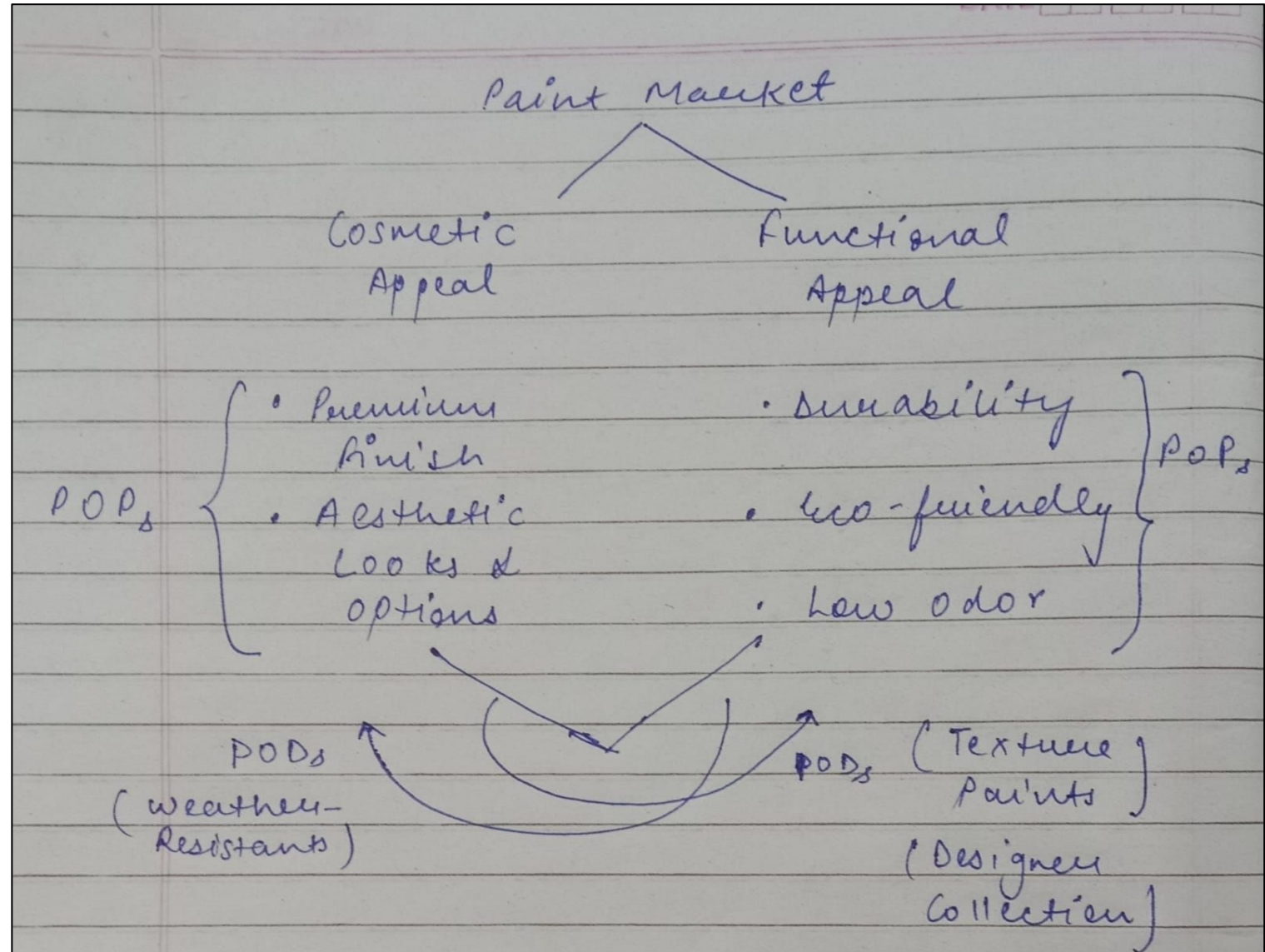
Premium/High-Income Segment: Homeowners with a taste for luxury and designer homes. They seek premium finishes, textures, and innovations.

Middle-Income Segment: Middle-class homeowners, renovation-focused families looking for quality at affordable pricing.

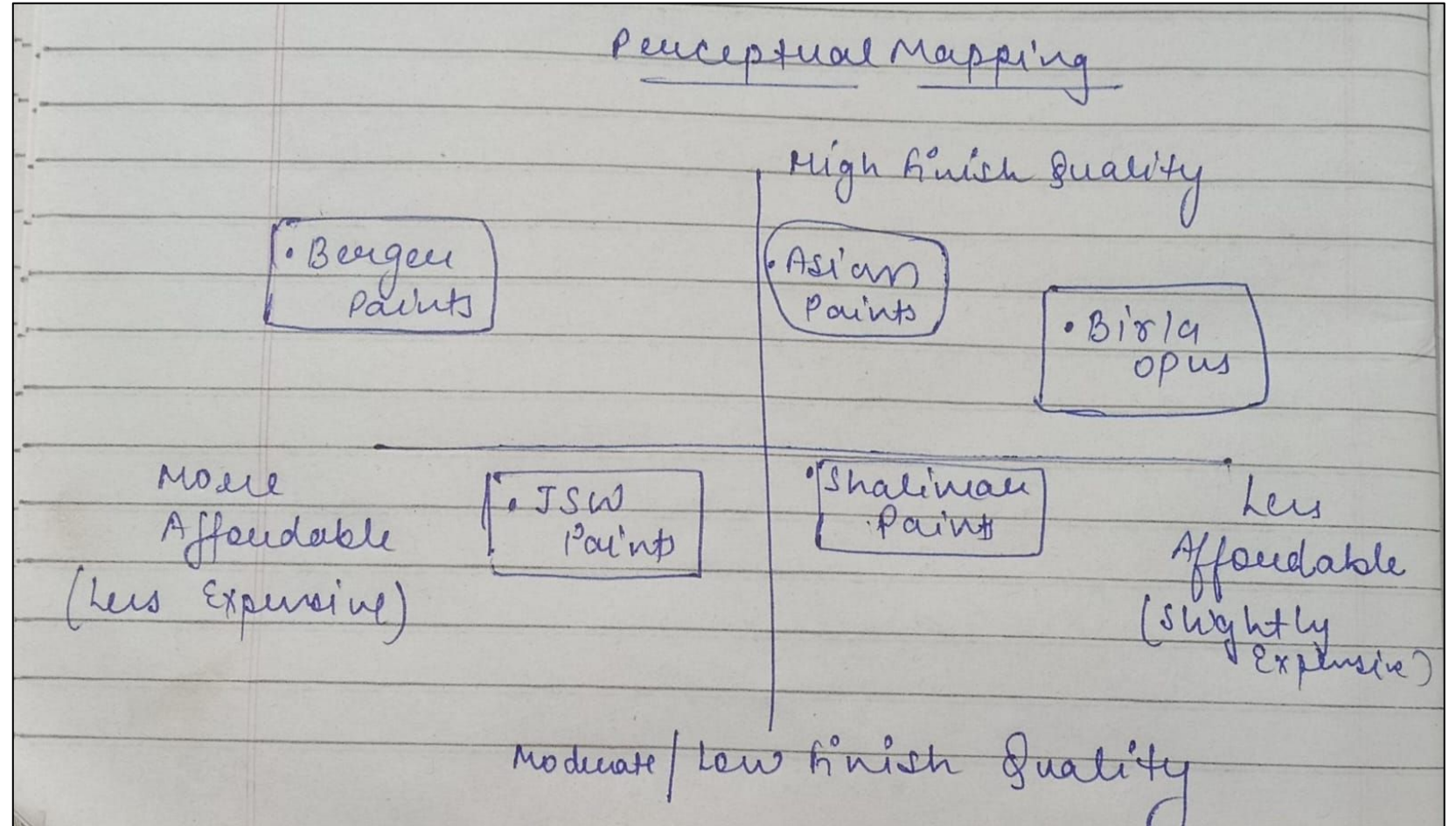
Contractors and Painters: The brand invests heavily in relationships with contractors and painters to influence the end consumer.

Rural and Tier 2/3 Cities: An emerging focus is on customers in smaller towns and rural areas, with products catering to the functional needs of durability and affordability.

• POPs and PODs:



- **Perceptual Mapping:**



STEP 3: Create a Budget

Market Size: 3,11,207 Cr. (Holds 53% Market Share of Indian Paints Industry)

Dealers : 70,000

Retailers: 6,00,000

Spend on Advertising: 4% (12448.28 Crore Rupees)

PLC Stage: Maturity Stage (Stable Sales & Increased Competition)

Tools of IMC used by Asian Paints (ADVERTISING)

- **Message Strategy:** Affective Stage - Emotional Appeal

- **Executional Framework:**

Dramatization: Less

Testimonial: Paid Actors & Actress

Demonstration: Shows Product Demonstration

Informative: Right Brain Information

- **Spokesperson:** Celebrity : Virat Kohli, Ranbir Kapoor, Deepika Padukone

(Attractiveness, Trustworthiness)

- **Appeals:** Humor, Music, Emotional

- **Creative Brief:**

Objective: HOE - Affective Stage - (Liking, Preference and Conviction)

Message Theme: Celebrity Appeal (HAR GHAR KUCH KEHTA HAI)

USP: Follow Culture of Customers (Customization)

Constraints: Legal Constraints (Truthful and Honest Advertising, Safety Claims)

- **Leverage Point:**

FAB ANALYSIS

Features	Attributes	Benefits
Long Lasting Durability	Protects surfaces from damages and Weather.	Lifestyle Maintenance
Superior Coverage & Wide range of colors	Ensures Smooth and even Finish	Peace of Mind (Home is well protected.
Easy Application	Personalization Decor	Environmental Responsibility

THANK YOU