



# Berger Paints India Wins 1st Prize under the Paints & Allied Products Sector in the prestigious National Energy Conservation Award, 2016

**Kolkata, 16th December, 2016:** Berger Paints India Ltd., the second largest paint company in India, has added yet another laurel to its list by bagging the 1st Prize under the Paints & Allied Products Sector in National Energy Conservation Award, 2016.

Dr. P. K .Ghosh, Senior Vice President and Mr. R.K. Tewari, Senior General Manager, Berger Paints India Limited, were present during this momentous occasion to attend the award function in Delhi. Dr. P. K. Ghosh received the award from Shri Piyush Goyal, Minister of State for Power, Coal, New & Renewable Energy and Mines, during the National Energy Conservation Day celebrations, organized by the Ministry of Power, Government of India in New Delhi.

Speaking on this occasion, Berger Paints spokesperson said, "Berger Paints has always been a socially responsible organization with its deep commitment to make a better tomorrow. We are honoured to receive this prestigious award as it recognizes our commitment and sustained efforts towards energy conservation. We shall continue to be socially aware, responsible and follow a dedicated approach to a better future for energy."

## About Berger Paints

Berger Paints India Ltd. is the 2nd largest decorative paint company in India and also the 6th largest in Asia. The company ranks 35th among the top 50 brands in India as reported by Millward Brown in their BrandZTM Top 50 most valuable Indian brands research study. The company has always been a first mover in

establishing a number of trend setting innovations starting with Color Bank Machines to their latest innovation which include Berger Express Painting and products like Silk Glamour and WeatherCoat Anti Dust. The company has moved a step ahead in its efforts with the launch of 2 innovative products.

Silk Glamour is a luxury emulsion for interior walls that gives it a rich-glam finish due to its unique crystal reflective technology. WeatherCoat Anti Dust, with its unique Dust Guard Technology gives it enhanced Dust Repellence properties and keeps the house looking new for years. The TVC for the rides on one of the most popular songs in Indian History, Manoj Kumar's "Mere Desh Ki Dharti", to eulogize the India of Today which is evolving and progressing every day.

Berger Express Painting promises customers a unique experience of "Faster, Cleaner and Better" painting through the use of automatic painting machines. The Mechanization of the painting process ensures a better quality job in lesser time at no extra cost living up to the promise of "Faster, Cleaner and Better". The company has set up 18 I-Train centers to train applicators on customer sensitization and to ensure that the customer painting experience is enhanced. Besides soft skills, the applicators are trained on usage of tools, application of various Berger products.

The company has come a long way since its inception during the British-India period. What started as a paint manufacturing company has changed its DNA over the years to cater to the latest consumer tastes and preferences. Berger Paints now considers itself to be in the business of décor and aesthetics and not merely selling cans of paint.