



# Corporate Profile

Asian Paints Berger

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## GROUP OVERVIEW



Since its foundation in 1942, Asian Paints has come a long way to become India's leading and Asia's third largest paint company, with a turnover of USD 2.8 billion. We operate in 16 countries and have 26 manufacturing facilities in the world, servicing consumers in over 60 countries.

We have steadily enhanced our global capacities and our facilities are equipped with technologies that ensure resolute focus on quality and consistently high productivity.

# 26

Paint  
Manufacturing  
Plant

# 3<sup>rd</sup>

Largest Paint  
Company in  
Asia

# 9<sup>th</sup>

Largest coating  
company  
in the world

Servicing  
Consumers in over

# 60

Countries

# 2.8

Revenue

Bn

# 75

Years of Innovation

# 75 00+

Employees Worldwide

PRESENCE ACROSS  
**THE WORLD**



**South Asia**

- India
- Bangladesh
- Nepal
- Indonesia



**Middle East**

- UAE
- Bahrain
- Oman
- Qatar



**South Pacific Island**

- Fiji
- Samoa



**South Pacific Islands**

- Fiji
- Tonga
- Solomon Islands
- Vanuatu



Ethiopia



Sri Lanka



Egypt



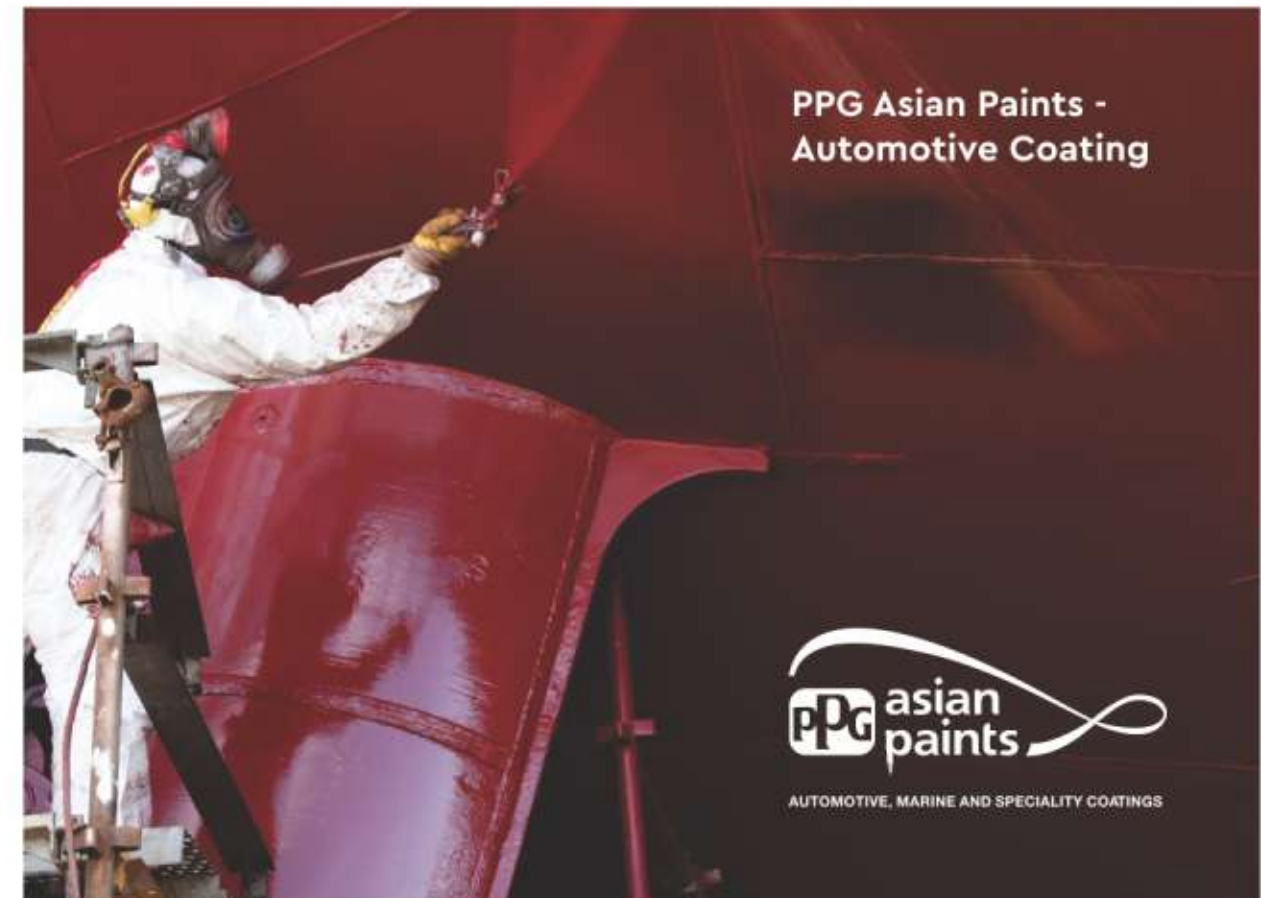
### Asian Paints PPG

Asian Paints PPG Pvt. Limited is a leading player in the field of Protective coatings, Powder Coatings, Floor Coatings and Road Marking Coatings. The company is a 50:50 joint venture between Asian Paints Ltd. and PPG Industries, USA.

[www.asianpaintsppg.com](http://www.asianpaintsppg.com)

PPG Asian Paints Pvt. Ltd. is a joint venture between PPG Inc of USA, world's leading coating company and Asian Paints Ltd. India's largest producer of paints and coatings. Incorporated on February 1997, PPG Asian Paints offers a better value through closely tailoring its offerings to customer requirements and providing superior service.

[www.ppgasianpaints.com](http://www.ppgasianpaints.com)





### Modular Kitchens and Wardrobe Designs in India Sleek Kitchens & Wardrobe by Asian Paints

[www.sleekworld.com](http://www.sleekworld.com)

Sleek by Asian Paints is the pioneer in modular kitchens in India. We understand your every need and design your dream kitchen with world class designs handpicked for you. Assembled cabinets with European technology that are well-suited for Indian homes.



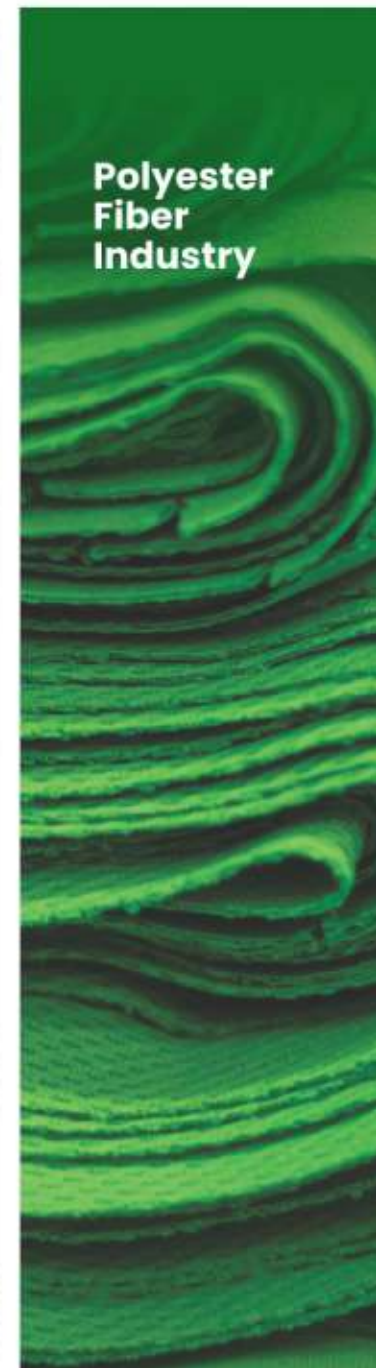
### Asian Paints Bath Division

Ergonomically sculpted and innovatively designed bath concepts that bring you design innovations, powered by flawless functionality. From delicately crafted faucets and engineered to perfection accessories to luxurious showers, the bath fittings offered are designed to impress.



Smart Like You

[www.essessindia.com](http://www.essessindia.com)



Asian Paints  
Chemical Business

**Penta**

Asian Paints Ltd. Penta division is engaged in the manufacture of chemicals viz. Pentaerythritol, Sodium Formate & Formaldehyde

Pentaerythritol (PE) is the basic raw material for industrial products like paints, plasticizers, synthetic lubricants, polyester and accessories for the mining industry

Sodium Formate finds application in the chrome tanning process for the production of leather and in on-shore oil drilling applications. Formaldehyde is manufactured from Methanol and used for the manufacture of Pentaerythritol

# OUR PURPOSE



## Values

Standing for each  
other's success

Creative  
Zeal

Integrity

Audacity

Scientific  
rigour

Customer  
passion





## ABOUT US

In the Middle East, Asian Paints Berger is a well-respected brand. It is one of the largest paint company in GCC equipped with state-of-the-art manufacturing facilities. Asian Paints Berger exports to Africa, Arab League countries and Central Asia.

# 1995

State-of-the-art paint manufacturing plant established in Dubai. With this, the operations were shifted from Asian Paints Berger's earlier base in Sharjah.

# 2000

Berger (now Asian Paints Berger) begins operations in Oman.

# 2003

Berger's (now Asian Paints Berger) operations in Bahrain, Qatar, Oman and UAE taken over by industry leader, Asian Paints.

# 2014

A state-of-the-art paint manufacturing unit opened in Sohar, Oman.

# 2019

Launch of new corporate brand Asian Paints Berger.

# TEST CERTIFICATES

## PRODUCT TEST CERTIFICATES

Certified Quality Approvals Asian Paints Berger is strongly committed to quality and our operations in the Middle East are certified with ISO 9001 and ISO 14001

Besides being backed by various International third party certifications like Taywood Engineering (Australia), Geoscience Laboratories (USA), PRA (UK), Asian Paints Beger also obtained approvals from leading companies in the Middle East like BAPCO, SABIC, ARAMCO, PDO, JSRS etc. to ensure that only the best products reach the consumer.



# RESEARCH & DEVELOPMENT

## DRIVEN BY RESEARCH



Asian Paints Berger's success lies in its unrelenting Research & Development and its association with international professional bodies. We access the latest worldwide trends through our network of Technology Centers around the globe. As a result of these persistent efforts, Asian Paints Berger's product range is designed to be weatherproof, acting as an effective means of protection against the various destructive and corrosive elements of nature.



## Mumbai Center

Our research and technology division is where over 200 highly qualified scientists come together and share their insights on technological developments, to help us push the envelope year after year.

Our state-of-the-art laboratories are spread across multiple locations around the world. Here is where most of our paint development and testing for architectural & industrial application takes place. We also have a microbiology lab, a modern instrumentation lab, and a resin and functional polymer development lab.

# APPROVAL & AWARDS

**COATINGS WORLD**  
The Resource for the Global Coatings Industry

Asian Paints was ranked 9th amongst the Top paint companies in the world by Coatings World Top Companies Report 2019 (July 2019 Issue)

**Forbes**

Included in Forbes List of World's Best Regarded Companies (Sept 2019). Second consecutive appearance for Asian Paints in the coveted list.



وزارة البيئة والمياه  
MINISTRY OF ENVIRONMENT & WATER

Environment Performance Certification from Ministry of Environment and Water UAE (2011-2013)

**ForbesAsia**  
— 2019 —  
**BEST OVER A BILLION**

Included in Forbes Asia's list of BEST OVER A BILLION Companies in Asia Pacific (Sept. 2019)



Asian Paints was featured amongst the 'Top 100 Most Innovative Companies in the World' by Forbes for 5 consecutive years (2012 - 2017). The company was included in Forbes India's List of 'Super 50 companies in India' in 2016 & 2017 and also featured in the Forbes Asia's 'Fab 50' list of Companies in Asia Pacific in 2011, 2012, 2013 and 2014. Asian Paints was also felicitated as one of the most 'Impactful Companies of the Decade' by CNBC Awaaz in Jan 2015 and ranked as the 4th 'Most Admired Company' in the FMCG Sector by Fortune India in Aug 2014.

The Sultans Award For Industrial Excellence Oman 2020

Emirates Appreciation award

Berger Paint's 'Colours of Arabia' Campaign Won Gulf Sustainability and CSR Award



APPROVAL &  
AWARDS



Certificate of  
Appreciation by  
Dubai Municipality



Certificate of  
Product Conformity  
by Dubai Municipality



Emirates Authority  
of Standardization  
and Metrology



Certificate of  
Conformity by  
Abu Dhabi  
Government



Environmental  
Performance  
Certificate by  
UAE Ministry of  
Environment & Water

# PRODUCT RANGE



Internal Paint & Decorative



External Paint & Decorative



Enamels



Floor Coating



Waterproofing



Construction Chemicals

**Internal**  
paint & Decorative



# World of röyale

LUXURY EMULSION



**Internal**  
paint & Decorative



Silver-ion  
Protection



Reduces Indoor  
Air Pollutants



Activated  
Charcoal for  
Odour Absorption



Encapsulated  
Fragrance



Spatter Free  
Technology

## USAGE

Residential | Commercial | Hospitals

 **asianpaints**  
BERGER



**Internal**  
paint & Decorative

**röyale**  
SMART CLEAN



**asianpaints**  
BERGER



**LUMINO-TECH™**  
Brightest Colours  
Total Opacity  
Beautiful Finish



Water-  
Beading



Crack  
Bridging



Superior  
Washability



Environment  
Friendly

**USAGE**

Residential | Commercial | School



**Internal**  
paint & Decorative

# röyale **BLING**

ULTRA LUXURY GLOSS FINISH



**asianpaints**  
BERGER



Advanced  
Stain Guard



Nail Scratch  
Proof



Excellent  
Sheen

## USAGE

Residential | Commercial | Hotels

**Internal**  
paint & Decorative



**LUMINO-TECH™**  
Bright Colours  
Total Opacity  
Beautiful Finish



**SUPERIOR WASHABILITY**  
Scrub Resistant Formula  
>10000 Scrub cycle



**ENVIRONMENT FRIENDLY**



**LOW ODOUR  
LOW VOC**

## USAGE

Residential | Commercial | Hospitals

**asianpaints**  
BERGER

**røyale**  
LUXURY EMULSION



**Internal**  
paint & Decorative



röyale  
*Play*



Silver-ion  
Protection



Reduces Indoor  
Air Pollutants



Activated Charcoal  
for Odour Absorption

**Exterior**  
paint & Decorative

**asianpaints**  
BERGER



**Exterior**  
paint & Decorative

# ULTIMA

WEATHERPROOF EXTERIOR EMULSION



Anti-Carbonation



Flexible



Temperature Reduction



Dirt Repellent

 **asianpaints**  
BERGER



**Exterior**  
paint & Decorative



# [weathercoat]

TOTAL | EXTERIOR PROTECTION



ANTI-FADING



DIRT REPELLENT



ANTI-CARBONATION  
SHIELD



PERFORMANCE



TEMPERATURE  
GUARD



FLEXIBLE

**Exterior**  
paint & Decorative

# TUFF

ADVANCED  
EXTERIOR



**asianpaints**  
BERGER



**Exterior**  
paint & Decorative



## WEATHERCOAT STONESHIELD



### Highly Durable

It is based on a high-performance emulsion containing light and weather-fast pigments.



### Excellent Reduction in Water Absorption

Does not permit water permeation through the paint.



### Low Maintenance Costs

Maintenance costs are low, making it a comfortably cost-effective option.



### Resistant to Environmental Pollutants and Chemicals

The paint film is resistant to chemicals as well as pollutants present in the environment.



**Exterior**  
paint & Decorative

## WEATHER COAT VINTAGE



### **Weather Resistant**

It has been formulated with high-quality polymers and durable pigments to withstand harsh weather conditions.



### **Traditional Vintage Finish**

Along with maximum protection, it lends a unique, vintage look to the structure.



### **Colour Retention Properties**

Made in a way that helps the paint colour last much longer than usual.



### **Resistance to Efflorescence**

Protects the exterior walls from developing white, crusty salt deposits.

 **asianpaints**  
BERGER



# Enamels



SELECT ALL-IN-ONE | HIGH & SEMI-GLOSS ENAMEL



## Premium Floor Coating Solutions Epoxy Based Solutions

Two component high build & solvent free, epoxy floor coating.



### Primers

- **Floor Guard Epoxy Primer**  
Epoxy Primer White
- **Floor Guard Epoxy Clear**  
Epoxy Primer Clear
- **Apcoflor MFP 140**  
Epoxy Primer Clear
- **Apcoflor FP 100**  
Epoxy Primer Clear
- **Apcoflor HFP 120**  
Epoxy Primer Clear

### Top Coats

- **Floor Guard Epoxy Top Coat**  
Epoxy Top Coat
- **Apcoflor TC 510**  
Epoxy Top Coat
- **Apcoflor Tc510 Gf**  
Epoxy Top Coat
- **Apcoflor TC 600**  
Polyurethane Top Coat
- **Apcoflor PU Universal**  
Polyurethane Top Coat
- **Apcoflor Self Leveling Epoxy Top Coat**  
SL1, SL2 & SL4
- **Apcoflor 1200 Self Leveling Epoxy**  
Clear Top Coat
- **Apcoflor HSC3 Screed**

# Floor Coatings

# Introducing Asian Paints Berger WPCC range

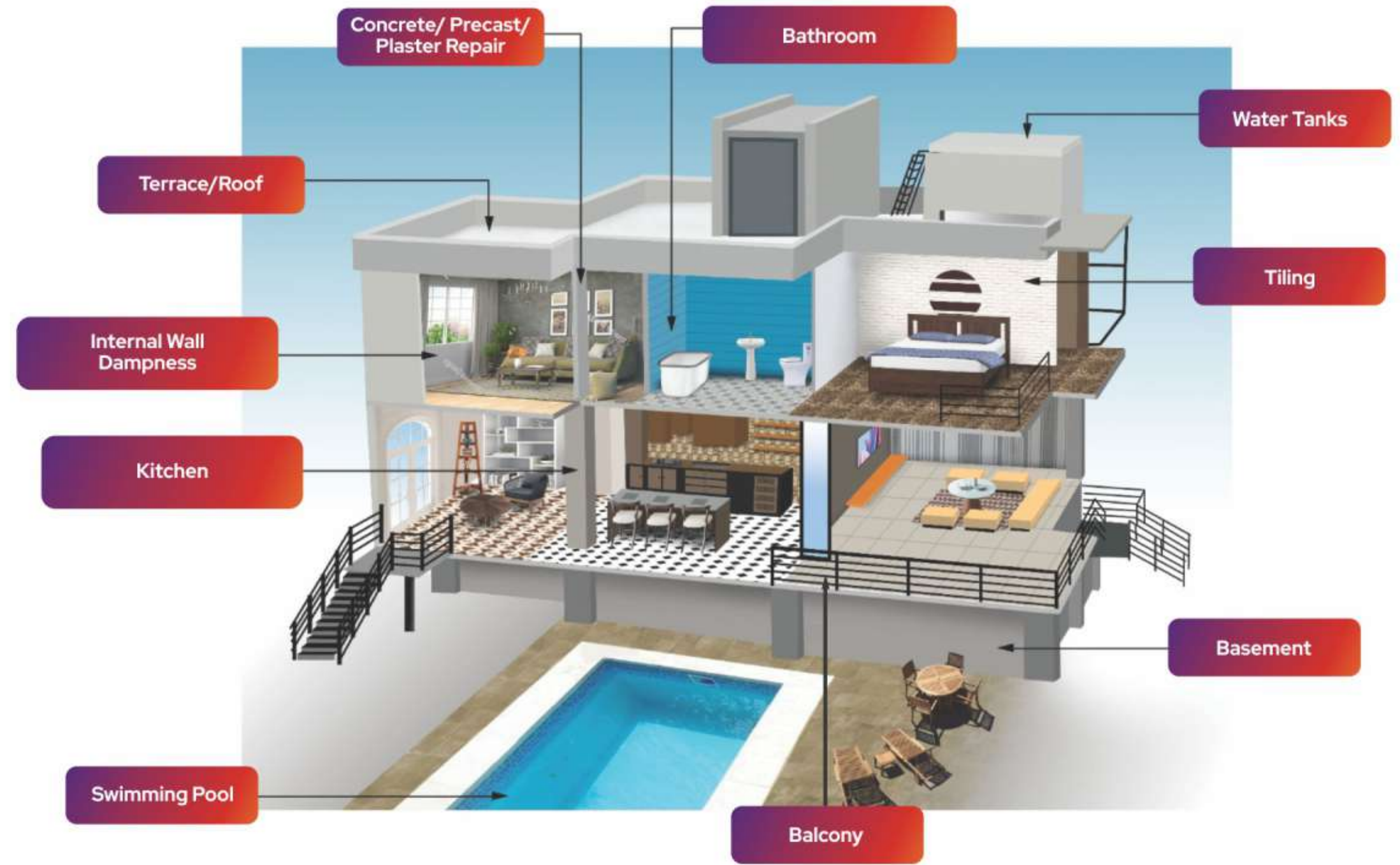
ASIAN PAINTS BERGER IN GCC

Backed by an impressive portfolio of experiences, product know-how and technological advancement in the field, Asian Paints Berger has entered the GCC market with SmartCare as their flagship brand, ready to take on new challenges and become the go-to brand for waterproofing and construction chemicals since Sept 2020

 **SMARTCARE**  
Waterproofing & Construction Chemicals



**Waterproofing Solution**



# Sealants



**SmartCare UnyverSeal Antifungal**  
All Purpose Acetic cure silicone sealant



**SmartCare Acrylmax**  
Acrylic sealant



**SmartCare UnyverSeal GP**  
General Purpose Acetic cure silicone sealant



**SmartCare UnyverSeal Neutral**  
All Purpose Neutral Silicone sealant



**SmartCare UnyverSeal PU**  
Polyurethane-based elastomeric sealant



**SmartCare UnyverSeal Polysulphide**  
2K Polysulphide Sealant

# Tile Adhesives & Tile Grout



**SmartCare Tile Adhesive GP**  
General Purpose Tile Adhesive



**SmartCare Tile Adhesive WR**  
Water Resistant Latex Modified Tile Adhesive



**SmartCare Tile Adhesive Elasto**  
High performance, cementitious tile adhesive



**SmartCare Tile Grout LM**  
Latex Modified Cementitious Grout Joint width up to 6 mm



**SmartCare Tile Grout HS**  
High Strength Tile Grout



# Liquid Applied Waterproofing



**SmartCare DB2K/DB2K Pro**  
2K acrylic polymer-modified high performance cementitious waterproofing



**SmartCare Quartz Crystalline Water Proofing**  
Cementitious slurry waterproofing by crystallization



**SmartCare Damp Proof**  
Fiber reinforced elastomeric liquid applied water proofing membrane.



**SmartCare Flexidex LE**  
Elastomeric Polymer liquid applied water proofing membrane



**SmartCare Salt Blocker**  
Thin film forming, polymer/silicate based liquid



**SmartCare Flexidex Water proofing Roof Compound**  
Resilient Polymer liquid applied water proofing membrane

# Membranes



**SmartCare SuperBit Board**  
Polyester Reinforced Bitumen Protection Board



**SmartCare Bitushield**  
APP Membranes



**SmartCare Bitushield Primer SB**  
SB Bitumen Primer



**SmartCare Bitushield MT**  
APP Membranes with Mineral Surface



**SmartCare Bitushield Primer SB Advanced**  
SB Bitumen Primer (ASTM)



**SmartCare BituProtek**  
SBS Membrane



**SmartCare Bitushield Emulsion**  
Moisture barrier Bitumen Emulsion



**SmartCare WaterPlast**  
Polymer modified bitumen membranes



**SmartCare BituProtek Emulsion**  
RBE 5% and RBE 10%, SBS modified Bitumen Emulsion





**SmartCare Repair FC1K**  
Single component Cementitious polymer modified blowhole filler, fairing coat and leveling mortar ( 0-3mm )



**SmartCare Repair FBR**  
Single Component non-shrink Cementitious Repair Mortar



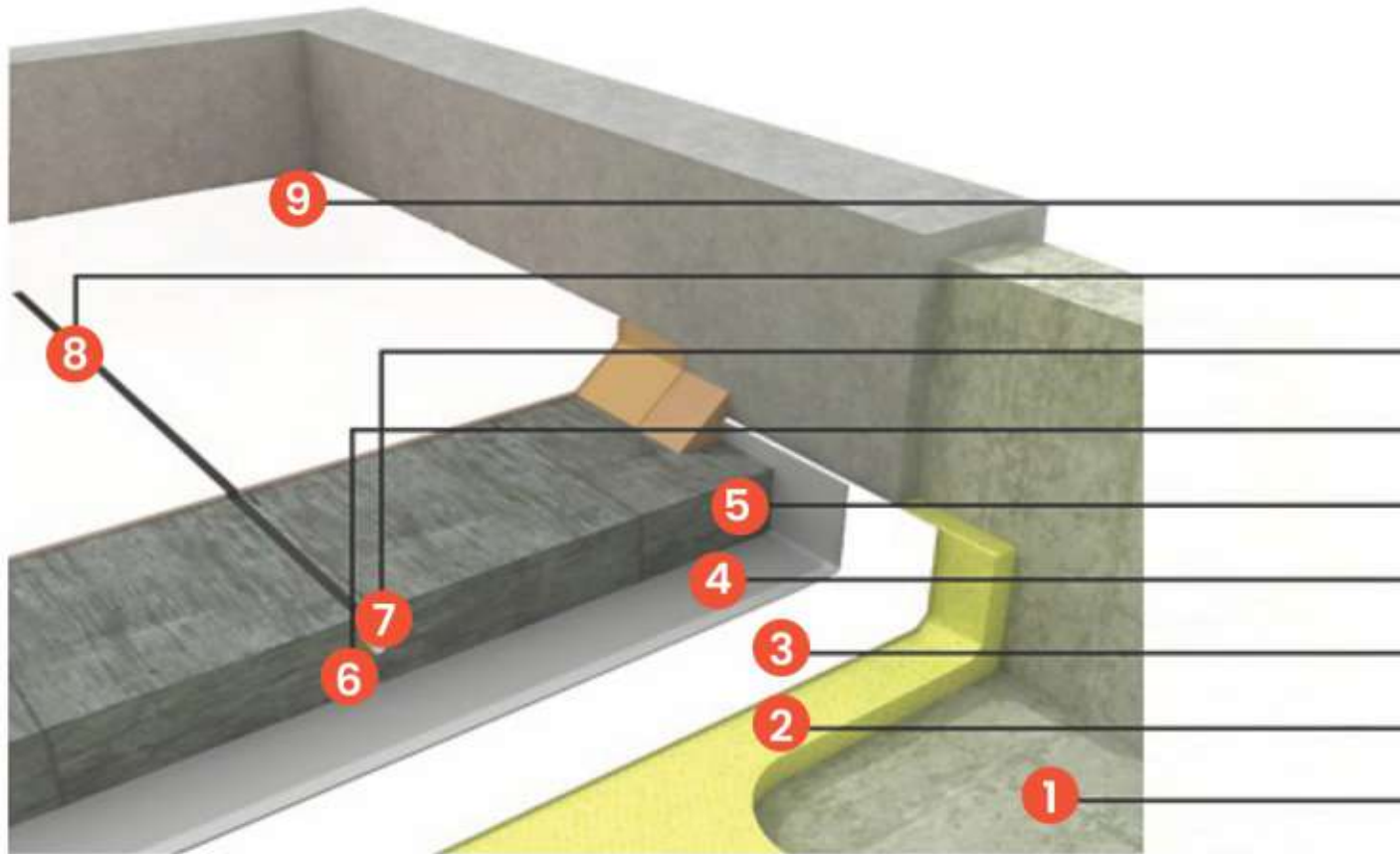
**SmartCare Repair FC2K**  
Two Component Polymer modified flexible cementitious polymer modified blowhole filler, fairing coat and Re-profiling mortar ( 3-10mm )



**SmartCare Repair MC**  
Single Component high strength polymer modified free flow micro concrete



**SmartCare Repair Structural Grout GP**  
High strength, Non-Shrink, Free Flowing Precision cementitious Grout.



- SmartCare Apcoflor TC 600 White PU topcoat
- SmartCare UnyverSeal PU sealant
- Backing Rod
- Expansion Joint Filler board
- Fiber reinforced cementitious Screed
- Geotextile filter membrane
- SmartCare Flexidex Waterproofing Roof Compound
- SmartCare PU Foam Insulator
- Substrate

**SmartCare ThermaProof  
Combo Roofing System**

A buildup Thermal Combo Roof Waterproofing system

**SmartCare  
Hypertron Hybrid**

Two Component Spray Applied  
Hybrid Polyurea





Waterproofing & Construction

# SMARTCARE DAMP PROOF

Durable Exterior Liquid Waterproofing Membrane



Waterproof



Heatproof



Anti Carbonation



High Sheen



Mechanical Strength



Use & Maintenance



Crack Bridging



Adhesion



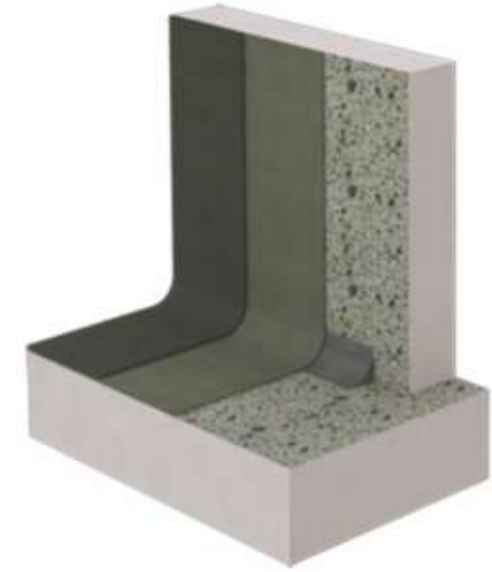
Performance



**Waterproofing & Construction**



**SMARTCARE**  
**DAMP BLOCK 2K**  
2K CEMENTITIOUS WATERPROOFING



-  Waterproof
-  Vapour Breathable
-  Elongation
-  Anti-efflorescence
-  Seamless coat
-  High solid content
-  Adhesion
-  Anti-Carbonation
-  Usage

Waterproofing & Construction



SMARTCARE  
**DAMP BLOCK 2K PRO**  
2K CEMENTITIOUS WATERPROOFING

- Waterproof
- Vapour Breathable
- Flexible



SMARTCARE  
**DAMP SHEATH**  
EXTERIOR

- FLEXIBLE
- WATERPROOF
- CRACK BRIDGING

Chemicals



# Key clients



# BUSINESS SEGMENT



Towers



Villas / Townhouses



Mixed – Used Developments



Industrial



Schools



Hospitals



Car Parks – Anticarbonation / Flooring



Hotels

**Client Base**

Government | Semi – Government | Private



**ICT**

UNITED SQUARE

CONSULTANT – EHAF

PAINT SYSTEM USED:  
ROYALE – INTERIOR  
WEATHERCOAT – EXTERIOR

**DAMAC**

PARAMOUNT TOWERS

CONSULTANT – KEO  
PAINT SYSTEM USED: ROYAL – INTERIOR  
WEATHERCOAT – EXTERIOR





## DANUBE

GLAMZ

CONSULTANT – EDMAC ENGINEERING CONSULTANT

PAINT SYSTEM USED:  
ROYALE SILK – INTERIOR  
WEATHERCOAT FLEX TEX  
MEDIUM- EXTERIOR



## DEYAAR

MIDTOWN

CONSULTANT – U+A ARCHITECTS

PAINT SYSTEM USED:  
SUPREME / BARIQ – INTERIOR  
WEATHERCOAT – EXTERIOR  
FLEX TEX ULTRA – EXTERIOR  
APCOFLOR – FLOORING  
TUFF – EXTERIOR



**DAMAC**

AKOYA OXYGEN VILLAS

CONSULTANT - ACE, CONIN

PAINT SYSTEM USED:  
ROYAL / SUPREME - INTERIOR  
TUFF - EXTERIOR

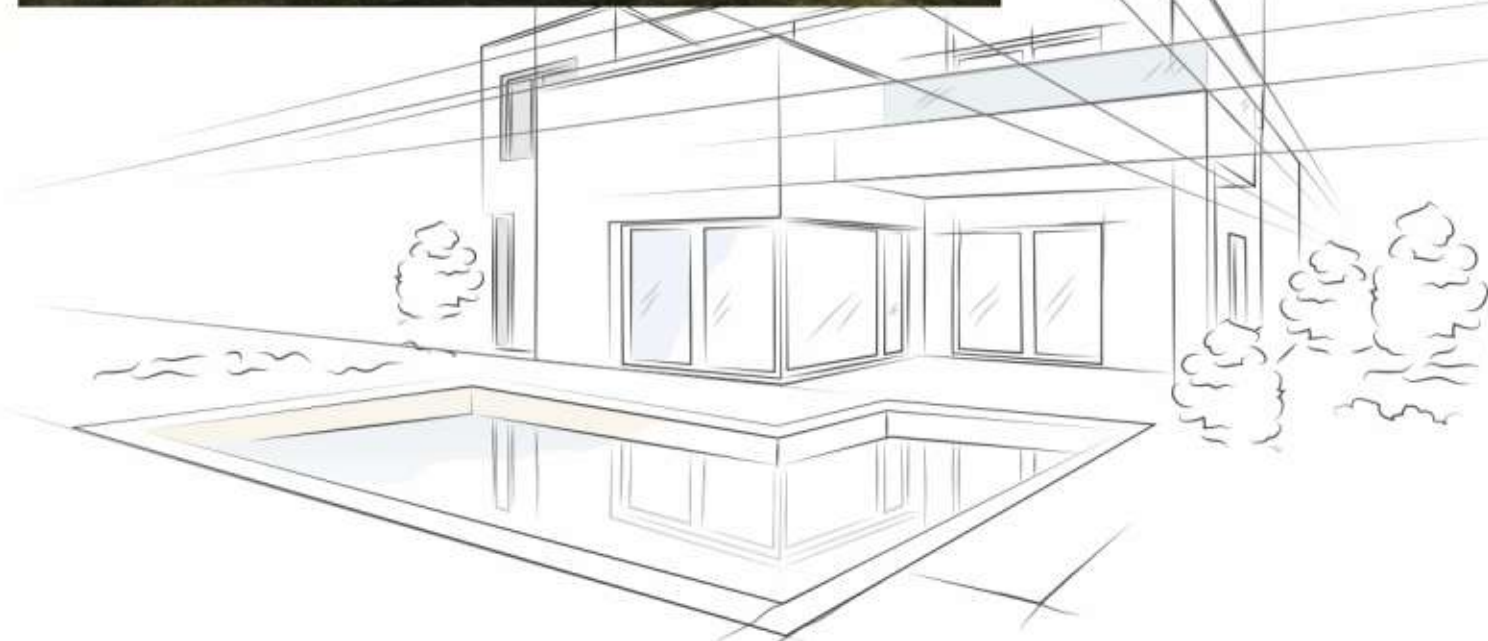


**EMAAR**

EMAAR SOUTH VILLAS

CONSULTANT - U+A

PAINT SYSTEM USED:  
ROYAL MATT - INTERIOR  
WEATHERCOAT FLEX TEX  
MEDIUM - EXTERIOR







## MOHAMMED BIN RASHID DEVELOPMENT - MEYDAN

HARTLAND

CONSULTANT - PNC GROUP

PAINT SYSTEM USED:  
ROYAL / SUPREME - INTERIOR  
TUFF - EXTERIOR  
WEATHERCOAT - EXTERIOR

## IMKAN

MUSSAFA GARDENS

CONSULTANT - JLA

PAINT SYSTEM USED:  
ROYALE CRYSTALLE - INTERIOR  
WEATHERCOAT ULTRA - EXTERIOR





## EMAAR

DUBAI HILLS BUSINESS PARK

CONSULTANT – DAR

PAINT SYSTEM USED:  
ROYAL / SUPREME – INTERIOR  
WEATHERCOAT – EXTERIOR  
WEATHERCOAT – ANTI CARBONATION  
APCOFLOR – FLOORING

## GEMS SCHOOLS

FOUNDERS SCHOOL

CONSULTANT – NEB (NATIONAL  
ENGINEERING BUREAU)

PAINT SYSTEM USED:  
ROYAL / SUPREME – INTERIOR  
TUFF – EXTERIOR





For enquiries please call toll-free number **800-27237437** or visit [www.asianpaintsarabia.com](http://www.asianpaintsarabia.com)

### 10+ Safety Protocols for absolute peace of mind



Mandatory use of 3-layered masks



No handshakes



Maintain social distancing of 3 feet



Temperature checks in the morning, afternoon and evening



Mandatory gloves, shoes and protective gear



Washroom hygiene protocols adhered strictly



Regular cleaning of high-frequency touch surfaces



Regular usage of sanitizer/soap/tissue paper



Thorough disinfection of site, daily and on completion



Data shared & maintained digitally to reduce usage of paper

Presenting the first of its kind end-to-end service for all Waterproofing, construction chemicals and floor coatings needs.



# TOTAL ASSURE

### Lead Generation

Sales/Spec/ Tech Service  
Applicator

### Site Inspection

Pre-Site Inspection  
Inspection & Report

### Providing Solution

Comprehend the Challenges  
System Solution

### Applicator Selection

Selection Criteria  
Applicator Finalization

### Customer Correspondence

Quotation  
Warranty Clarification

### Project Management

Schedule of Items  
Site Inspection (Ongoing Phase)  
Progress Report

### Project Closure

Site Inspection (Closing Phase)

### Warranty to Customer

Warranty Card

### NPS

Verification through Helpline  
NPS

### Complain Resolution

Warranty Validity Check  
Complaint Form



Berger Paints Emirates Ltd  
Al Qouz Indl Area-1, Opp TCTI factory  
Tel: +97143391000 | Fax: +97143391322



For enquiries, feedback and complaints please call toll-free number  
800-27237437 or write to us at [weassure.uae@asianpaints.com](mailto:weassure.uae@asianpaints.com)