

INTERVIEW

Godavri Paints P. Ltd


GODAVRI
PAINTS


We intend to extend our services to housing societies and create awareness that our paints not only beautify but protect the houses and buildings they live in and provide clean and hygienic atmosphere.

take this company to new heights and also to instil moral values and ethics in our organisation.

We are also venturing into tie-ups with foreign companies who are interested to enter Indian market. We also intend to expand our market and explore new countries for our products.

What are the target audiences for your products? What value added services do you offer to its customers?

Our target is to provide total paint solutions under one roof, our complete range of exterior and interior paints and textures, i.e. from providing high quality products and installing the same at site with highly organised and professional system to Developers, Contractors, Architects, Consultants and Government departments who provide housing and infra.

We also offer performance warranties on all our products which are time tested and backed with our more than 40 years of experience in the construction and paint industry.

How is your company planning to tackle the cost-versus- quality issue in India?

In such a competitive and dynamic atmosphere, our company is constantly working towards positive growth path introducing new products time to time.

Our volume growth also has played a pivotal role in tackling cost v/s quality issues along with our wide range of exterior and interior paints and textures which we offer.

Our R&D team plays a important role in developing new products, they also take pressure of reducing the cost by continuously reengineering existing products without disturbing the quality or performance of products.

In our organisation, there is minimum attrition level, i.e. 0.5 to 1% as compared to industry standard of 25%. This also plays a important part in keeping our cost level down.

With respect to planning and expansion what is your vision in the next three years?

Our vision is to be one of the leading MSME Paint manufacturer with a solid track record and brand recognition in the construction and architectural industry and our plan is to be a 200 Crore company within 3 years purely in architectural coatings, i.e. interior and exterior coatings & textures (decorative coatings).

Our organisation CAGR since last few years is far above the industry standard of 8-10%

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In the coming 3 years, our plan is to tie-up with ethical foreign partner and get our company listed on MSME stock exchange.





What's your colour?

We are pleased to announce the installation of our in-house powder coating plant for aluminium extrusions. The facility is equipped with ITW Gema spray guns and cutting edge technologies to ensure uniform and high quality coating. It will be a one-of-its-kind facility entirely relying on spray technologies and a single conveyor line. We use chrome free pre-treatment to avoid any toxic chemicals in the process, thus making the process extremely environment friendly and green.

Can coat upto 7.5 mtrs | Magic Quick Colour Change Facility
Dedicated Travel Temperature Recorder (TTR) | Green, clean and environmentally friendly

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