



Snowcem

NEWS





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FROM THE CEO'S DESK



Hello Friends,

I am elated to be addressing all of you for the first time as CEO of Snowcem Paints – a position which I am extremely honoured to hold and will take on with the utmost responsibility and dedication.

I strongly believe in change, as it's an inevitable factor in the life-cycle of a person or any enterprise. In order to succeed, organizations need to grow and growth is parallel to change. The first step towards this change is that we have donned a new vibrant and modern avatar. In an endeavour to provide best-in-class products, excellence in service, and a youthful appeal, we have given your trusted brand a makeover right from revisiting to our Vision & Mission to the launch of a new logo to the introduction of impressive packaging, and a wide range of products.

In the paint industry, Snowcem is a generic name, we have pioneered many different type of products and concepts. We understand the changing demands of the industry and strive to meet them through constant innovation. We are known for our quality of Exterior Paints but now with this change we have diversified our product range to give a complete painting solutions and we intend to be one stop solution for all. Despite this makeover, we still hold on to our age-old values and standards, and assure our valued customers of the same quality and service.

Regards,

Amit Sahai
Amit Sahai

(CEO and Executive Director)

ABOUT SNOWCEM

A Brand With A History

Established in the year 1959, Snowcem has gone on to become the preferred choice for consumers and painters for over 50 years. Thanks to its emphasis on high quality and service, today the brand stands tall as a pioneer in its category as it looks to further build on its proud heritage.

Changing Tastes For Changing Times

As years have passed, preferences and tastes in home decor have evolved. Minimalistic designs and hues came and soon gave way to the new fad, contemporary styles and shapes. At Snowcem, we understand these changing demands and aim to meet them through constant innovation and research.

An Entire Range of Solutions

At Snowcem, we are committed to providing 360 degree range of services. Be it value-added technical services such as inspection of buildings, finalizing colour schemes, application of samples at sites, suggesting and costing of paint combination to suit your budget.

We are constantly identifying new areas of growth to match the customer's changing requirements. We are committed to fulfilling the needs of our consumers by constantly evolving and improving our services.

Snowcem
P A I N T S

Your trusted brand just got
a makeover.

**TRUE
COLOURS
OF LIFE**

www.snowcempaints.com | Toll free no: 1800225379 | Follow us on: [Social Media Icons]

TOI, The Address, Friday 28 April 2017.

OUR VISION, MISSION & VALUES

Vision

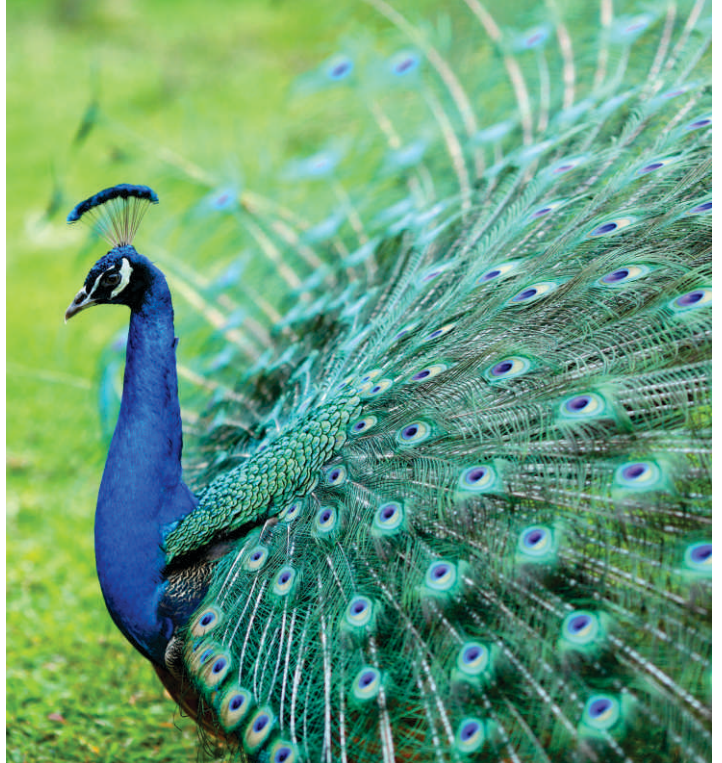
- To be the change leaders and most trusted brand in the Paint industry.
- To have the best working environment.

Mission

- Continuous Innovation
- Consistent Quality
- Customer Satisfaction
- Robust Backend
- Strong core team

Values

- Flawless Service
- Transparent Ecosystem
- Integrity above all



INTERIOR EMULSIONS



Zenita

Ultimate Luxury Emulsion

- Excellent anti-graffiti effect
- Durable semi - glossy finish
- Good washability
- Anti fungal / Anti algae
- No added heavy metals like lead, chromium and mercury



Celeste

Silky Smooth Finish

- Durable and appealing rich finish
- Long lasting sheen
- Good washability
- No added heavy metals like lead, chromium and mercury



Sentino

Premium Acrylic Finish

- Durable and pleasant finish
- Excellent flow and leveling with good washability
- Anti fungal / Anti algae
- No added heavy metals like lead, chromium and mercury
- Beautiful soft sheen



Snowpearl

Super Rich Paint

- Durable appealing finish
- Excellent performance at optimum price
- Hassle free application
- Fast drying and quick recoatable
- No added heavy metals like lead, chromium and mercury



Snowpearl

Acrylic Distemper

- Excellent whiteness and smoothness
- Anti fungal / Anti algae
- Fast drying and quick recoatable
- No added heavy metals like lead, chromium and mercury
- Excellent performance at optimum price



EXTERIOR POWER PAINTS



Uniglosss

Ultimate Multi Surface Protection

- Unique formulation for multisurface painting
- High sheen finish
- Solvent based enamels
- 9 to 10 years of life
- Anti fungal / Anti algae



Pentasia

5 In 1 Premium Emulsion With Silicone

- Dirt pick up resistant
- Water repellent
- Exceptional UV resistance
- High sheen
- Anti fungal / Anti algae



Snowcryl

Super Acrylic Weatherproof Emulsion

- 100% acrylic emulsion with silicon additive
- Superior colour retention
- Anti fungal / Anti algae
- Strong UV resistance
- 4 to 5 years of life

At Snowcem, we are environment friendly and believe in nurturing the ecosystem. Thus we thoroughly promote non-polluting water based paints. We firmly believe in the organized consumption of wind energy. We care for the eco-system so we have a highly advanced system for the treatment of factory effluents. We want to leave our natural resources unharmed for our coming generation. Health & Safety of our employees, environment and the planet is our top priority.





Sandtex Matt

Superior Textured Finish

- Bridges hairline cracks
- Coating with extra thickness
- Highly optimum surface protection
- Anti fungal / Anti algae
- Upto 7 years of life



Snowcem Plus

Smart Acrylic Emulsion

- Value for money
- Highly optimum surface protection
- Can be used for interiors also
- Anti fungal / Anti algae



Trump

High Coverage Exterior Emulsion

- High opacity
- Acrylic paint system
- No added heavy metals like lead, chromium and mercury
- Water repellent
- Anti fungal / Anti algae

CEMENT PAINTS



Snowcem Plus

Premium Waterproof Cement Paint

- High strength
- Breathable paint
- Superior brushability
- Reflects heat
- No Chalking



Cemcolour

Water proof Cement Paint

- Economy colour coating
- Does not peel or flake
- Breathable paint
- Becomes an integral part of plaster

SNOWCARE RANGE



Snowcare

Wall Putty

- Fills hair cracks and pin holes
- Water repellent
- Needs no curing
- Gives toughness to the surface
- Non toxic and non inflammable



Snowcare

Acrylic Putty

- Excellent consistency
- Effortless workability
- Superior adhesion
- Excellent whiteness
- Smooth and durable surface preparation



Hardcrete

- Waterproof mass concrete
- Cement sand renderings
- Floor toppings
- Hardens mass concrete



Impermo

- Waterproof mass concrete
- Cement sand renderings



Biowash

- Anti fungal - Anti algae
- Clear liquid
- Smooth and consistent

ENAMEL



Snowglo

Premium Gloss Enamel

- Excellent Consistency
- Effortless Workability
- Superior Adhesion
- Ideal for outdoor and indoor application
- Widest shade range

NEW GENERATION BRAND LAUNCH PARTY

Change is an inevitable factor in the life-cycle of a person or any enterprise. For growth, we need to change and we have embraced the change. We are proud to announce the launch of the Brand New Logo along with attractive packaging for our product line. Our new look is more “Young, Vibrant & Modern”.

We recently organised brand relaunch events across length and breadth of the country to share this new look with our channel partners and industry veterans. The first launch event was held in Hyderabad on 9th Dec, 2016. Following that, events were conducted in Pune, Bangalore, Delhi, Nagpur and Kolkata where we had a total attendance of over 500 partners. Each and every event was a great success..



Moment before unveiling of new range of products



Our brand new look



Mr. Gagan Ruia (Director Marketing) and Mr. Amit Sahai (CEO and Executive Director) presenting the brand certificate to Lucky Draw Winner at our launch Event in Andhra Pradesh and Telangana.



Our dealers in Andhra Pradesh and Telangana event

Pune

Snowcem introduced their new packaging and a wide range of products. The logo was unveiled by Mr. Amit Sahai (CEO and Executive Director) and Mr. Gagan Ruia (Director Marketing) at the launch event held in Hyatt Regency, Pune.

Mr. Amit Sahai was delighted to introduce Snowcem Paints with a brand new look, because with time, desires and choices in home decor have evolved. Understanding the changing demands in the industry we at Snowcem strive to meet them with constant innovations and research.

The channel partners were entertained with energetic performances and gracious event.



Sales Team Of Central Zone



Mr. Sanjay Bhot of Srikrishna Color Centre- Sangamner meeting with Mr. Amit Sahai (CEO and Executive Director) and to his side Mr. Saurabh Shah (Navnitlal and Sons, Pune)



(From L to R) Mr. Vijay Shah (Amit Enterprises, Pune), Mr. Ashok Arora of (National Paints, Pune), Shanti Bhai (Niranjan Paints, Mumbai), Mr. Saurabh Shah (Navnitlal and Sons, Pune)



(From L to R) Mr. Gagan Ruia (Marketing Director) and Mr. Arjun Meghnani (Rajlaxmi Paints, Bhusawal) taking out lucky draw winner.



(From L to R) Mr. Ashok Kumar Arora (National Paints, Pune) Mr. Girish Oswal (New Paints Traders, Pune), Mr. Saurabh Shah of (Navnitlal & sons, Pune) discussing with Mr. Amit Sahai (CEO and ED)



(From L to R) Mr. Shalendra Singh (DSM, Mumbai), Mr. Madhusadan Ray, Mr. Amit Sahai, Mr. Gagan Ruia (Director Marketing) and Mr. Mohammad Sadruddin (DSM, Mumbai) presenting a gift cheque to Mr. Pravin Jaiswal (Color Centre, Sangamner).

Bangalore

Snowcem Paints Pvt. Ltd. relaunched its brand logo and new packaging at ITC Fortune, Bangalore. The lavish gala party was inaugurated by Mr. Amit Sahai (CEO and Executive Director).

The event began with an inspiring speech from Mr. Amit Sahai, he spoke about various changes that took place under his guidance and connected the whole makeover with the communication industry.

The attraction of the evening was a spellbinding performance by the group dance which entertained the audience with their performance. A lucky draw competition was held among the dealers, the winners of the competition were felicitated.

The relaunch event was a triumph and the dealers had a memorable time.



Mr. R. Sathyamurthy (Branch Sales Manager, Bangalore) talking about Snowcem and to his right Mr. K. Y. Chakrapani (Sales Incharge)



Our Gulbarga and Hubli Traders



Mr. Madhusudan Ray, Mr. Gagan Ruia, Mr. B. N. Wali (Hubli H/W & Paint), Mr. Ramesh Shindol, Mr. Amit Sahai, Mr. Arif Mirza (Adarsh Traders, Gulbarga), Mr. Sanjay Honavar (Kolkata Trading Co.)



Snowcem team in Bangalore.



Mr. Gagan Ruia (Director Marketing) talking about our new generation brand launch



(From L to R) Mr. Amit Sahai (CEO and ED), Mr. R. Sathyamurthy (SM, Bangalore), Mr. Gagan Ruia (Director Marketing, Mumbai), Mr. Madhusudan Ray (ED, Kolkata) presenting a gift prize to lucky draw winner Mr. Santosh Patil (M/s. Gowrishankar & Co. Bangalore)

Delhi

Snowcem Paints introduced its new logo and impressive packaging and pricing for 100 plus partners in Hotel Park Plaza in the capital city of India. Snowcem announced a revamp of its go-to-market (GTM) strategy in all major cities of India, including Metros, Tier-II and Tier-III cities.

Mr. Amit Sahai (CEO and ED) began the event by giving a wonderful presentation, he also narrated the whole story behind the revamp.

All the dealers were really inthrolled by the new look.



Mr. Shailendra Dutta (Branch Sales Manager, New Delhi) taking about new range of products.



(From L to R) Mr. Shailendra Dutta (BSM, New Delhi), Mr. Amit Sahai (CEO and ED) and Mr. Madhusudan Ray (ED Kolkata) gifting a gift cheque to Mr. Rajesh Aggarwal (M/s Aggarwal Store, Ghaziabad)



(From L to R) Mr. Ashwin Madan (M/s Vijay Traders, Roorkee), Mr. Amit Sahai (CEO and ED), Mr. Sukhpal Singh (Ms. Khalsa Traders, Ludhiana),r. Ajay Goyal (M/s Navrang Paint House, Ghaziabad) Mr. Rajeev Gupta (M/s Bombay Paint House, Meerut), Mr. Rohit Mittal (M/s Roy Paints, Delhi) and Mr. Madhusudan Ray (ED, Kolkata)



(From L to R) Mr. Dinesh Sharma(Snowcem, Gaziabad), Mr. Pawan Srivastava (Snowcem, Gaziabad), Mr. Rajeev Gupta (Bombay Paints House, Meerut) Mr. Neeraj Gupta (Snowcem, Dehradun) and Mr. Sadik Alam(Snowcem, Ghaziabad)



Mr. Amit Sahai giving a presentation & talk on new products.



Our Dealer Invitees in Delhi event



Nagpur

Snowcem Paints Pvt. Ltd. relaunched its new packaging and logo at Pride Hotel Nagpur. Our dealers took the same enthusiasm which they had before for Snowcem Paints. It was a great moment for Snowcem to see the zeal among the dealers. They were eagerly awaiting the new look and change in Snowcem.

Mr. Amit Sahai (CEO and Executive Director) began the event with his charismatic speech. "Change is inevitable". His speech mainly focused on the change that has occurred in Snowcem Paints under his guidance. He beautifully narrated the whole story behind this change.

Channel partners were mesmerized by dance performances by the artists.



(From L to R) Mr. Ali Akbar Hussain, Mr. Abbas Ezzi, Mr. B. N. Daga, Mr. Shoeb Hassonjee, Mr. Rajeev Bedekar, Mr. Gagan Ruia, Mr. Amit Sahai, Mr. O. P. Bajaj and Mr. Hakimuddin Murrabi



(From L to R) Mr. Ibrahim Johar also lucky draw winner and Mr. Gagan Ruia.



(From L to R) Mr. Mahendra Bishani, Mr. Pratul Daga, Mr. O. P. Bajaj, Mr. B. N. Daga and Atul Daga



(From L to R) Mr. O. P. Bajaj, Vikas Somani, Abbas Ezzi and Mr. Amit Sahai.



From (L to R) Mr. Hakimuddin Murrabi, Mr. Rajesh Agarwal and Mr. Quaidee Saifee



(From L to R) Mr. Sachin Tarekar, Mr. Vikas Somani (ASM, Nagpur), Mr. Amit Sahai (CEO and ED) and Mr. Gagan Ruia (Director Marketing) presenting a gift cheque to lucky draw winner

Kolkata

Snowcem Paints endeavors to better understand their customers and partners need, finding new and unique ways to create stronger and healthier customer relationships and remain on top of their mind. The event was organised in Swabhumi, Kolkata.

In the event Mr Sahai spoke about how we are growing our market share and improving our services. With a clear goal of growing the company we are extending our distribution network and increasing our sales team.

In the event, all the local partners welcomed the new look of the company with super excitement and exhilaration.



Our honourable dealers and invitees attending the brand launch event.



Mr. Rintu Das (Regional Sales Manager) with Snowcem West Bengal Team



(From L to R) Mr. Tapan Ghara (M/s Colour Concern) and Mr. Sankar Banerjee (M/s Maharaja Paints and Building Materials) lighting a lamp



In the brand launch event Mr. Madhusudan Ray (ED, Kolkata)



Mr. Amit Sahai (CEO and Executive Director) introducing a new product SNOWCEM PLUS



All the winning dealers (From L to R) Nanji Govindji & Sons, (Jamshedpur), Colour & Chemical, (Bokaro) Trivedi Traders, (Ranchi).



PRESTIGIOUS PROJECTS



Project: Ganesh Nilayam House, Anantpur, AP
Supplier: G. J. Venu, Anantapur, AP
Products Used: Uniglosss **Shades:** Arctic White



Project: Chandigarh Housing Board, Chandigarh
Contractors: M/s B. L. Mehta Constructions Pvt. Ltd. **Products Used:** Trump
Shades: Lavendar White, Sun Bronze and Snuff Brown



Project: Police Housing Mandoli Delhi,
Contractors: M/s Convergys Constructions
Products Used: Uniglosss
Shades: Marble Pink and Earth



Project: Ashiana Navrang at Halol Gujarat,
Architect: Mr. Sanjeev Mehta
Products Used: Sandtex Matt
Shades: Champagne White, Beige, Terracotta



Project: Seetha Shetters, Begumpet, Hyderabad
Contractors: Asraih
Products Used: Snowcryl XT
Shades: Cinnamon, Pearl Mystic, Terracotta



PRESTIGIOUS PROJECTS



Project: UCIL English School, Jaduguda, Jamshedpur,
Contractors: P. S. Construction
Products Used: Snowcem Plus **Shades:** Ivory, Peach



Project: Vijaya Garden, Jamshedpur,
Contractors: Vijay Homes
Products Used: Sandtex Matt (spl. shade) **Shades:** Aqua green, Pale Mehandi, Yellow, White **Snowcrl XT:** Snow White



Project: Shree Sai Narayan temple, Jamshedpur
Contractor: Samay Construction
Supplier: Nanji Govindji and Sons
Products Used: Unigloss
Shades: Arctic White and Spl. shade (tinted)



Project: Residence of Mr. Bhalotia, Jamshedpur
Contractor: Dinesh Sahu
Products Used: Snowcrl XT, CW Primer
Shades: Jasmine, Royal Maroon



Project: Civil Court, Jamshedpur
Contractor: Rose Constructions
Products Used: Snowcrl XT, Universal Primer
Shades: Crest Blue, Smoke Grey and Dark Jade Stone

PRESTIGIOUS PROJECTS



Project: Madhusudan Shree Niwas Palace, Jamshedpur
Contractor: Madhusudan Niwas
Products Used : Snowcyl XT, Snowcem Plus, Universal Primer
Shades (Spl. Shades): Sugar Icing, Rainy Day & Light Plum
Snowcem Plus- Super White



Project: Shri Balaji Sarkar Mandir, Kanpur
Contractor: Mr. Mahinder Singh **Trustee:** Mr. Radhe Sharma
Products Used: Uniglosss and Trump
Shades: White and Palace Light



Project: NTPC Office Building, Shantinagar, Kanpur
Contractor: Sudha & Co.
Products Used: Snowcyl XT
Shades: Spanish Red and Tan



Project: Patil Bungalow, Kolhapur
Dealer: Shree Narayani Enterprises
Products Used: Uniglosss
Shades: Mountain Blue and Arctic White



Project: President Park, Vashi, Mumbai
Contractors: Dinesh Bindu
Products Used: Sandtex Matt
Shades: Champagne White

PRESTIGIOUS PROJECTS



Project: Kavya Residency Thane, Mumbai **Contracter:** Samartha Enterprises
Products Used: **Exterior-** C. W. Primer, Snowdecor Onyx 2mm, Uniglosss-Sandune, Mushroom **Interior-** Snowcare Putty, C. W. Primer, Uniglosss Arctic White **Snowglo Enamel-** Jasmine.



Project: Dwarakamai Tower, Khadakpada, Kalyan, Mumbai
Contracter: Alam Enterprises
Products Used: **Exteriors-** Snowcryl XT- White, Blooming Season, Fine Wine, **Interior-** Snowcem Acrylic Distemper- Off White



Project: G. V. Chinar, Chakala, Andheri, Mumbai
Contracters: Hadavle
Shades: SP. Chinar 60% Dark, Chinar 10%L. White
Dealer: Niranjn Projects



Project: Nav Parmanu Chs, Chembur, Mumbai
Contracters: Excel Colour
Product: Snowcryl XT
Shades: Idol R and Sandstone
Dealer: Niranjn Projects



Project: Al Raza Tower, Thane, Mumbai
Contracters: New Light
Products Used: Snowcryl XT, CW Primer
Shades: Yellow burnt stone, Al Raza Shade II Special Shade

PRESTIGIOUS PROJECTS



Project: Tulsi Pooja, Panvel, Navi Mumbai
Contractors: Vastu Siddhi Enterprise
Products Used: Snowcryn XT Ultra
Shades: Ivory, Blossom Brown, Egg shell, Honey comb.



Project: Nishant Residency, Vashi, Navi Mumbai
Contractors: Sanjay Kumar Jaa Constructions
Products Used: Snowcryn XT
Shades: Cool Crystal, Nishant Light Grey, Revel



Project: A G Building, Nagpur
Contractors: Mr. Chinchgary
Products Used: Uniglosss Blush Pink, Peach
Snowdecor Synthetic Plaster



Project: Vidhaan Bhavan, Nagpur
Architect: Smt. Rekha Kharde
Products Used: Sandtex Matt
Shades: Dark Green and Terracotta



Project: NIT Sahyog, Nagpur
Contractors: Super Constructions
Products Used: Sandtex Matt, Trump
Shades: Champagne White, Terracota, Magnolia

PRESTIGIOUS PROJECTS



Project: Pyare Mohan Complex, Patna
Contractors: Royal Premier Builders Pvt. Ltd.
Products Used: Sandtex Matt- Ivory White, Maroon, Steel Grey, Snowcem Plus- Silver grey, Brick Red, Snowcare Wall Putty



Project: Symboisis Institute, Kiwale, Pune
Products Used: Univaersal Primer and Sandtex Matt
Shades: Spl. Shade Copper Haze



Project: Albert College, Ranchi
Contracter: Rajesh Jain
Products Used: Uniglosss
Shades: Terracotta, Arctic White



Project: Omkar Chaitanya, Ratnagiri
Contractors: Ganesh Parab
Products Used: Snowcryn! Plus
Shades: Fudge Cookie, Warm Toast, Snow White



Project: BSNL, Officers Hostel, Zumarnadi, Ranchi
Contractor: Murari Prasad Singh
Supplier: Orient Paint
Products Used: Snowcem Plus
Shades: Super White and Light Biscuit

INDUSTRY OVERVIEW

The Growth

Indian Paint Industry is growing gradually, as the pattern of Indian customers are changing day by day so is their knowledge about the paint companies and paint shades. The consumers are changing their pattern to decorate homes. Due to which customers are spending heavily on painting, in order to bring a new life to their homes.

The growth in Indian paint Industry is witnessed from new demand pockets, especially in Tier II and Tier III cities. People have shifted from solvent based to water based paints. The rise in water based paint has resulted in an increasing demand for emulsions paints, textured emulsions, acrylic distempers and many more.

The growth in Interiors and Exteriors these days is due to their benefits like anti-dirt pick up, water repelency, long durability, anti-algal/fungal and most important being eco friendly.

Source: www.mynewsdesk.com/in/pressreleases/india-paint-industry-outlook-2018-1054324



Development of new heat insulating paint

Researchers from the national institute of advance industrial science technology (AIST) have developed a heat insulating paint with irregular silica. Basic experiments were conducted to use the paint for safety management of chemical substances.

Most of conventional heat insulating paints contains hollow beads or spherical beads. But the developed paint deteriorates less than any other conventional paints when exposed to heat and a paint film 0.2 mm in thickness exhibits a heat insulating effect.

The researchers confirmed that the developed paint has a good heat insulating effect when it is applied.

Source: <https://phys.org/news/2013-08-insulating-irregular-silica.html>



Indian Paint Industry To Grow 43% by 2020

The Indian Paint market was around Rs. 40,300 crore in 2014 - 15 is expected to reach Rs. 70,875 crores by 2019 - 2020 with decorative paint and industrial paint market expected to witness CAGR of 12 % and 9 % respectively, Snowcem Paints is aiming to be one of the top sellers considering the faith in the brand and quality of the products.

The industry has grown at a CAGR of 12.9% from 2011 - 12 to 2014 - 16 in terms of value with highest growth witnessed for 'Exterior and Interior emulsions' in the decorative paints category and 'Auto refinish and Powder coatings' in the industrial paints category.

Source: <http://reality.economictimes.indiatimes.com/news/allied-industries/indian-paint-industry-to-grow-43-by-2020/56478033>



The effect of GST on Paint Industry

The decision of the GST council to tax the Paints industry at the highest slab of 28% would not differ much from the existing rate, "It is no-loss no-gain situation for the paint industry.

Cost savings on the logistics and transportation front are anticipated due to a consolidation of warehouses in the GST era, and that would aid margins. However, it should be noted that this gain will reflect only over a couple of quarters.

GST won't be a game changer for this sector, since raw material prices continue to surge, the days of elevated margins are now behind paint companies. Simply put, it's a neutral scenario. The hope is that the current rate of 28% be revised to 18%, allowing the benefits to be passed down to channel partners and end consumers.

Source: <http://www.livemint.com/Money/8cFOO9xYAmb0iMxEIG5YZN/The-effect-of-GST-on-paint-stocks.html>



PAINTING TIPS

Choosing your Colours

Too select colours for your room or house, you must consider the mood of that particular room in the house.

As bedroom is the most important room it's really important to consider what mood you want to set, do you want the feeling to be restful and soothing or dramatic and intimate? As soft, cool and neutral colours usually create a quieter feeling while stronger colours are for drama.

Next, the living and dining room. Do you want your dining/living area to feel, sociable/stimulating or appear formal/quiet? As warmer, contrasting and somewhat brighter colors add to a sociable atmosphere; deeper blue-greens and neutrals will give a more formal ambience.

Lastly the childrens room, should it be an active/exciting or an orderly/restful? Be careful, not to over stimulate your children with intensely bright hues, some brighter colours like red or black can lead to unrest and irritability.

Do use our action tools at www.snowcempaints.com to help choose the best colour for your home.

Source: <http://www.diynetwork.com/how-to/skills-and-know-how/painting/how-to-select-the-right-paint-and-color-for-your-home>



How To Select Exterior Paint Colours For A Home

If you're painting the outside of your home, don't be afraid to take a little time with the colour decision. Your interior is about your personal colour tastes, but the exterior is really about durability. It's about protecting the biggest investment you have. It isn't an easy decision to redo, so don't rush it.

Think about your permanent materials. If you have an existing brick or stone foundation, patio, or accents, work with their underlying tones as you're choosing a paint shade. For example, if you have a warm red brick foundation and you want brown for your exterior paint, choose a taupe with cool gray/blue undertones instead of a peachy tan.

Don't forget the trim. If you want something other than the usual white, try your exterior colour just a few shades lighter for a subtle, elegant effect, now available with Snowcem Paints.

Source: <http://www.diynetwork.com/how-to/skills-and-know-how/painting/how-to-select-exterior-paint-colors-for-a-home>



PRESS RELEASE



Snowcem PAINTS

Your trusted brand just got a makeover.

TRUE COLOURS OF LIFE

www.snowcempaints.com | Toll free no. 800-22-5279

Times of India
Page 01, 10 April 2017 Mumbai



Snowcem Paints in a Modern Avataar

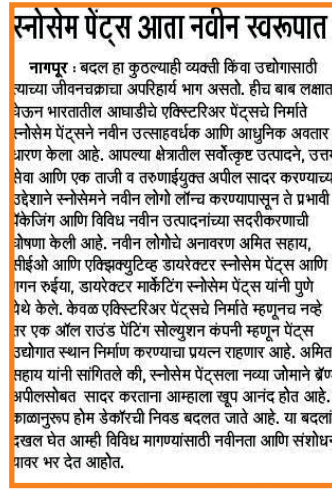
MI NEWS SERVICE

KOLKATA : Snowcem Paints, one of the leading manufacturers of Exterior and Interior Paints in India launched the big brand refresh introducing the new logo, comprehensive product range for exteriors and interiors with impressive packaging and pricing for 100 plus partners in Kolkata.

Mr. Amit Sahai, CEO & Executive Director, Snowcem Paints announced a revamp of its go-to-market (GTM) strategy to all major cities of India including Metros, Tier-II and Tier-III cities. Over 900 plus partners were revamped and reenergized during the partner's meet in these cities.

Keeping in mind customers and partners' current needs and reinvent its corporate image, Snowcem Paints has done a modern avatar with the first biggest revamp in two decades, a remarkable expansion targeting engineers, builders, contractors, partners and consumers alike. Website has also been revamped to address performance shortfalls and specific challenges and serve as a vital tool for partners, engineers, contractors, builders and consumers.

Morning India Newspaper -
Page 3, 06 May 2017 Kolkata



स्नोसेम पेंट्स आता नवीन स्वरूपात

नागपूर : बदल हा कुठल्याही व्यक्ती किंवा उद्योगासाठी याच्या जीवनचक्राचा अपरिहार्य भाग असतो. हीच बाब लक्षात घेऊन भारतातील आघाडीचे एक्सटिरियर पेंट्सचे निर्माते स्नोसेम पेंट्सने नवीन उत्साहवर्धक आणि आधुनिक अवतार ग्रहण केला आहे. आपल्या क्षेत्रातील सर्वोत्कृष्ट उत्पादने, उत्तम सेवा आणि एक ताजी व तरुणाईयुक्त अपील सादर करण्याच्या उद्देशाने स्नोसेमने नवीन लोगो लॉन्च करण्यापासून ते प्रभावी कॅजिंग आणि विविध नवीन उत्पादनांच्या सदरीकरणाची घोषणा केली आहे. नवीन लोगोचे अनावरण अमित सहाय, सीईओ आणि एक्सिक्युटिव्ह डायरेक्टर स्नोसेम पेंट्स आणि गन रुईया, डायरेक्टर मार्केटिंग स्नोसेम पेंट्स यांनी पुणे येथे केले. केवळ एक्सटिरियर पेंट्सचे म्हणूनच नहेर एक ऑल राउंड पेंटिंग सोल्युशन कंपनी म्हणून पेंट्स उद्योगात स्थान निर्माण करण्याचा प्रयत्न राहणार आहे. अमित सहाय यांनी सांगितले की, स्नोसेम पेंट्सला नव्या जोमाने ग्रॅण् अपीलसोबत सादर करताना आम्हाला खुप आनंद होत आहे. काळानुरूप होम डेकोरची निवड बदलत जाते आहे. या बदलात रखल घेत आमी विविध मागण्यासाठी नवीनात आणि संशोधन गवर भर देत आहोत.

Punyanagari
Page 03, 21 April 2017 Nagpur



स्नोसेम पेंट्स ने लोगो और पैकेजिंग में किया बदलाव

मुंबई : एक्सटिरियर और इंटीरियर पेंट्स के क्षेत्र में अग्रणी मैन्युफैक्चरर स्नोसेम पेंट्स अब आधुनिक अवतार में नजर आएगी। कंपनी ने आज नई दिल्ली स्थित होटल पार्क प्लेजा में अपने ब्रांड को नए लोगो और इंटीरियर एवं एक्सटिरियर प्रॉडक्ट्स की रेंज आकर्षक पैकेजिंग और प्राइस के साथ अपने 100 से ज्यादा पार्टनर्स के लिए बाजार में उतारा है। स्नोसेम पेंट्स के सीईओ और एजीक्यूटिव डायरेक्टर श्री अमित सहाय ने देश के महानगरी के साथ ही टियर 2 और टियर 3 शहरों के लिए भी अपनी 'गो टू मार्केट' (जीटीएम) रणनीति में नए बदलाव की घोषणा की। देशभर के शहरों में कंपनी की पार्टनर्स मीट में 900 से भी ज्यादा पार्टनर्स इस बदलाव के साक्षी बने। कंपनी के पार्टनर्स और ग्राहकों की मौजूदा जरूरतों और कॉर्पोरेट छवि के पुनर्निर्माण को ध्यान में रखते हुए 'स्नोसेम पेंट्स' ने दो दशक में सबसे बड़ा बदलाव करते हुए यह नया अवतार अपनाया है। इंजीनियर्स, बिल्डर्स, कॉन्स्ट्रक्टर, पार्टनर्स और कस्टमर्स आदि सभी को ध्यान में रखते हुए किया गया यह उल्लेखनीय बदलाव है।

Apni Dunia -
Page 03, 21 April 2017 Mumbai



स्नोसेम पेंट्स नए अवतार में: लोगो और पैकेजिंग में किया बदलाव

एक्सटिरियर और इंटीरियर पेंट्स के क्षेत्र में अग्रणी मैन्युफैक्चरर स्नोसेम पेंट्स अब आधुनिक अवतार में नजर आएगी। कंपनी ने आज नई दिल्ली स्थित होटल पार्क प्लेजा में अपने ब्रांड को नए लोगो और इंटीरियर एवं एक्सटिरियर प्रॉडक्ट्स की रेंज आकर्षक पैकेजिंग और प्राइस के साथ अपने 100 से ज्यादा पार्टनर्स के लिए बाजार में उतारा है।

स्नोसेम पेंट्स के सीईओ और एजीक्यूटिव डायरेक्टर श्री अमित सहाय ने देश के महानगरी के साथ ही टियर 2 और टियर 3 शहरों के लिए भी अपनी 'गो टू मार्केट' (जीटीएम) रणनीति में नए बदलाव की घोषणा की। देशभर के शहरों में कंपनी की पार्टनर्स मीट में 900 से भी ज्यादा पार्टनर्स इस बदलाव के साक्षी बने। कंपनी के पार्टनर्स और ग्राहकों की मौजूदा जरूरतों और कॉर्पोरेट छवि के पुनर्निर्माण को ध्यान में रखते हुए 'स्नोसेम पेंट्स' ने दो दशक में सबसे बड़ा बदलाव करते हुए यह नया अवतार अपनाया है। इंजीनियर्स, बिल्डर्स, कॉन्स्ट्रक्टर, पार्टनर्स और कस्टमर्स आदि सभी को ध्यान में रखते हुए किया गया यह उल्लेखनीय बदलाव है।

State Express
Page 03, 22 April 2017 New Delhi



Snowcem Paints Dons a New Avatar; a Fresh Makeover

Nagpur 19th April, 2017: They say that change is an inevitable factor in the life cycle of a person or an enterprise. With a strong belief that change is inevitable, Snowcem Paints, one of the leading manufacturers of Exterior Paints in India, has done a new vibrant and modern avatar. In an endeavour to provide best-in-class products, excellence in service, and a youthful appeal, Snowcem has resorted to a makeover right from the launch of a new logo to the introduction of impressive packaging and a wide array of products. The new logo was unveiled by Mr. Amit Sahai, CEO & Executive Director at Snowcem Paints and Mr. Gagan Rula, Director-Marketing, Snowcem Paints at Hyatt Pune.

Snowcem is the pioneering leader across the country, renowned for its determined skills and persistency and, its back to prevail with the same quality but larger and more comprehensive product range. Not just as an

Exterior Paints company but as an all-round Painting solutions entity, Snowcem aspires to take the Paints industry by storm with its sheer quality and determination. Despite the makeover, Snowcem holds tight to their age-old values and standard, and assures their patrons of Mr. Sahai, CEO & Executive Director at Snowcem commented, "We are delighted to introduce Snowcem paints with a brand new appeal and much needed vigour. With time, desires and choices in home decor have evolved. We not only understand the changing demands of the industry but also strive to meet them through a constant innovations and research."

"For growth, change is inevitable and the first step towards this change was to completely transform our look and appeal, and in sync with the current day and age. We are a young, vibrant & modern organization, and take utmost pride in serving our beloved customers with quality and efficiency."

Nagpur Post
Page 06, 21 April 2017 Nagpur



కొత్త రూపులో స్నోసెమ్

హైదరాబాద్: ఎక్స్టెరియర్, ఇంటీరియర్ పేంట్లలో స్నోసెమ్ కంపెనీ సాఫ్ట్వేర్ నవీకరణ పూర్తి చేసి, 'గో టూ మార్కెట్' పేరు సూచన ఉత్పత్తులను ప్రవేశపెట్టింది. దీనివల్ల దాదాపు 900 మంది బాగాహుస్లు లో ఉన్న ప్రముఖ వ్యవహారీ సూక్ష్మ ఉత్పత్తులను విక్రయించేందుకు 'గో టూ మార్కెట్' వ్యవహారీ ఆసనం సృష్టించుకునే సందర్భంగా స్నోసెమ్ సీఈఓ అమిత్ సహాయ్ తెలిపారు. వ్యవస్థాపక దిమాంధ్రను పరిశోధన, నవీకరణ అవసరం ఉంటే చేరుకుంటామన్నాడు.

Sakshi -
Page 17, 29 April 2017 Hyderabad



Snowcem Paints with new logo

PBD BUREAU
KOLKATA, MAY 6

Over 900 plus partners were revamped and reenergized during the partner's meet in these cities.

Keeping in mind customers and partners' current needs and reinvent its corporate image, Snowcem Paints, has done a modern avatar with the first biggest revamp in two decades, a remarkable expansion targeting engineers, builders, contractors, partners and consumers alike. Website has also been revamped to address performance shortfalls and specific challenges and serve as a vital tool for partners' engineers, contractors, builders and consumers."

The Political and Business Daily Newspaper-
Page 03, 07 May 2017 Hyderabad

Suryakaal -
Page 2, 15 April 2017 Ahmedabad

The Times of Karnavati -
Page 03, 14 April 2017 Ahmedabad

Sanjwarta -
Page 04, 13 April 2017 Mumbai

The Morning India -
Page 3, 6 May 2017, Kolkata

Gujarat Vaibhav -
Page 11, 17 May 2017, Ahmedabad

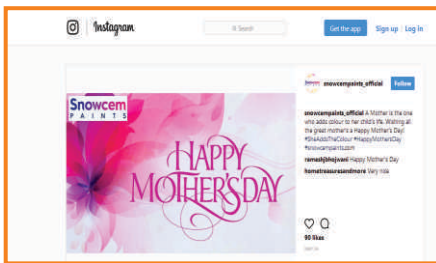
The Political and Business Daily -
Page 3, 15 May 2017, Kolkata

The Telegraph -
Page 08, 11 May 2017 Kolkata

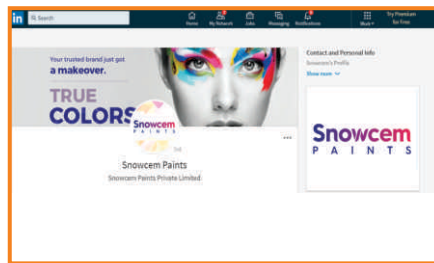
Vishal -
Page 07, 30 April 2017 Andhra Pradesh

OUR PROMOTIONS

Apart from social media platforms some of our major promotions includes display of dealer boards, pillar branding, vertical branding, cash counter branding, advertisements and many more. Also other scheme benefiting our channel partners have been launched, so keep an eye out for more upcoming scheme.



Instagram



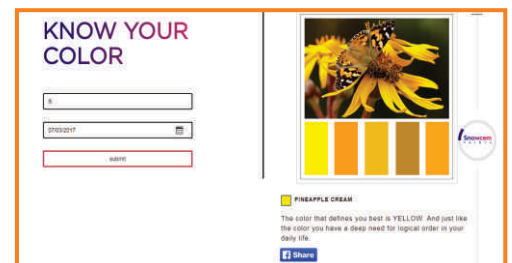
LinkedIn



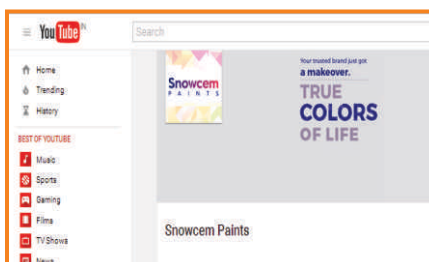
Facebook



Website
www.snowcempaints.com



Twitter



YouTube



WhatsApp

Dealer Boards



Central Hardware, Dapoli



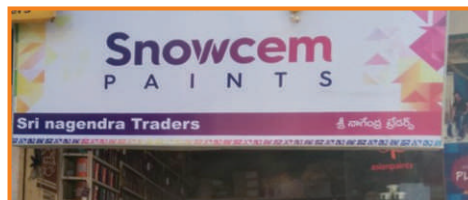
Benigopal Paints & Hardware, Hyderabad



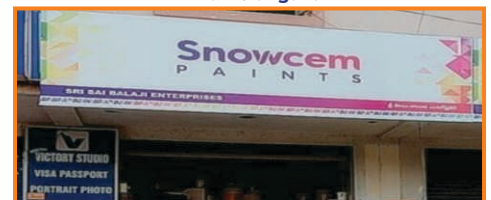
Sri Ramakrishna Cement & General Store,
AP & Telangana



T. M. Fida Ali & Sons, Nagpur



Sri Nagendra Traders, Hyderabad



Sri Sai Balaji Enterprises, Hyderabad



Keyur Croma, Kolhapur



Moni Enterprises, Kolkata



S.S. Traders, Patna

In Shop Branding



Advertisement



Ganesh Poster



Laxmi Poster



Mercandise Presentation

OUR PRODUCT RANGE





Snowcem

P A I N T S

**TRUE
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For any queries please call us on our
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**Ecofriendly Commitment: All products of Snowcem
Paints are Lead, Chromium and Mercury free**

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