

Snowcem

NEWS



Your trusted
brand just got
a makeover.



**TRUE
COLOURS
OF LIFE**





INDEX

From The CEO's Desk	2
About Us	3
Product Range - Interior Emulsion	4
Product Range - Exterior Power Paints	5
Primers & Snowcare Range	7
The Painting Process	8
Choose your colour	12
Sovereignty of Shade	13
Prestigious Projects	14
Industry News	20
Marketing Bulletin	22
Corporate Social Responsibility	27



FROM THE CEO's DESK

Dear Partners/Friends,

Snowcem News gives me a great opportunity to interact with you all on one single platform. It is my honor as the CEO of this company to be addressing all of you.

I'd like to start by reminding the values that Snowcem as a company was built on: Ethics, Flawless service, Customer satisfaction, Transparent Ecosystem, Utmost Responsibility and Dedication.

These values are what sets our company apart from the others. It makes us who we are and not just any other firm following the crowd. My aspirations and goals for this company are very high and it can be only achieved if we work together towards it. Together as a whole we can take Snowcem Paints to the next level.

The recent makeover that the company went through was a whole new image that Snowcem built for itself while holding onto the years of trust and relationship that we built with our customers.

We have branched out our products from exterior paints to interior paints and other auxiliaries needed in the process to success. We also have a wide range of online and offline services that facilitate the entire painting process. Snowcem is now a one-stop shop for all the different types of painting requirements.

As a CSR initiative we have participated in an activity 'Chal Rang De' to get a colourful makeover of Mumbai slums. Starting this activity Asalpha slums in Mumbai has been transformed from a dull exterior to a colourful vibrant facade after its walls were painted.

We have performed excellent in the market inspite of situations like demonetization and GST policy. The entire credit goes to Customers who continued to believe in us and Stakeholders like our Dealers, Suppliers, Vendors and of course our Employees for their constant support and help.

We aim at being the best, and I sincerely hope we all are together as a team in this progression.

Thank You
Regards,

Amit Sahai

Amit Sahai
(CEO and Executive Director)



AMIT SAHAI

CEO and Executive Director
SNOWCEM PAINTS PVT. LTD.



ABOUT US

Snowcem established itself in the year 1959 and since then we have been satisfying the customers with all there is to offer. Our emphasis on the high standards for quality of products and services has enabled us in making a space for ourselves in the market. Keeping the fact that change is the only thing constant, Snowcem changed the entire look of the brand by remodeling the packaging, looks and standard of the goods.

Market response of these changes have been very positive and the company is progressing very well since then. We have been an active part of the online and offline promotional campaigns. Snowcem is beautifully adapting all the changing market trends. The main motto is to be the one stop shop for all the painting needs and solutions to all its existing and prospective customers.



PRODUCT RANGE

INTERIOR EMULSIONS



Zenita

Ultimate Luxury Emulsion

- Excellent anti-graffiti effect
- Durable semi - glossy finish
- Good washability
- Anti fungal / Anti algae



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



Snowpearl

Super Rich Paint

- Durable appealing finish
- Excellent performance at optimum price
- Hassle free application
- Fast drying and quick recoatable



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

EXTERIOR POWER PAINTS



Uniglosss

Ultimate Multi Surface Protection

- Unique formulation for multisurface painting
- High sheen finish
- Can be used against 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



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

ENAMEL



Snowglo

Premium Gloss Enamel

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

CEMENT PAINTS



Snowcem Plus

Premium Waterproof Cement Paint

- High strength
- Breathable paint
- Superior brushability
- Reflects heat



Cemcolour

Water proof Cement Paint

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

PRIMERS



SPECIAL CW PRIMER FOR EXTERIOR

- Water Thinnable
- To be applied on wood and concrete
- Very high coverage
- Good alkali resistant



UNIVERSAL PRIMER FOR EXTERIOR & INTERIOR

- Water Thinnable
- Good Coverage
- Good alkali resistant



SNOWCEM INTERIOR PRIMER

- Water Thinnable
- Reduces consumption of topcoat
- Fast Drying
- Good alkali resistant



SNOWPEARL INTERIOR PRIMER

- Water Thinnable
- Fast Drying
- Does not peel off

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

THE PAINTING PROCESS

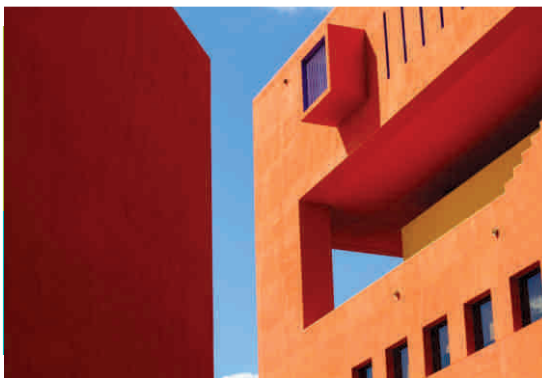
SHADE SELECTION

Nothing transforms your home like changing the colour scheme. You don't have to be a designer to choose the paint, all you need is a little planning and a little knowledge. The most important thing is to pick the colours that you like because your house should reflect you and should be appropriate according to the vastu. The "Know Your Colour" feature on the Snowcem website guides you with the best and most reliable vastu tips for your house.



For interiors, colours that you choose should match or be in contrast with the furniture or the curtains. The colours between the different rooms should also be matched, as it reflects continuity and flow throughout the house. If you don't want to experiment with adventurous colours, go with neutral or lighter shades that tend to go well in every setting. Zenita provides you with the perfect finish and is available in a huge range of shades.

For exteriors, products from Uniglosss to Snowcem Plus are perfect as they are long lasting, protect the walls and keep them new and bright. While choosing colour for exterior walls, climatic conditions should be considered as an important factor.



PREPARATION PROCESS

Painting is the final step before one is completely ready to move into their home. Selecting a perfect colour ambience is the key to make your dream home come true. Here at Snowcem we have an extensive range of colours for you to choose from. The Visualizer and Snowscape service we offer will help you paint that colourful picture in your mind, out into the reality. Our main motto is customer satisfaction and we will do our best to provide you in the best possible way.

To make this process a whole lot easier, here are few tips from Snowcem paints expert Mr. Satya Basak:

- 1  Use a plastic sheet on the floor to avoid staining it.
- 2  Clean all the walls and remove the dirt so that a firm bond is formed between the wall and the paint which helps increase the durability of the paint.
- 3  Take off or cover all the fittings such as switches, lights, fans etc. to avoid damages to them.
- 4  Fill all cracks, holes and dry wall joints up using the Snowcem putty and scrap off the extra material coming out using a thin metal plate.
- 5  Use a finer sand paper to get a smooth finish on the wall.
- 6  Tape the area not to be painted for a defined, clean and precise look on the wall.
- 7  Paint a coat of Snowcem primer on base wall to get a smooth even look.
- 8  Mix all the units of one colour together; this will help you get one tone, all over the area to be painted.



We hope these tips have helped to get your desired results.

APPLICATION OF PAINT

Apply a coat of wall primer as the base. Use Snowcem Universal primer, Snowcem interior primer or Snowpearl interior primer according to your need. They dry up easily and are water thinnable.

Fill and level up the minor bumps of wall by applying putty. For best results, use Snowcare wall putty or Snowcare acrylic putty for interior or exterior.

One liberal coat of wall Primer (solvent thinned or water thinned) is recommended on puttied areas before applying the topcoat. The primer should be allowed to dry for 6 - 12 hours. If the primer coat is not applied over the puttied areas, the topcoat can appear patchy.

Avoid application of putty or filling compound while painting exterior surfaces, if there are any cracks. Fill up cracks with a 1:3 (by volume) cement and sand mixture.

All external drainage pipes must be checked for rusting or leakage. Any faulty plumbing must be rectified. Special attention must be given to the roof. Check for cracks near the edges and close to water storage areas. Skilled masonry or waterproofing work on the ceiling will enhance the performance of the paint.



Fill and level up the minor bumps of wall by applying putty





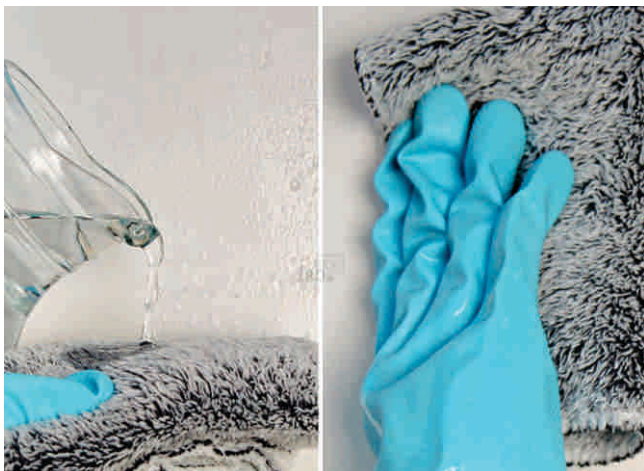
POST PAINTING CARE

There are basically two kinds of stains: oil and waterborne. Frequently just a wet cloth takes off the waterborne ones — wine, ketchup, mustard or even smashed mosquitoes. For oily stains — cooking grease, crayon, shoe polish, lipstick — you may need to escalate to the mild dishwashing soap method.

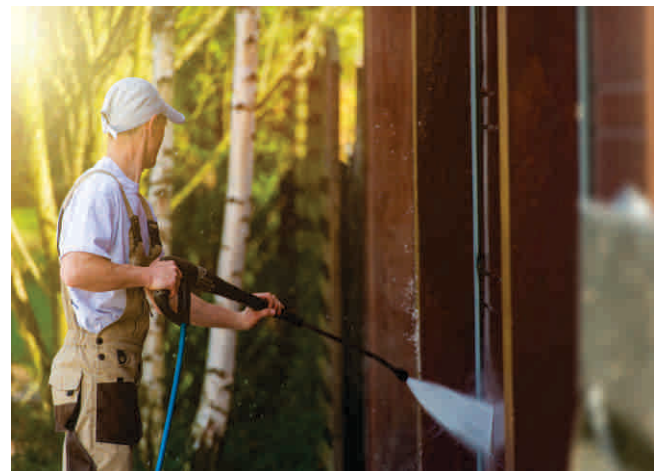
Start with clear water on a rag or a soft sponge, and rub the stain gently. If that doesn't work, dip the rag or sponge into water mixed with a little dishwashing liquid, the milder the better. If the stain persists, the next step would be to apply a few drops of soap directly onto the wet sponge or cloth you're using. For more stubborn cases, you could apply a mild soap solution right onto the stain. Make sure that whatever you do to get rid of the stain, you rinse the wall afterward with plain water.



Few drops of a dishwashing liquid directly on the wall with sponge (Step-1)



Wipe the wall with rag or soft cloth (S-2)



Rinse the wall afterwards with plain water (S-3)



CHOOSE YOUR COLOUR

Once you've chosen the colour scheme it is always recommended to create a sample board. The sample board can be tested against the furniture and other features in the room, to short list the most appropriate colour.

Paint the colour you are happy with on a small area on the wall and analyze these colours on that part of the wall under different sunlight during the entire day. Bright colours may not look good in a room with a lot of natural sunlight.

The general rule is to paint the ceiling lighter than the walls, which gives the rooms a larger look. Colours ranging from green to violet on the colour wheel reflect calm and cool and colours from red to yellow show vibrancy. The colour scheme of a room can be finalized using the colour wheel as most designers do. The colours opposite to each other on the wheel are complimentary colours; The colours right next to each other on the wheel are analogous; they have a less contrasting effect.

A monochromatic scheme uses different shades of the same colour, which creates a soft and pleasant look. The most popular of all the different types of paint are acrylic paints as they are easy to use and dry up faster than oil based paints. If you need any more help about anything relating to paints you can contact us at Snowcem where our experts in paints can help you with your queries.



Analyze the colour on wall before final painting

SOVEREIGNTY OF SHADE

The colour blue symbolizes the vast sea and sky, and is associated with feelings such as depth, stability, wisdom, loyalty, truth, faith etc. We Indians tie blue colour with our deities, Lord Krishna or Lord Shiva. For us, it is the colour of spirituality, divinity and life. We have seen blue make its path through history as the ancient Greeks painted their houses blue to make them look beautiful and visible from a farther away distance, the city of Jodhpur is also known as BLUE CITY. The essence of these two places along with all the emotions flooding in can be bought to your home with this new shade of blue derived from the YInMn pigment. It is the colour of the sky on a dark starry night, hit by the brightness of the moonlight.

Colours are extensive in nature. If you look around yourself, you will find hundreds of colours yet waiting to be defined. When the white light passes through a prism it gets scattered and results in the formation of different colours. On mixing these existing primary colours you can form numerous more shades. In an effort to create this new shade, facing a lot of ups and downs, whacking ones brains completely, a chemist came of with this shade accidentally.

The latest addition to the Crayola family is rooted in a happy accident, Gabriel Rosenberg reports for NPR. In 2009, Mas Subramanian, a professor of material science at Oregon State University, was conducting experiments with his students to make new materials for electronics. They mixed and heated different combinations of chemicals, and much to their surprise, one of the samples turned a brilliant, never-before-seen shade of blue. The team called the color YInMn after the chemicals that were combined to create it: yttrium, indium and manganese oxides.

The more you look at this colour, the more you fall in love with it. This colour is perfect for creating any sort of an ambience. May it be for the playroom that your kids dreamt of or a lounge area for you to sip your coffee, in your favorite mug and relax. This colour goes incomparably well in every setting. With this colour in your house you will never have to define yourself ever again, YInMn pigment will do it for you.

<https://www.smithsonianmag.com/smart-news/crayola-debut-crayon-inspired-new-shade-blue-180963205/>



PRESTIGIOUS PROJECTS

Snowcem has been in the industry for over five decades and it has provided its customers with excellent products, exclusive service and an all round perfect experience.

Out of all the major projects that we have undertaken, here are few prestigious mentions:



DRDO, Bangalore
Supplier: M/s.Balaji Paints & H/w.
Product Used: Allrounder (Bone White) and Snowcem Plus - Brick Red



Lodge, Bangalore
Supplier: M/s.Yerrithata H/w., Belari
Product Used: Unigloss and Universal Primer



Singareni Housing Society, Bhoopalapalli
Contractor: M. Baskar, Supplier: Brundha Infra Pvt. Ltd.
Product Used: Snowcem Plus Emulsion



Railway Colony, Bilaspur
Contractor: Bajrang Const., Supplier: Bharat Paint Traders
Product Used: Snowcem Plus Cement Paint



Hotel NeelKamal, Chas, Bokaro
Contractor: Mr. Anwar, Supplier: P. G. S. Commercial
**Product Used: Sandtex Matt (Magnolia & Sand Dune)
Universal Primer**



Jain Mandir, Bokaro
Contractor: Mr. Hari, Supplier: P. G. S. Commercial
Product Used: Sandtex Matt and CemColour (Blush Pink and Pale Rose)



CPWD, Coimbatore
Contractor: SSS construction
Product Used: CW Primer, Pentasia (Spl. Pure Ivory)



NTPC, Chattisgarh
Contractor: B. B. Kar, Supplier: Daduram Hardware
Product Used: Snowcem Plus Cement Paint



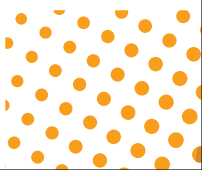
Morarka House, Delhi
Supplier: Ms. Ajanta Paint
Product Used: Zenita



Suvarna Mahal Jewellers, Ghaziabad
Supplier: Dinesh Paints & Iron store
Product Used: Unigloss



Aysola's Enclave, Hyderabad,
Supplier: New Choudhary Brothers.
Product Used: Unigloss





Swarna Mukhi Builrs and Dev., Hyderabad,
Supplier: Dhanalaxmi Traders
Product Used: Sandtex Matt



National Metallurgical Laboratory, Jamshedpur
Contractor: Smita Construction, Supplier: Shyam Sundar Ramesh Kumar
Product Used: CW Primer, Pentasia (Spl. Pure Ivory)



RBI Colony, Kanpur
Contractor: Manoj Mishra
Product Used: Snowcryl (Mid Cream & Opal)



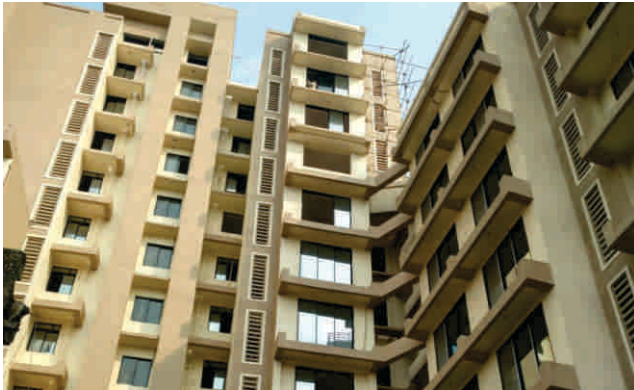
Rahul House, Meerut
Supplier: Ms. Ajanta Paint
Product Used: UniGloss



Venus, Kurla, Mumbai
Product Used: Snowcryl (Sandstone, Off White, Taj Grey)



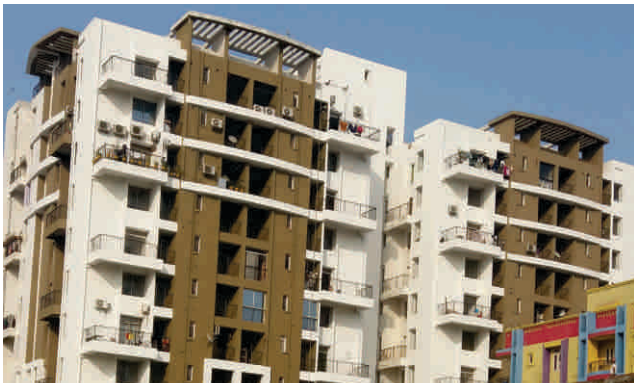
Manisha Building, Andheri, Mumbai
Contractor: Bhoomi Enterprises
Product Used: Snowcryl (Deep Guava Pink)



Jay Gopi Kishen CHS., Safal Group, Mumbai
Product Used: Uniglosss (Ideal R, Sandstone)



Water Treatment Plant, JeevanPradhikaran, Shankarpur, Nagpur
 Contractor: Vinod Bhang, Supplier: Prasheel Traders
Product Used: Snowcryl (Jonathan Blue), Allrounder (White)



Vasundhara Homes, Patna
Product Used: CW Primer, Pentasia (Spl. Pure Ivory)



Hash Tag Hinjewadi Pune
 Contractor: Mr Shoukatbhai Shaikh Pune, Supplier: Amit Enterprises Pune
Product Used: Snowcryl Emulsion & Int /Ext primer



NTPC, Raigarh
 Contractor: Sai Painting and Int. Solution, Supplier: Abhishek Trds.
Product Used: Snowcem Plus Cement Paint and Cemprover



Korba NTPC Hospita, Raipur
 Contractor: B. B. Kar, Supplier: Daduram Hardware
Product Used: Snowcem Plus Cement Paint



AIIMS Hospital and College, Raipur,
Contractor: First Const., Supplier: A. Ahmedji, Bhai
Product Used: Trump and Universal Primer



KVV Hall, Rajkot
Supplier: Matru Enterprise,
Product Used: Snowcryl Emulsion & Int /Ext primer



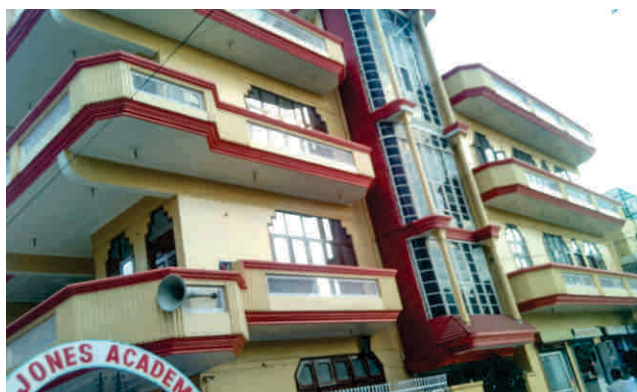
Pushkar School of Nursing Training, Ranchi
Contractor: Azij Ansari, Supplier: Triveni Trader
Product Used: Sandtex Matt Magnolia and Terracotta



R. T. C. School, Ranchi,
Contractor: Shival Ji, Supplier: Orient Paint & Hardware Co.
Product Used: Trump (Light Chrome)



Paras Hub, Akola,
Contractor: Mall Enterprises
Product Used: Cemcolour & Snowpearl Acrylic Distemper



St. Jones Academy, Ghaziabad
Supplier: Dinesh Paints & Iron Stores
Product Used: Unigloss (Ivory & Terracotta)



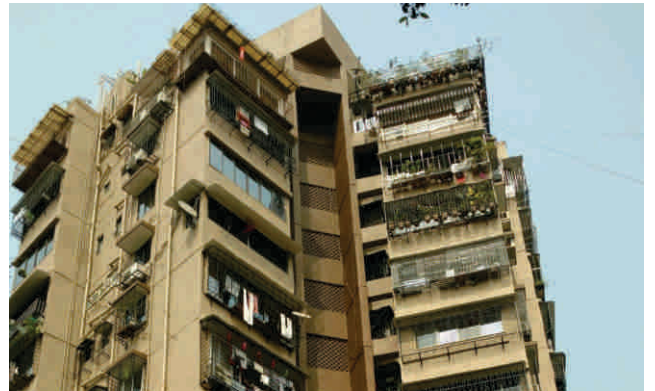
Kazhakkootam, Trivandrum
Contractor: Shamnad, Supplier: Galaxy paints
Product Used: Universal Primer, Snowcem Plus Smart Emulsion Neon White and SnowPearl (Pearl White)



S. C. B. Quarters, Secunderabad,
Supplier: New Choudhary Brothers
Product Used: Sandtex Matt



Sreekanaya Mansion, Vishakapatnam
Contractor: Ganesh, Supplier: Naidu Paints and Hardware
Product Used: Unigloss



Dayanand Sagar, Dadar, Mumbai
Contractor: Hinds Decor
Product Used: Unigloss (Sandstone 50% Darker, Dark Brown)



Lucknow Int. Public School, Lucknow
Product Used: Wall Putty, Trump (White, light green, moody maroon) Interior Snowpearl Emulsion



Jaipur Metro Project, Jaipur
Product Used: Sandtex Matt (Peach & Champagne White)

INDUSTRY NEWS

EVOLVING CHALLENGES IN PAINT INDUSTRY

In addition to the significant changes in paint product development and the justification for entering new or existing markets, paint manufacturers and their raw material suppliers are challenged by customers who may want game-changing products rather than incremental product improvements; today's customers are demanding new products at faster rates than previously known in the paint industry.

The rapid sharing of experimental results with global teams is now routine, and around-the-clock product development - testing of experimental paints - can further reduce the time to market. Having witnessed significant changes in the industry - from a pre-internet period in which large mainframe computers were installed to handle production, sales and accounting functions, to the current time of instantaneous communication and profound changes in the product development process via the rapid advances in computer hardware and software.

Although these developments are impressive, new developments such as 3D printing and carbon fiber composite surfaces will challenge future product development teams to improve current product development techniques to meet these challenges. Advances in automated paint preparation and testing with high-throughput screening methods are further advancing the industry's capability for reduced product development time spans

<http://www.pcimag.com/articles/103026-a-revolution-in-the-paint-industry>.



INDIAN PAINT INDUSTRY OUTLOOK 2018

Although large share in the paint market is conquered by the interior paints, the exterior paints benefits such as anti-dirt pick up, its property to be water-repellent and long durability are leading to popularity of exterior paints market in the Indian paint industry too.

On the back of such advocacies, it is anticipated that the Indian paint market have posted a CAGR of around 13% during 2013-14 to 2017-18, according to a new research report, “India Paint Industry Outlook 2018”. Moreover, the growth in the Indian paint market is driven by rapid urbanization, emergence of the middle class, increase in disposable incomes, growing infrastructure, increase in the tendency to spend extravagantly and growing young population inclined towards leading a lavish lifestyle.

Presently, the growth of the Indian paint industry is being witnessed from new demand pockets, especially in Tier-II and Tier-III cities, thus, signaling the growing acceptance of quality products among the masses. Analysts have closely studied and provided market forecast till 2017-18 of both interior and exterior paints.

<http://www.rncos.com/Market-Analysis-Reports/India-Paint-Industry-Outlook-2018-IM710.htm>



MARKETING BULLETIN

EVENTS & MEETS



Painter Meet, Renuka Hardware, Kolkata



Shop Meet at Ashik Enterprises, Beldanga



Painters Meet, Odisha

East



Contractors Meet, Mumbai



Contractor Meet, Pune



Applicators Meet, Indore

West



Shop Meet, Singha Bros., Delhi



Painters Meet, Ghaziabad



Shop Meet, Mohar Singh & Sons, Haryana

North



Applicators Meet, Navodaya Pts, Hyderabad



Shop Meet, Gulbarga and Basavkalyan



Contractors meet, Manuguru, Telangana

South

RETAIL BRANDING

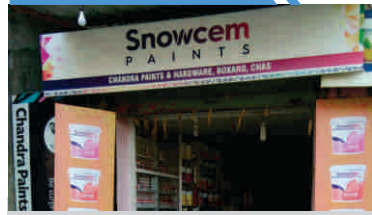
Jay Hardware, Dhanbad



Balaji Hardware, Raipur



Chandra Pts. & H/W., Bokaro



East

Tirupati Gen. Stores, Mumbai



A. L. Lalwani, Pune



Rangoli Paints, Solapur



West

Quality Paints, Lucknow



Dilli Paint Store, Banaras



Garg Paint & Chem., Meerut

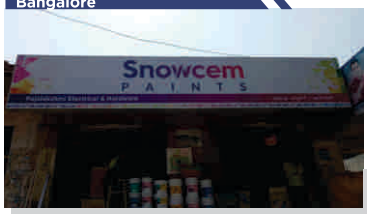


North

Sithara Paints, Cochin



Rajalakshmi Elec. & H/W, Bangalore

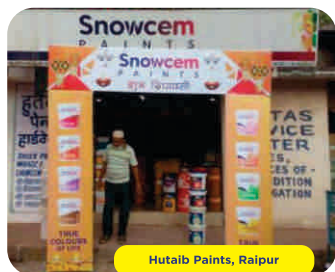


Ganji Entrps., Hyderabad



South

ARCH GATES



Hutaib Paints, Raipur



Bhilai



Saluja Paints, Kawardha



Amit Enterprises, Pune



Maa Ambe Electric and H/W, Nagpur



Unique Paints, Kolhapur



Varanasi



Lucknow



Lucky Paint, Allahabad



Vishakhapatnam



Vijayawada



Ganji Enterprises, Hyderabad

East

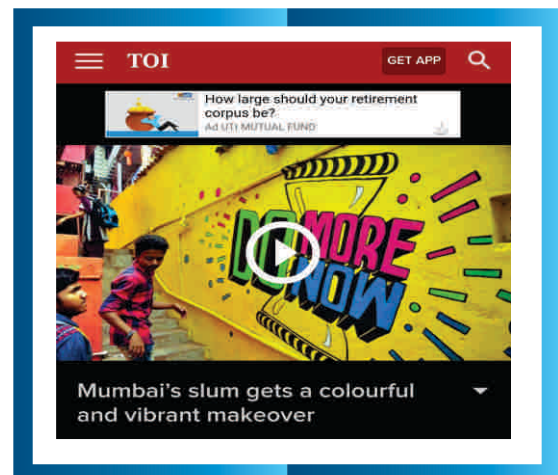
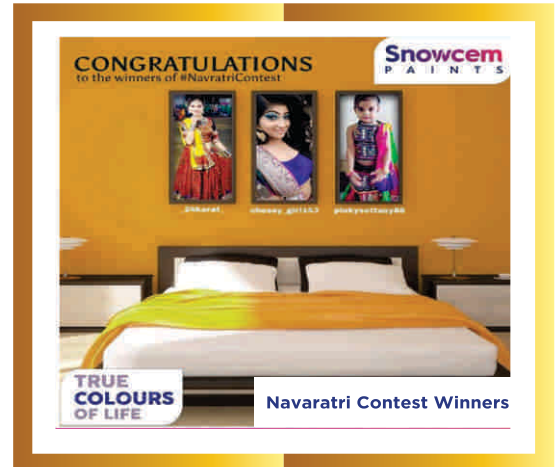
West

North

South

DIGITAL MARKETING

In this age of digitalization, communication has become faster and more convenient. With one single click a message can be delivered to millions and trillions of people. People are more widely exposed to advertisements and to compete with today's world Snowcem is taking some very entertaining and exciting steps. The digital marketing team at Snowcem has come up with exciting contests for every festival and rewards to the participants. They have created a very interactive platform and kept a close contact with the target audience. Here is a quick glance of all that we've done.





CORPORATE SOCIAL RESPONSIBILITY (CSR)

Contribution to a pollution free clean India would be the best tribute to the nation by Snowcem Paints. Swachh Bharat Abhiyan is a cleanliness mass movement organized by the government of India and takes into action by the honorable Prime Minister Mr. Narendra Modi. This is the most valuable expedition, which everyone must be aware of for the bright future of India.

To support this great movement Snowcem with the initiative of Fruitbowl along with Mumbai Metro and Co Lab Asia came up with a little something to do the best in conserving our environment.

Mumbai's slums often look sad and dull from the exterior but our CEO and team have begun giving a dash of colour and vibrancy to the walls of these shanties on the slopes of Asalpha Village, a crowded suburb in Ghatkopar, and sure enough the makeover has made a huge impact on everyone's lives.

The initiative called 'Chal Rang De' (Let's give colour) aims to transform the face of the city and turn urban slums into art canvases that not only change the outlook of passers-by but also create a positive emotion among residents.

Over 3000 volunteers from all over the city, who dedicatedly showed up to help for this cause, joined this movement. With an aim to alter the perspective of the world towards urban slums, artists from 'Chal Rang De' painted over 130 hutment walls and turned the Asalpha village into an outdoor art gallery, with full of vibrant colors.

Major newspapers and news channels such as Times of India, Mid-Day, Lokmat, The Hindu, Tv news Channles Such a Aajtak, Times now, India Today covered and appreciated this entire event. Not just Indian Media but also International Media covered and appreciated the event.

Now the place is called VILLAGE OF COLOURS - A riotous spill of colourful blocks tumbling down the sloping hillside.



Lokmat, 7th December 2017



Times of India, 9th December 2017



Mid Day, 7th December 2017

ENTIRE RANGE OF PAINTING SOLUTION





Snowcem

P A I N T S

TRUE
COLOURS
OF LIFE

For any queries please call us on our
Toll Free Number  1800-22-5379

Email: sales@snowcempaints.com, **Website:** www.snowcempaints.com

**Ecofriendly Commitment: All products of Snowcem
Paints are Lead, Chromium and Mercury free**



Published by: Snowcem Paints Pvt. Ltd.
Reg. Off.: 702 A, Pranik Chambers, Saki Vihar Road,
Saki Naka, Mumbai 400 072.
Printed by: Hira Print Solutions Pvt. Ltd.
Plot No. A-313, T.T.C Industrial Area, Mahape,
Navi Mumbai - 400 710, India.
Edited by: Mr. Gagan D. Ruia.