



SMART PAINTS

SUSTAINABLE PRODUCTS

PROBLEMS & THEIR SMART SOLUTIONS



PROBLEM I : AIR POLLUTION

48%

AS PER NATIONAL AIR QUALITY INDEX, 48 % OF INDIAN CITIES HAVE MODERATE AIR QUALITY WHICH CAN HARM CITIZENS WITH SENSITIVE RESPIRATORY SYSTEMS

12%

AS PER NATIONAL AIR QUALITY INDEX, 12 % OF INDIAN CITIES HAVE POOR, VERY POOR OR SEVERE AIR QUALITY WHICH CAN HARM RESPIRATION OF HEALTHY INDIVIDUALS

THE POLLUTED AIR CONTAINS HIGH AMOUNT OF CO₂, CO, NO, NO₂, SO₂, VOCs AND PARTICULATE MATTER

EFFECTS

MALODOURS & BURNING EYES



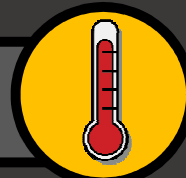
RESPIRATORY ILLNESS



CANCER



GLOBAL WARMING



DEGRADATION OF OZONE LAYER



SMART SOLUTIONS

FOR INTERIOR SURFACES



AIR PURIFYING PAINTS



ABSORBS ODOURS



~70% REDUCTION IN TOXINS



EMITS FRAGRANCE

SMART SOLUTIONS

FOR INTERIOR AND EXTERIOR SURFACES

ANTI POLLUTION PAINTS



3 BUCKETS PAINT ABSORBS CO₂ EQUAL TO THAT BY AN AVERAGE TREE IN A YEAR

0

ZERO VOCs



1 LAKH SQM

X



ANTI-POLLUTION
PAINT

=



370 TREES

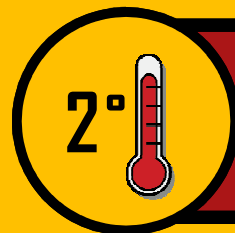
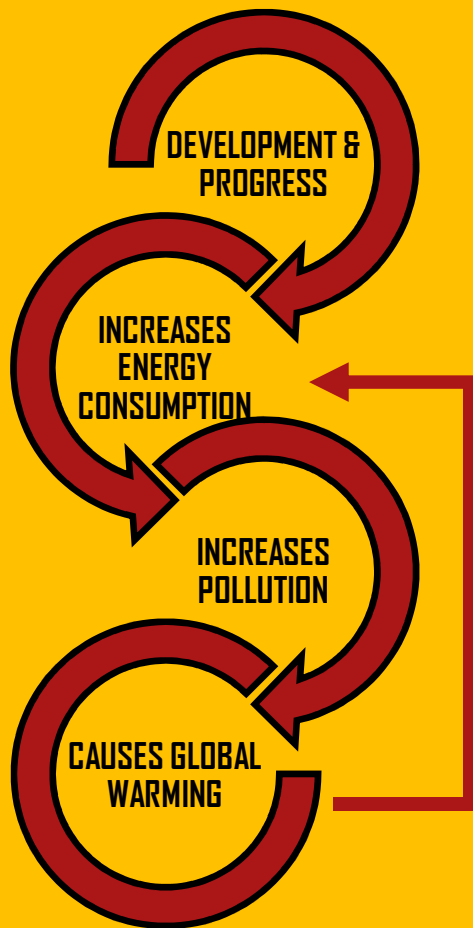
SO₂
NO₂

NEUTRALIZES POLLUTANTS

-VE CARBON FOOTPRINT



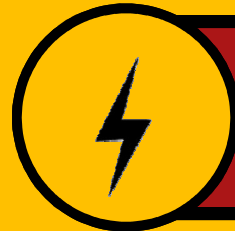
PROBLEM II : GLOBAL WARMING



AVERAGE TEMPERATURE OF THE WORLD HAS RISEN BY 2°C, AND IT IS FURTHER GROWING AT AN ALARMING RATE



PER CAPITA ENERGY CONSUMPTION OF INDIA IS 246 TIMES IT WAS IN 1947



ELECTRICITY CONSUMPTION IS RISING AT 9% CAGR EVEN AFTER USING LEDs & STAR RATED ELECTRONICS

SMART SOLUTIONS

FOR EXTERIOR SURFACES AND TERRACES



SUN REFLECTIVE PAINTS



ENERGY EFFICIENT



10% DIFFERENCE
IN TEMPERATURE

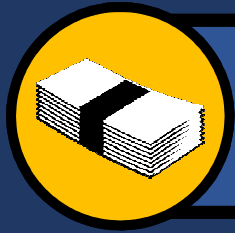


8-20% DIFFERENCE IN
ELECTRICITY USE

PROBLEM III : EFFECT OF EXTERME CONDITIONS



EXTREME SUMMERS, EXTREME WINTERS AND EXTREME MONSOONS
HAVE BECOME THE NEW NORM CAUSING EXTERME EFFECTS OF DOMESTIC
AND INDUSTRIAL EQUIPMENTS



AS PER THE NACE-FICCI STUDY, LOSSES ATTRIBUTED TO CORROSION
EQUAL \$70.3 BILLION DOLLARS



THESE ESTIMATED LOSSES FORM CLOSE TO 4% OF INDIA'S GDP

SMART SOLUTIONS

FOR ALL SURFACES



ANTI-CORROSION PAINTS

15

YEARS

PERFORMANCE OF 15
YEARS



CHEAPER PER SQM COST



15-35% LIFETIME COST
SAVING



REVOLUTIONARY WATER BASED
ENAMELS WITH LOW VOCs

*properties mentioned here may belong to separate products and there might not be a single all encompassing product

SUMMARISING THE BENEFITS



AIR PURIFYING & ANTI-POLLUTION PAINTS:
REDUCE TOXINS BY 70%
1 LAKH SQM OF PAINT EQUIVALENT TO PLANTING 370 TREES



SUN REFLECTIVE PAINTS:
CAUSES A TEMPERATURE DIFFERENCE OF 10%
REDUCES ENERGY CONSUMPTION BY 8-20%



ANTI-CORROSIVE PAINTS:
LIFE 3 TIMES THAT OF NORMAL ANTI-CORROSIVE PAINTS
15-35% LIFETIME SAVING OF COST

IMAGINE THE EFFECT OF PAINT
ON:



A DISTRICT



A STATE



A NATION



TIME TO CONTRIBUTE

TIME TO UPGRADE

GO SMART

GO SUSTAINABLE



FOR FURTHER QUERIES

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