



INTRODUCTION

METRO Paints and Coating Pvt Ltd is a company engaged in the manufacture of Paints and Allied products.

The Company's product line includes the following –

- EPOXY Single can Primer
- EPOXY Glossy and Matt finish Enamel paints
- Decorative paints for Masonry and wooden surfaces
- Anti-Corrosive coatings
- Hammer tone enamel, texture finishes and Undercoats for Metal Surfaces including products for Steel Furniture Industry
- Paints for scaffoldings

The Brands owned by the company enjoy significant share in the Kerala market and are known for quality products. The company has been a major player in the retail market historically. We have entered the project execution business in the past two years which has been very profitable contributing to a major share of the company's topline. The company is now planning to expand the production capacity to cater to the increasing demand from both the project execution business and retail sales in the construction and infrastructure industries.

We have developed specialized products in association with major MNC's operating in this market internationally. Some of the newly developed products are

1. Glossy emulsions for exterior coatings with very high water, dust and fungal repulsion characteristics
2. Interiors coatings with high stain resistance
3. High molecular elastomeric roof coatings with water penetration and temperature control properties.
4. Materials with high bridge forming capability to control cracks on masonry surfaces of buildings
5. Water based enamels

These products have been developed to satisfy current trends in the global paint industry. These paints satisfy the most stringent requirements like

1. Reduction of Volatile organic content (VOC) to ensure low impact on human health and ecology
2. Odorless properties during application and curing period

We have started manufacturing these products as a pilot to be used exclusively in the projects undertaken by the company for now. The feedback received is very encouraging due to which we have the confidence to expand the production capacity for these products. The new products will ensure the company can operate at a global level in addition to the Kerala market that the company has been operating in traditionally.

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The Company is managed from the Office and Factory complex at the Major Industrial Area, South Kalamassery, Ernakulam. The Factory and office occupy a built-up area of about 5000 sq ft in 25 cents of land.

The location of the Factory is very convenient providing easy access to the Business and Transportation centers of Ernakulam. The Distance to Major landmarks in Ernakulam is as listed below –

International Container Trans-shipment Terminal	– 10 Kms
Cochin International Airport	– 12 Kms
Kalamassery Railway Station	– 1.5 Kms.
Ernakulam Town Railway Station	– 7 Kms
Metro Station – CUSAT	– 0.75 Kms
Smart city Kochi	– 8 Kms.

The Factory can be accessed via the NH47 and NH 17 National Highways. The Industrial Estate has wide internal roads facilitating the smooth passage of Container laden trucks and other vehicles.

The advantage of the land in the Industrial Estate is the absence of interference by neighboring residents and objections related to Noise and other types of pollution, inherent with operation of any Industrial unit. The Estate is demarcated exclusively for Industrial units and Residential units are not allowed to be built in this vicinity. The Kalamassery Industrial Estate ranks among the top in terms being the most sought after destination among the Entrepreneurs in Kerala for establishing and operating their Industrial Units. This is proven from the fact that this is among the very few estates where all the land has been successfully transferred by the Government for starting Industries and no vacant land is now available for starting new ventures.

There are also lesser restrictions on Access to Water and Electricity connections which are among the highest priorities for setting up an Industrial Unit.



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MARKETING -

The unit continues to record growth both in sales figures as well as in terms of geographical area covered. The current marketing strategy of the company is detailed below -

1. EPOXY Primers and Enamel paints – These products are marketed exclusively by one of Kerala's largest steel and pipe distribution firm.
2. Decorative products, water and heat sealants and crack fillers – These products are marketed mostly exclusively by a distributor who has extensive experience in this line of business for the past 15 years.
3. Anti-Corrosive primers and synthetic enamels – These products are being marketed directly by the company to industrial units manufacturing steel furniture and scaffoldings.

In addition to the above operations targeted at the retail segment, the company will also be undertaking painting projects delivered on a turn key basis.