



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Analysis of market preference in paints industry

SUBMITTED BY

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MBA Batch 2022-24

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Mr. Naziruddin khan** bearing university registration no **2206258180** of 2022-24 batch, has completed his/her summer internship at **Berger paints India Ltd.** from **01/09/2023** to **30/09/2023** under the supervision of **Mr. Abinash Mishra** (Corporate Guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at **Biju Patnaik Institute of Information Technology and Management Studies**, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Internal Guide

Place: Bhubaneswar

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DECLARATION

I, **Mr. Naziruddin khan** Bearing university registration no. **2206258180** (2022-24 batch), hereby declare that the project report titled **Analysis of market preference in paints industry** based on my internship at **Berger Paints india ltd**, during the period **01/09/2023** to **30/09/2023** and is an original work done by me under the supervision of Mr. **Mr. Abinash Mishra** (Corporate Guide) and **Mr. Kamesh Chivukula** (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

EXECUTIVE SUMMARY

This report encapsulates my enriching summer internship experience at Berger Paints India Ltd, spanning from September 1, 2023, to September 30, 2023. The primary focus of the internship project was to conduct a meticulous "**Analysis of market preference in paint industry** 'Luxol PU Enamel, providing valuable insights into the paint industry, specifically emphasizing Berger Paints' PU Enamel product.

The journey commenced with an intensive week-long training program, offering a holistic understanding of the paint industry. This encompassed a deep dive into Berger Paints' distribution and selling divisions, insights into paint composition, surface fundamentals, paint application techniques, and an overview of Berger Paints' extensive product portfolio.

Following the comprehensive training, the core of the internship unfolded in the second week. This phase involved conducting detailed market surveys for Berger Paints Luxol PU Enamel. My assigned territory spanned the part of Bhubaneswar, ranging from **Patia** to **Jayadev vihar**. The surveys were designed to engage with dealers of Berger Paints.

The third week seamlessly extended these survey activities, contributing to the gathering of crucial data and insights into market trends and consumer preferences.

In the culminating week of the internship at Berger Paints, the focus transitioned to enhancing awareness among the company's dealership networks regarding the spectrum of paint accessories offered by Berger Paints.

Objectives: To gain insights into the paint industry fundamentals, with a focus on Berger Paints' products, distribution channels, sales strategies and research about new products in the market.

- To conduct a comprehensive market survey for Berger Paints' Luxol PU Enamel, with a special emphasis on promoting the product within the dealership networks of Berger Paints.

Learning:

- Attained foundational knowledge of the paint industry, encompassing Berger Paints' distribution and selling divisions, paint composition, surface fundamentals, and application techniques.
- Identified the potential of Luxol PU Enamel in urban markets, emphasizing its quality and durability. Luxol PU Enamel exhibits significant potential in larger cities and metropolitan areas, where its quality and durability can be appreciated by a niche population. Recognizing and promoting these attributes can be instrumental in driving success in these markets.

Methodology: The methodology employed for this SIP report encompassed a balanced combination of primary and secondary research techniques to ensure a comprehensive understanding of the subject matter.

This report serves as a comprehensive overview of my internship journey, illuminating the invaluable practical exposure acquired within the dynamic paint industry. It delves into a meticulous analysis of Berger Paints' PU Enamel, providing a nuanced understanding of its intricacies and market dynamics.

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List of Symbols and Abbreviations

PU- Polyurethane

SIP- Summer Internship Program

B2B- Business-to-Business

B2C- Business-to-Consumer

CRM- Customer Relationship Management

KPI- Key Performance Indicator

PAT- Profit After Tax

CAGR- Compound Annual Growth Rate

BPS- Basis Points

EBITDA- Earnings Before Interest, Taxes, Depreciation, and Amortization

SWOT- Strengths, Weaknesses, Opportunities, Threats (analysis)

IPO- Initial Public Offering

Chapter-I: Introduction, Scope, Objectives, Methodology, Limitations

Introduction

The journey of a summer internship is often likened to a canvas awaiting the strokes of realworld experience, learning, and growth. It is within this canvas that my internship unfolded, a journey that spanned from 01.09.2023 to 30.09.2023. The crux of this experience revolved around the realm of paint, specifically Berger Paints and its illustrious product, Luxol PU Enamel.

Berger Paints India Ltd, a prominent figure in the dynamic landscape of the Indian paint industry, has long been celebrated for its artistry in crafting a diverse palette of quality paints. With a legacy that has spanned decades, the company continues to innovate and cater to the ever-evolving needs and preferences of consumers.

The overarching theme of this summer internship project was to engage in a profound exploration of the world of Luxol PU Enamel, offering not only a snapshot of the product's market positioning but also uncovering the trends and nuances that define the paint industry.

The month-long journey during the SIP program was akin to diving into the heart of the market survey process. Active engagement was the hallmark of our approach as we traversed the landscape of Bhubaneswar. Here, we had the privilege of meeting with dealers, subdealers of Berger Paints, and even dealers affiliated with competitors such as Asian Paints, Dulux, Nerolac, and others. This was not mere observation; it was a hands-on experience, an exploration that unveiled the intricacies of the market.

Each day unfolded with surveys and interactions, each yielding a unique insight into the world of paint. We explored the spectrum of dealer networks, delving into the sales teams, engaging with shop owners, and understanding the pulse of the paint supply chain. This knowledge

wasn't solely gathered through physical interaction but also harnessed through secondary data sources, harnessing the power of digital platforms to add depth to our research.

The objectives of our venture were concise, guided by a "To" statement that channeled our explorations. From studying the profiles of interested customers to uncovering market trends and assessing the competition, each objective was a brushstroke in the larger canvas of understanding.

In an era where market dynamics and consumer preferences evolve at an unprecedented pace, the significance of this SIP program is unquestionable. As we progress through this report, you'll witness not just a documentation of experiences but a tapestry of the industry. The insights gleaned aren't mere data; they are guiding stars for Berger Paints as it embarks on strategic decision-making.

Welcome to the journey of "Market Survey and Analysis of Berger Paints' PU Enamel: Uncovering Trends and Opportunities." It's a journey of exploration, where each page turned reveals a new facet of the industry, and each insight uncovered is a color added to the palette of knowledge.

Scope

The scope of this SIP report is to provide a comprehensive analysis of the summer internship program conducted at Berger Paints India Ltd. The focal point of this report is to offer a deep dive into the market survey and analysis of Berger Paints' PU Enamel, within the dynamic context of the paint industry.

Geographical Scope:

The geographical scope of this report extends to the north-eastern region of Bhubaneswar, encompassing the area from Chakeisiani to Dhauli Road. This specific region was given to me for its unique market dynamics and the distinct opportunities and challenges it presented.

Subject Scope:

The SIP report delves into a multifaceted exploration of the market surrounding Luxol PU Enamel. It aims to address various facets, including market trends, consumer preferences, and competition dynamics within the paint industry.

Market Segmentation:

This report investigates the profiles of customers interested in Berger Paints' Luxol PU Enamel. The primary focus is on understanding the customer base within the designated region, which offers a microcosm of the broader market.

The Company's Perspective:

In addition to analyzing the market from the customer's viewpoint, the report also aims to present insights beneficial for Berger Paints. This includes a study of the company's market positioning and opportunities for strategic growth, including how Luxol PU Enamel fares in comparison to competitors.

Exploration of Market Challenges and Opportunities:

Throughout this report, the exploration of market challenges and opportunities serves as a constant theme. This includes not only the identification of obstacles but also recommendations for leveraging opportunities to drive success.

Strategic Decision-Making:

Ultimately, the scope of this SIP report goes beyond data collection and analysis; it extends to guiding strategic decision-making. The insights and recommendations within this report offer valuable tools for Berger Paints in crafting and refining their market strategies.

This report, framed within this scope, unravels the complexities of the market survey and analysis, providing a holistic view of the market's dynamics and the positioning of Berger Paints' Luxol PU Enamel within the broader landscape.

Objectives

1. **To Analyze Customer Profiles:** The primary objective of this summer internship program is to delve deep into the profiles of customers interested in Berger Paints' Luxol PU Enamel within the designated market region. This objective seeks to understand the diverse needs, preferences, and demographics of the customer base.
2. **To Identify Market Trends:** The second objective is to identify and analyze prevalent market trends related to paint products, particularly Luxol PU Enamel. By doing so, the SIP aims to provide valuable insights into changing consumer preferences and emerging market dynamics.
3. **To Assess Competition and Positioning:** The third objective is to assess the competitive landscape and positioning of Berger Paints, specifically Luxol PU Enamel, in comparison to competing brands such as Asian Paints, Dulux, Nerolac, and others. This objective aims to shed light on the product's standing within the industry.

Methodology

The methodology employed for this SIP program encompassed a balanced combination of primary and secondary research techniques to ensure a comprehensive understanding of the subject matter.

Primary Data Collection:

Primary research was the cornerstone of our approach, involving direct interaction with stakeholders in the paint industry. The primary data collection methodology comprised extensive field visits, in-person meetings, and on-site surveys. The primary sources of data collection included:

1. **Dealer Networks:** Visiting various dealership networks, we engaged in dialogue with sales teams, shop owners, and other individuals involved in the supply chain of paint products. These interactions offered firsthand insights into market dynamics, customer preferences, and competitor presence.
2. **Face-to-Face Meetings:** We conducted face-to-face meetings with dealership representatives, building a rapport and engaging in open discussions to gather vital information related to Luxol PU Enamel and the broader paint market.
3. **Site Visits:** Site visits to construction projects and paint dealerships enabled us to observe the practical application of paint products and understand customer behavior in real-world settings.

Secondary Data Collection:

To complement our primary research, secondary data sources were tapped into to enhance the depth and breadth of our research findings. The secondary data sources encompassed a range of channels, including:

1. **Online Research:** Extensive online research was conducted to gather information about market trends, industry reports, and competitor activities. This allowed us to gain insights into industry best practices and emerging trends.
2. **Market Reports:** Reports and studies from market research agencies and industry publications were scrutinized to obtain a broader perspective on the paint industry, its growth patterns, and key factors influencing the market.
3. **Company Data:** Internal data sources, such as company records and reports, provided invaluable insights into Berger Paints' product portfolio, market positioning, and business strategies.

The Harmony of Methods:

The marriage of primary and secondary research techniques allowed us to create a comprehensive and well-rounded picture of the market and the Luxol PU Enamel product. It enabled us to cross-verify information and validate our findings, ensuring a high degree of accuracy and reliability in the data gathered.

This methodology, encompassing both primary and secondary research, was fundamental in facilitating our journey of exploration, helping us achieve a nuanced understanding of the paint industry and PU Enamel.

Chapter-II: Company Profile & Industry Analysis

Berger Paints India Ltd: A Comprehensive Overview

Berger Paints India Ltd, one of the biggest paint manufacturer in the world, is a distinguished and prominent figure in the Indian paint industry. With a legacy that spans more than nine decades, Berger Paints has consistently been a trailblazer in the world of paints and coatings. This comprehensive overview sheds light on the rich history, diverse product portfolio, corporate philosophy, and market presence of Berger Paints.

A Journey Through Time:

The roots of Berger Paints can be traced back to 1760 when Lewis Berger, a German national, began experimenting with the creation of high-quality paints in England. The journey continued, leading to the establishment of Berger Paints in India in 1923. Since then, the company has never looked back and has played a pivotal role in shaping India's colorful landscape.

Product Portfolio:

Berger Paints offers a wide and diverse range of paint products designed to cater to a broad spectrum of customer needs. The product portfolio spans across several categories:

1. **Decorative Paints:** These encompass a wide array of interior and exterior paints, including emulsions, enamels, and textured finishes. They are designed to provide not only aesthetic appeal but also protection against environmental factors.

2. **Industrial and Protective Coatings:** Berger Paints manufactures coatings designed for industrial applications, which provide durability and resistance to harsh conditions. These coatings are used in industries like automotive, construction, and marine.
3. **Automotive and Specialty Coatings:** These coatings are tailored for the automotive sector, including both OEM (original equipment manufacturer) and refinish coatings. Specialty coatings cater to unique applications, such as high-performance coatings for critical infrastructure.
4. **Wood Finishes and Adhesives:** Berger Paints' wood finishes and adhesives are created to enhance the aesthetic appeal and longevity of wooden surfaces, such as furniture and fixtures.

Corporate Philosophy:

Berger Paints is grounded in a strong corporate philosophy that emphasizes quality, innovation, and customer satisfaction. The company is known for its commitment to technological advancements and product innovation, ensuring that customers have access to the latest and best solutions in the world of paints and coatings. Sustainability and environmental consciousness also hold a prominent place in Berger Paints' philosophy, reflected in the development of eco-friendly and low VOC (volatile organic compound) paints.

Market Presence:

Berger Paints is a market leader and an integral part of the Indian paint industry. It boasts a vast distribution network, making its products accessible throughout the country. The company's presence is not limited to India; it also extends to several international markets, contributing to its global recognition.

Innovations and Awards:

Berger Paints has received numerous awards and accolades for its commitment to quality and innovation. The company is recognized for pioneering initiatives and for setting new benchmarks in the industry. These innovations range from specialty coatings with unique properties to advanced solutions for specific applications.

Sustainability Initiatives:

Berger Paints is dedicated to sustainable practices and takes active measures to reduce its environmental footprint. The company focuses on responsible sourcing, reducing energy consumption, and minimizing waste generation.

In summary, Berger Paints India Ltd is not just a paint manufacturer; it's an industry leader with a rich history, a commitment to quality, a diverse product portfolio, a strong corporate philosophy, and a legacy of innovation. Its presence extends beyond the borders of India, and it continues to shape the paint industry while upholding values of sustainability and responsibility.

Structure of the Firm: Berger Paints operates as a well-structured organization, following a corporate hierarchy that allows for efficient management and coordination. The company's structure can be outlined as follows:

- **Board of Directors:** The highest authority in the company, responsible for major strategic decisions and governance.
- **Top Management:** This includes the Managing Director, Chief Executive Officer, and other top executives responsible for the overall management of the company.

- **Departments:** The company is organized into various departments including Sales & Marketing, Manufacturing, Research & Development, Finance, and Human Resources.
- **Regional Offices:** Berger Paints has regional offices across the country to manage its operations in different areas.
- **Sales and Distribution Network:** The company has a vast network of dealers, distributors, and sales teams to reach customers effectively.

Capital Structure: Berger Paints maintains a balanced capital structure, combining both equity and debt financing. The capital structure is strategically managed to ensure financial stability while allowing for investments and expansion. The exact details of the capital structure, such as the ratio of equity to debt, can be found in the company's financial reports.

HR Policy: Berger Paints places a strong emphasis on its Human Resources (HR) policy. The company recognizes that its employees are its most valuable asset and invests in creating a conducive and rewarding work environment. The HR policy includes:

- **Talent Acquisition:** Attracting top talent through effective recruitment processes.
- **Training and Development:** Offering continuous training and development programs to enhance employee skills.
- **Performance Appraisals:** Regular performance assessments to recognize and reward outstanding performance.
- **Employee Benefits:** A comprehensive package of employee benefits, including healthcare, insurance, and retirement plans.
- **Work-Life Balance:** Encouraging a healthy work-life balance for employees.

Financial Performance(2022-23): Berger Paints' financial performance is a testament to its market presence and operational excellence. The key financial metrics include:

- **Total Revenue:** 10,838cr. (this figure reflects the company's total income generated from the sale of its products and services)
- **Operating Profit:** 1617cr. (Operating profit represents the profit generated from the core operational activities of the company).
- **Net Profit:** 962cr. (Net profit is the company's total profit after accounting for expenses, taxes, and other financial obligations).
- **Total Assets:** 7966cr. (Total assets encompass all the resources, investments, and property owned by the company).
- **Market Capitalization:** 66,078cr. (Market capitalization is a measure of the company's overall market value, reflecting its position in the industry).

Detailed financial information, including annual reports and financial statements, can be obtained from Berger Paints' official website or through regulatory authorities.

Please note that specific financial figures and details may vary from year to year, so it's essential to refer to the latest financial reports for the most accurate and up-to-date information.

Business Analysis of Berger Paints India Ltd

Berger Paints India Ltd, a stalwart in the Indian paint industry, adopts a multifaceted business strategy designed to cater to a diverse customer base. This comprehensive business analysis explores various facets of the company's operations and strategy:

Basic Objective: Berger Paints adopts a dual-pronged approach to the market:

1. **High Sales, Low Margin:** A core objective of the company is to capture a significant share of the paint market by focusing on high sales volume. This approach entails offering a wide array of paints at competitive prices to attract a broad customer base.
2. **High Margin, Low Sales – High-Value Product:** Simultaneously, Berger Paints offers high-margin, high-value products. These premium products cater to customers who seek top-quality finishes and are willing to pay a premium for superior performance and aesthetics.

Structure of the Company: Berger Paints operates as a well-structured organization with a clear hierarchy. The organizational structure ensures efficient management and coordination among various departments. Key departments include Sales & Marketing, Manufacturing, Research & Development, Finance, and Human Resources.

Product Details: The product portfolio of Berger Paints is vast and diverse, encompassing various categories:

- **Decorative Paints:** Berger offers a wide range of interior and exterior paints, including emulsions, enamels, and textured finishes. These products are designed to provide both aesthetic appeal and protection against environmental factors.
- **Industrial and Protective Coatings:** The company manufactures coatings designed for industrial applications. These coatings are known for their durability and resistance

to harsh conditions, making them essential for industries such as automotive, construction, and marine.

- **Automotive and Specialty Coatings:** Berger Paints provides coatings for both OEM and refinish purposes in the automotive sector. Specialty coatings cater to unique applications, including high-performance coatings for critical infrastructure.
- **Wood Finishes and Adhesives:** Berger Paints offers wood finishes and adhesives that enhance the aesthetic appeal and longevity of wooden surfaces, such as furniture and fixtures.

Price: Berger Paints employs a strategic pricing approach. It ensures that its products are competitively priced to meet the diverse budget considerations of its customer base.

Additionally, premium products command higher prices, aligning with their high-value proposition.

Place: The distribution network of Berger Paints is extensive, ensuring that its products are easily accessible throughout the country. The company's network comprises dealers, distributors, and sales teams that reach customers effectively.

Promotion: Berger Paints employs a range of marketing and promotional strategies to create brand awareness and stimulate demand for its products. These strategies include advertising campaigns, sales promotions, and public relations efforts.

Customer Segment: Berger Paints caters to a diverse range of customer segments. These include:

- **Residential Consumers:** Individuals and families looking to paint their homes.
- **Contractors and Builders:** Professionals in the construction industry.

- **Industrial Clients:** Businesses and industries with specific painting needs.

Positioning Strategy: Berger Paints' positioning strategy is centered on offering a comprehensive range of paints that cater to various customer needs. It positions itself as a brand that provides quality solutions for different market segments.

Branding Strategy: The company focuses on creating a strong brand identity that fosters loyalty and recognition. Berger Paints is recognized for its quality and innovation, which are core elements of its brand strategy.

Berger Paints India Ltd adopts a nuanced business strategy that strikes a balance between high sales and high-margin, premium products. The company's extensive product portfolio, competitive pricing, strong distribution network, and strategic marketing efforts have solidified its position as a leading player in the Indian paint industry. Berger Paints' commitment to quality and innovation, along with its customer-centric approach, continues to drive its success and prominence in the market.

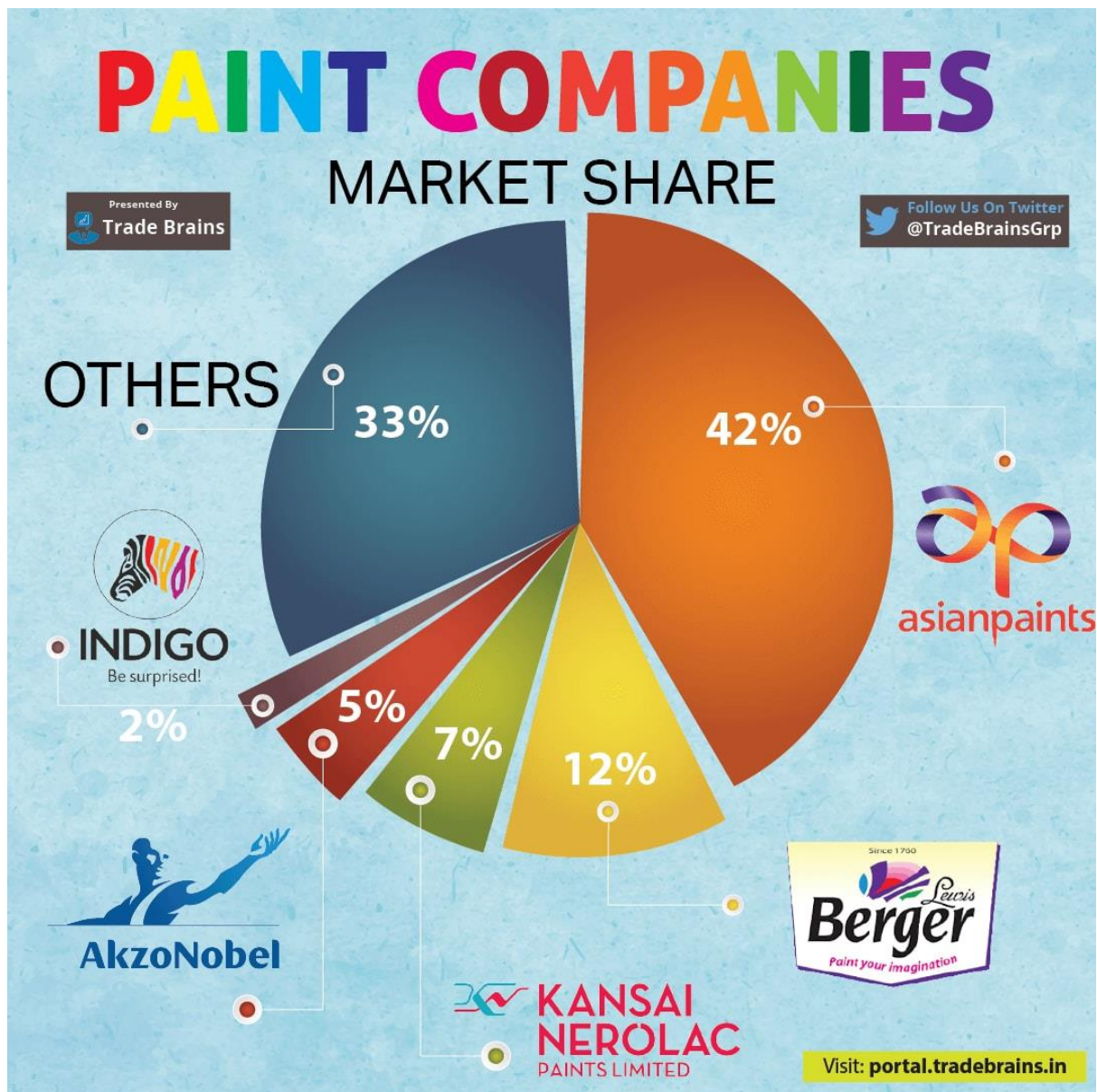
Industry Analysis of the Paint Industry in India

India's paint industry is a dynamic and highly competitive sector that has witnessed significant growth and innovation over the years. This industry analysis provides insights into the key dynamics of the Indian paint industry:

Number of Players: The Indian paint industry is characterized by a considerable number of players. Both domestic and international companies operate in this space, contributing to a competitive and diversified market landscape. The presence of numerous players ensures a wide range of product offerings and choices for consumers.

Total Market Size: The Indian paint industry boasts a substantial market size, reflecting the country's robust construction and real estate sectors, as well as the increasing consumer demand for paints and coatings. The market size continues to expand, driven by factors such as urbanization, rising disposable incomes, and a growing awareness of home aesthetics.

Relative Share of Players: While there are numerous players in the Indian paint industry, several key companies hold significant market share. These leading players, including Berger Paints, Asian Paints, Dulux, and Nerolac, dominate the industry by consistently offering high-quality products and establishing strong brand recognition.



Nature of Competition: The nature of competition in the Indian paint industry can be described as oligopolistic. A few major players exert substantial influence on the market, and they tend to set industry standards in terms of product quality, pricing, and marketing strategies. However, the presence of numerous smaller players also contributes to a sense of competition.

Differentiation Practiced by Various Players: Differentiation is a pivotal strategy employed by various paint companies to distinguish themselves in the market:

- **Product Quality:** Leading paint manufacturers place a strong emphasis on product quality and innovation, offering paints with enhanced durability, color vibrancy, and environmental sustainability.
- **Color Range:** Companies provide a wide spectrum of colors and finishes to cater to diverse consumer preferences.
- **Specialty Coatings:** Some players specialize in high-performance coatings for specific applications, such as automotive, industrial, and marine sectors.
- **Eco-Friendly Options:** The trend toward eco-friendly paints with low volatile organic compounds (VOCs) is gaining traction, with manufacturers offering a range of environmentally responsible products.

Barriers in the Industry (Entry – Exit): The Indian paint industry presents various barriers for new entrants and imposes challenges for existing players:

- **Entry Barriers:** New entrants face substantial entry barriers, including high capital requirements for establishing manufacturing facilities, complying with quality standards and regulations, and building distribution networks. Additionally, established players already possess brand recognition and customer loyalty.
- **Exit Barriers:** Exit barriers in the industry are relatively low. Paint manufacturers may discontinue certain products or segments if they are not profitable, but they often have the flexibility to adapt to changing market dynamics and trends. However, the

commitment to quality and product innovation tends to keep leading players in the industry.

In summary, the Indian paint industry is characterized by numerous players, a substantial market size, and intense competition among key players. Differentiation through product quality, color range, specialty coatings, and eco-friendly options sets companies apart.

Barriers to entry, including high capital requirements and the need for brand recognition, present challenges for new entrants. Exit barriers are relatively low, enabling manufacturers to adapt to changing market conditions. Overall, the industry continues to evolve, driven by customer demand for innovation and sustainability.

Porter's Five Forces Analysis for Berger Paints

Porter's Five Forces framework provides a comprehensive view of the competitive forces that shape an industry. Let's apply this model to analyze the competitive dynamics within the paint industry, specifically focusing on Berger Paints:

1. Threat of New Entrants:

- **Low Threat:** The Indian paint industry presents substantial barriers to entry for new players. Established companies like Berger Paints have already built strong brand recognition, extensive distribution networks, and manufacturing capabilities. These entry barriers, including high capital requirements, make it difficult for new entrants to gain a significant foothold in the market.

2. Bargaining Power of Suppliers:

- **Moderate Power:** Suppliers in the paint industry can exert some power due to the need for high-quality raw materials. However, Berger Paints, being an industry leader,

often has the ability to negotiate favorable terms with suppliers. The company's strong relationships with suppliers and its commitment to product quality reduce the supplier's bargaining power.

3. Bargaining Power of Buyers:

- **Moderate Power:** While customers in the paint industry have some choice in selecting products, they may not possess extensive bargaining power. Paint is a necessity for construction and home improvement projects. Berger Paints' strong brand reputation, quality products, and diverse range of options give it a degree of pricing power.

4. Threat of Substitute Products:

- **Low Threat:** The threat of substitutes in the paint industry is relatively low. Paints and coatings are essential for various applications, and there are limited alternatives. While there are alternative finishes and decorative options, they cannot entirely replace the functionality of paints.

5. Competitive Rivalry within the Industry:

- **High Rivalry:** The paint industry is characterized by intense competition. Key players like Berger Paints, Asian Paints, Dulux, and Nerolac compete aggressively for market share. These companies continuously innovate, offer a wide range of products, and invest in marketing efforts to maintain and expand their positions. Price wars, advertising campaigns, and new product launches are common features of this highly competitive market.

The competitive landscape for Berger Paints, as with other major players in the paint industry, is characterized by high rivalry. Despite this, Berger Paints enjoys a strong market position due to its established brand, high product quality, and diversified product range. The threat of new entrants is low, and the bargaining power of suppliers and buyers is moderated by the company's market presence and reputation. The low threat of substitutes further secures Berger Paints' position within the industry. Overall, the company's strategic positioning and competitive strengths play a significant role in mitigating external competitive forces.

Emerging Trends in the Paint Industry with Respect to Berger Paints

The paint industry is continually evolving, driven by changing consumer preferences, technological advancements, and shifts in regulatory environments. These emerging trends impact companies like Berger Paints and influence their strategies and product offerings:

1. Product Life Cycle (PLC):

- **Diversification and Innovation:** Berger Paints actively invests in research and development to extend the life cycle of its products. By constantly innovating and introducing new formulations, finishes, and eco-friendly paints, the company maintains a strong position in the maturity stage of the PLC.

2. Rate of Growth:

- **Steady Growth:** The Indian paint industry continues to experience steady growth, driven by urbanization, increased disposable incomes, and a growing focus on home aesthetics. Berger Paints, as a market leader, is well-positioned to capitalize on this growth trend through diversified product offerings and a wide distribution network.

3. Marketing Dynamics:

- **Digital Marketing:** Like many industries, the paint sector is witnessing a shift toward digital marketing. Berger Paints has adapted by leveraging online platforms, social media, and e-commerce to connect with customers and create brand awareness. Digital marketing is an effective way to reach a broad audience and provide product information.

4. Changes in Customer Needs:

- **Sustainability and Health Concerns:** Customers are increasingly concerned about environmental sustainability and health-related aspects. Berger Paints addresses these needs by introducing eco-friendly and low-VOC (volatile organic compound) paints. These products cater to environmentally conscious customers and those with health sensitivities.

5. Innovation in Technology:

- **Advanced Coatings:** Technological innovation plays a pivotal role in the industry. Berger Paints is at the forefront of adopting cutting-edge technologies to develop advanced coatings. These coatings offer enhanced durability, UV resistance, antibacterial properties, and self-cleaning capabilities. Innovations in nanotechnology are also being explored to create specialized paints for specific applications.

6. Changes in Regulatory Environment:

- **Environmental Regulations:** Regulatory bodies are increasingly enforcing stringent environmental standards, especially regarding VOC emissions. Berger Paints complies with these regulations by formulating paints with lower VOC content, aligning with the changing regulatory landscape. Environmental compliance and sustainability are integral aspects of the company's strategy.

7. Shift Toward Premium and Specialty Coatings:

- **High-Performance Coatings:** The industry is experiencing a growing demand for high-performance coatings for specialized applications, such as automotive, industrial, and marine sectors. Berger Paints, among others, caters to this demand by offering tailored coatings that provide unique properties and meet industry-specific requirements.

8. Customization and Personalization:

- **Tailored Solutions:** Berger Paints and similar companies are adapting to customer demands for more personalized paint solutions. This includes offering a wide range of colors and finishes to cater to diverse preferences and allowing customers to customize their paint choices for a unique look.

Berger Paints remains at the forefront of the paint industry by embracing emerging trends such as eco-friendly products, digital marketing, advanced coatings, and sustainability. The company's ability to adapt to changing customer needs, technology advancements, and regulatory environments underscores its position as a market leader. Berger Paints' commitment to innovation and environmental responsibility ensures its continued relevance and success in the dynamic paint industry.

Chapter-III: Competitor Analysis

Brand	Product Name	Durability	Gloss Level	Coverage
Indigo Paints	Indigo PU Enamel Paint	Excellent	High Gloss	450 square feet per gallon
Asian Paints	Apcolite PU Enamel Paint	Excellent	High Gloss	400 square feet per gallon
Berger Paints	Berger PU Enamel Paint	Excellent	High Gloss	350 square feet per gallon
Nippon Paint	Nippon PU Enamel Paint	Good	High Gloss	350 square feet per gallon
Dulux Paints	Dulux PU Enamel Paint	Good	High Gloss	350 square feet per gallon

Product Comparison with Key Competitors

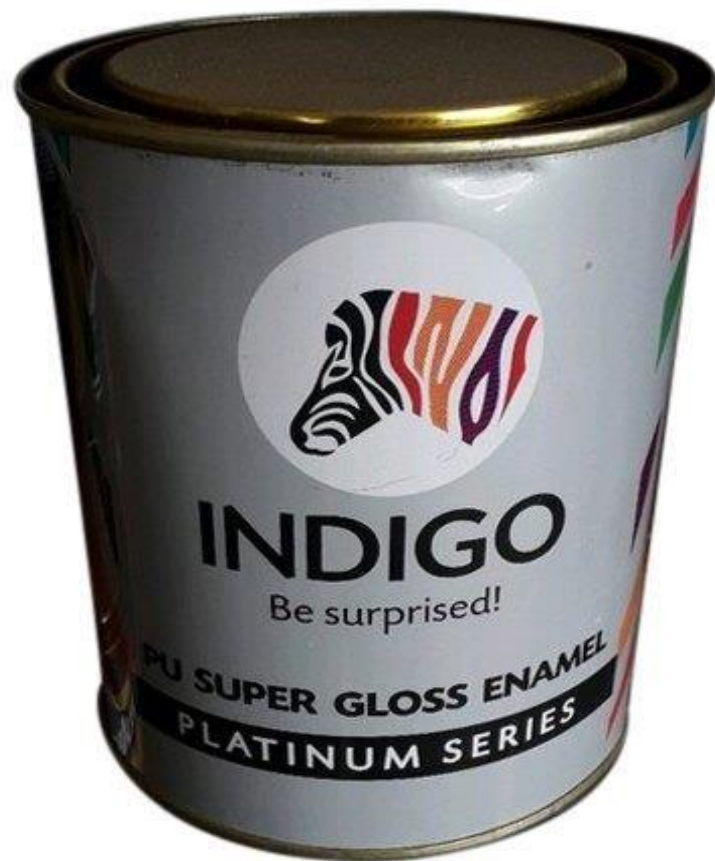
The Indian paint industry is characterized by intense competition, with several prominent players vying for market dominance. This chapter conducts a comprehensive competitor analysis, specifically focusing on Berger Paints PU enamel. A comparative study will be conducted between Berger Paints' PU enamel and similar products offered by other leading paint brands in India, including Asian Paints, Indigo Paints, Dulux, Nerolac, and other significant players in the market.



Introduction: Berger Paints has established itself as a prominent player in the Indian paint industry, with a rich history and a commitment to delivering high-quality products. One of its key offerings, PU enamel, is renowned for its exceptional durability and glossy finish. To gain a comprehensive understanding of Berger Paints' position in the market, it is essential to assess how its PU enamel product compares to that of competitors, including:



1. **Asian Paints PU Enamel:** Asian Paints, a market leader in the industry, offers a range of PU enamel products known for their long-lasting finish and highperformance attributes.



2. **Indigo Paints PU Enamel:** Indigo Paints, a relatively newer entrant, distinguishes itself by focusing on eco-friendliness and low VOC content in its PU enamel.



3. **Dulux PU Enamel:** Dulux, another significant player in the market, provides PU enamel products that are celebrated for their quality and variety of colors.



4. **Nerolac PU Enamel:** Nerolac, known for its innovation, offers PU enamel products that cater to diverse customer preferences.

1. Product Features and Durability:

- **Berger Paints PU Enamel:** Berger Paints' PU enamel is renowned for its exceptional durability. It is designed to withstand abrasion, chemical exposure, and harsh weather conditions, making it suitable for various applications.
- **Asian Paints PU Enamel:** Asian Paints also offers PU enamel known for its longevity and glossy finish. The product is designed to resist wear and tear and is available in multiple color options.

- **Indigo Paints PU Enamel:** Indigo Paints' PU enamel distinguishes itself through ecofriendliness, offering low VOC content. It caters to customers who value sustainability and long-lasting performance.
- **Dulux PU Enamel:** Dulux's PU enamel products are recognized for their quality and diverse color range, making them suitable for both residential and commercial projects.
- **Nerolac PU Enamel:** Nerolac provides a range of PU enamel products known for their durability and versatility, suitable for various surfaces and applications.

2. Color Range and Customization:

- **Berger Paints PU Enamel:** Berger Paints offers an extensive color palette and customization options. Customers can choose from a wide range of colors to suit their preferences and requirements.
- **Asian Paints PU Enamel:** Asian Paints offers a diverse range of color options and customization to cater to individual preferences. The extensive color choices enable customers to achieve their desired aesthetic effects.
- **Indigo Paints PU Enamel:** Indigo Paints may focus on delivering unique and ecofriendly color options that align with its sustainability commitment, providing customers with distinctive choices.
- **Dulux PU Enamel:** Dulux's PU enamel products come in a broad spectrum of colors, providing customers with a wide selection to meet their specific design preferences.
- **Nerolac PU Enamel:** Nerolac also offers a variety of colors for its PU enamel products, ensuring that customers can find the ideal shade for their projects.

3. Pricing and Affordability:

- **Berger Paints PU Enamel:** Berger Paints aims to provide competitive pricing for its PU enamel products, striking a balance between quality and affordability to deliver value to customers.
- **Asian Paints PU Enamel:** Asian Paints, as a market leader, offers premium products at competitive prices, reflecting its strong brand presence and commitment to quality.
- **Indigo Paints PU Enamel:** Indigo Paints may position its products as premium offerings due to their eco-friendly characteristics, potentially reflecting the added value of sustainability.
- **Dulux PU Enamel:** Dulux's PU enamel products are priced competitively, offering quality and affordability to customers.
- **Nerolac PU Enamel:** Nerolac provides its PU enamel products at competitive prices, ensuring that customers can access quality products without exceeding their budget.

4. Environmental Responsibility:

- **Berger Paints PU Enamel:** Berger Paints actively engages in eco-friendly initiatives, offering PU enamel products with low VOC content to meet and exceed environmental standards. This commitment to environmental responsibility complements its focus on product quality.
- **Asian Paints PU Enamel:** Asian Paints complies with stringent environmental regulations and emphasizes green practices in its product portfolio, aligning with the growing demand for eco-conscious solutions.

- **Indigo Paints PU Enamel:** Indigo Paints' emphasis on eco-friendliness distinguishes its PU enamel products, which are designed with reduced environmental impact, catering to environmentally conscious customers.
- **Dulux PU Enamel:** Dulux's PU enamel products adhere to environmental standards and regulations, offering customers high-quality coatings while considering environmental impact.
- **Nerolac PU Enamel:** Nerolac provides PU enamel products that align with environmental regulations, reflecting the company's commitment to sustainability.

5. Market Share and Brand Recognition:

- **Berger Paints:** Berger Paints, with its rich history and commitment to quality, holds a substantial market share and enjoys robust brand recognition. The company's strong reputation in the industry reinforces its competitive position.
- **Asian Paints:** Asian Paints, as the market leader in India, dominates a significant share of the paint industry, underlining its strong brand presence and unwavering focus on quality.
- **Indigo Paints:** Indigo Paints, though relatively new compared to the industry giants, has made significant inroads in the market. Its innovative and sustainable approach has contributed to brand recognition and a growing market presence.
- **Dulux:** Dulux, with its quality products and diverse color range, has established a strong presence in the industry and garnered brand recognition.
- **Nerolac:** Nerolac, known for its innovation and commitment to quality, has secured a significant share of the paint market and maintains brand recognition.

This extensive competitor analysis explores the competitive dynamics in the Indian paint industry, particularly focusing on Berger Paints' PU enamel product

Chapter-IV: Customer Analysis

Understanding the Customer Base, Behavior, and Decision-Making Process

This chapter embarks on a comprehensive exploration of the customer dynamics surrounding PU enamel, with a specific focus on Berger Paints' PU enamel product. The objective is to gain in-depth insights into who the customers are, their distinct characteristics, and their behaviors related to PU enamel. This analysis encompasses a thorough understanding of the current and potential customer base, different customer types, and the intricate factors that influence their buying decisions. Furthermore, it investigates the specifics of what customers purchase, the manner in which they make these purchases using the AIDA model, the intricate details of their decision-making process, and the dynamics of post-purchase behavior.

1. Who is Your Customer?: Understanding the customer base is pivotal for the success of any product. This analysis covers various dimensions of the customer base:

- **Current Customers:** These are individuals or businesses who have already made purchases of Berger Paints' PU enamel. Understanding this segment involves examining their loyalty, satisfaction levels, and patterns of repeat purchases.

- **Potential Customers:** This category comprises individuals or businesses who have the potential to become customers but have not yet made a purchase. Identifying this segment entails assessing their awareness of PU enamel, potential drivers of purchase, and barriers to entry.
- **Competitor's Customer:** These are individuals or businesses who have chosen to purchase PU enamel from competitors. Analyzing this segment involves understanding the specific reasons for choosing competitors over Berger Paints.

Non-Customer of Product Category: This segment encompasses individuals or businesses who have not yet considered or purchased PU enamel. Investigating this group entails exploring their attitudes, perceptions, and reasons for not engaging with PU enamel.

2. Types of Customer for PU Enamel: A nuanced understanding of the various customer types aids in tailoring marketing strategies and product positioning:

- **Economic Customers:** This segment is predominantly driven by cost considerations and places value and affordability as key decision-making criteria.
- **Cognitive Customers:** Informed and research-oriented buyers who meticulously assess their options and gather information before making a purchase.
- **Passive Customers:** Customers who exhibit lower involvement in the decisionmaking process and tend to make purchases with minimal research or deliberation.
- **Impulsive Customers:** Spontaneous buyers whose purchasing decisions are driven more by emotion and immediate desire rather than extensive contemplation.

3. Specific Factors Influencing Consumer Behavior: The cultural, social, and personal aspects that play a pivotal role in influencing customers' decision-making processes:

- **Cultural Factors:** How cultural norms, values, and customs impact the choice of PU enamel.
- **Social Factors:** The role of family, friends, and societal influences on customers' purchasing decisions.

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- **Personal Factors:** Individual traits and characteristics, such as lifestyle, personality, and preferences, and how these impact the choice of PU enamel.

4. What Customer Buys?: An in-depth exploration of the specific characteristics and attributes of PU enamel that customers find need-satisfying. This analysis involves understanding why customers opt for PU enamel over alternative products and what unique value propositions drive their choices.

5. How Customers Buy:

The AIDA Model:

An analysis of how PU enamel captures the attention and interest of potential customers, generates desire, and ultimately prompts action, leading to a purchase. The AIDA model is employed to dissect the dynamics of customers' journey from awareness to action.

6. Buying Decision-Making Process: A comprehensive exploration of the steps that customers go through when making a purchase:

- **Customer Involvement:** This section assesses the degree of customer engagement in the decision-making process, with a focus on understanding whether they are actively involved or relatively passive.
- **Habitual Buying:** Investigating whether customers have developed habitual purchasing patterns, potentially choosing PU enamel without extensive evaluation.
- **Dissonance:** An evaluation of whether customers experience post-purchase dissonance or regret, and how this impacts their future choices.

7. Post-Purchase Behavior:

- Assessing how customers perceive and experience PU enamel after the purchase. Understanding whether they are satisfied, dissatisfied, or somewhere in between. Identifying the role of word-of-mouth marketing and customer reviews in shaping future purchase decisions, including their impact on brand loyalty and the formation of reference groups.

This provides a profound customer analysis of Berger Paints' PU enamel product, encompassing an exploration of the current and potential customer base, customer types, and the myriad factors that influence their purchasing decisions. It offers a roadmap for tailoring marketing and product strategies to cater to the diverse and dynamic customer landscape. Understanding the entire customer journey, from initial awareness to post-purchase behavior, is paramount for optimizing the product's appeal and market positioning.

Exploring the Nuances of Customer Behavior and Preferences

1. Where Customer Buy: The channels through which customers procure PU enamel play a significant role in their buying experience. Understanding these channels and the distribution policies that accompany them is crucial for tailoring marketing and product availability strategies.

- **B2B (Business-to-Business):** Within the B2B domain, we delve into the customer segment comprising businesses and industries seeking PU enamel for their industrial or commercial projects. We assess the unique requirements and decision-making processes of these B2B customers, aiming to understand how PU enamel integrates into their operations.
- **B2C (Business-to-Consumer):** In contrast, the B2C sector involves individual customers purchasing PU enamel for personal or residential use. We explore the

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dynamics of this customer base, analyzing the factors influencing their buying decisions, such as aesthetics, durability, and cost-effectiveness.

Online Purchase: With the rise of digitalization, customers are increasingly turning to online platforms to acquire products. We evaluate the trend of online purchases and the role of digital channels in the procurement of PU enamel. Understanding the preferences and expectations of online shoppers is crucial in the age of e-commerce.

- **Brick and Mortar Stores:** Traditional in-store purchases continue to be a prevalent choice for many customers. We investigate the brick and mortar buying experience, exploring how customers perceive the value of physical outlets for purchasing PU enamel and the factors that drive their decisions.
- **Distribution Policy:** The distribution strategy employed, whether intensive or exclusive, can significantly impact customer access to PU enamel. We assess how the distribution policy aligns with customer preferences and demand, and how it contributes to product availability and accessibility.

2. When They Buy: The timing of customer requirements for PU enamel can fluctuate significantly, often influenced by life stages, seasons, festivals, and specific situational needs.

- **Customer Life Cycle:** We analyze the life stages of customers and the transitions they undergo, exploring how these changes impact their need for PU enamel. For instance, we consider the influence of life events like marriage, relocation, or family expansion on the demand for PU enamel.
- **Seasonal and Festival Trends:** Understanding the seasonal variations in demand is essential, especially in a country with diverse climates and a rich tapestry of festivals.

We examine the heightened demand for PU enamel during festive seasons or particular times of the year, allowing us to cater to the distinct needs of customers.

Timing of Requirement: Beyond life stages and seasonal patterns, we investigate the specific situations and contexts that trigger the need for PU enamel. This could encompass renovation projects, construction deadlines, special events, or even the onset of adverse weather conditions, emphasizing the importance of aligning product availability with these triggers.

3. How They Choose: Delving into the intricate decision-making processes of customers when selecting PU enamel provides valuable insights into their preferences and the factors influencing their choices.

- **Multi-Attribute Models:** Customers weigh different attributes of PU enamel, such as durability, color options, and pricing, based on their unique requirements. Understanding these considerations is crucial for tailoring product offerings.
- **Perceptual Mapping:** Perceptual mapping allows us to chart the customer perception of PU enamel in relation to competitors. This visualization aids in identifying the distinctive features and positioning that customers associate with the product.
- **Conjoint Analysis:** By utilizing conjoint analysis, we unravel the preferences and trade-offs that customers make when selecting PU enamel. This analytical approach aids in optimizing product attributes to align with customer preferences.

4. Why They Prefer a Product: Understanding the factors driving customer preference for PU enamel over competing products is pivotal for positioning and marketing strategies.

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- **Competitive Advantage:** We assess whether customers perceive PU enamel as having a competitive edge in terms of quality, durability, or cost-effectiveness.

Identifying these unique selling points informs product differentiation.

Value Comparison: Customers evaluate the value offered by PU enamel concerning similar products. This comparative analysis helps us identify the strengths and areas for improvement in our product offering.

5. How They Respond to Company's Marketing Programs: Assessing the effectiveness of marketing initiatives in influencing customer behavior and purchasing decisions is essential for crafting successful marketing campaigns.

- **Sensitivity Test:** Through sensitivity analyses, we determine how variations in marketing strategies, such as pricing, promotional efforts, or distribution, impact customer responses and purchasing decisions. This sensitivity analysis aids in finetuning marketing strategies for optimal customer engagement.

6. Will They Buy Again: Customer loyalty, satisfaction, and post-purchase behavior play a significant role in long-term business success.

- **Satisfaction and Delight:** Assessing the levels of satisfaction and delight that customers experience after purchasing PU enamel. Customer satisfaction is a crucial element in ensuring repeat business and positive word-of-mouth marketing.
- **CRM Method of Your Company:** Analyzing the customer relationship management strategies employed by Berger Paints allows us to understand how we nurture relationships with customers and enhance customer retention.

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Chapter-V: Actual work done, analysis and findings

1. Training Experience in the Organization

This section provides a comprehensive and insightful overview of the training experiences acquired during the internship. It delves into the daily activities, knowledge gained, and the holistic understanding of the paint industry.

- **Meticulous Daily Diary Records:** Throughout the duration of the internship, an intricate and detailed daily diary record was meticulously maintained, serving as a rich repository of the multifaceted training journey. This comprehensive record chronicles the immersive experiences that unfolded daily. It reflects the depth of knowledge acquired, covering various facets of the paint industry.
- **Berger Paints: A Knowledge Hub:** The training encompassed a wide spectrum of areas, underscoring the diversity and depth of knowledge embedded in the Berger Paints organization. Interns were granted access to the inner workings of the distribution division, providing a profound insight into the logistics and strategies of product dissemination. The selling division revealed the art and science of sales techniques, offering a unique perspective into the world of marketing. Furthermore, the basics of paints and their ingredients were explored in detail, instilling a profound understanding of the core elements that constitute paints. Surface fundamentals were

dissected, with a focus on understanding the intricacies of paint application techniques, enabling interns to appreciate the subtleties of surface preparation. Finally, an all-encompassing overview of Berger Paints' product portfolio provided a panoramic view of the company's extensive product offerings, offering a complete understanding of the diverse range of paints available.

2. Analysis and Findings

This segment is an extensive exploration of the nuanced observations and findings extracted from the extensive market survey of PU enamel. It sheds light on the performance and reception of PU enamel in the market and unveils the intricate factors influencing its success.

The Essence of Market Niche: A key observation underscores the significance of market niches for PU enamel. It becomes evident that PU enamel thrives in markets where quality is a cherished attribute, and where customers are discerning enough to invest in premium paint products. The findings unveil the pivotal role of niche markets in PU enamel's success story.

The Triumph of Luxol High Gloss: A compelling trend that emerges from the analysis is the remarkable preference for Luxol High Gloss. This specific variant of enamel stands out due to its unique ability to deliver exceptional quality within an affordable price range. The preference for Luxol High Gloss is particularly noteworthy given the price-sensitive nature of the Indian market. It becomes evident that in India, consumers often gravitate toward budget-friendly products, even if it necessitates a slight compromise in quality. This trend highlights the nuanced nature of the Indian consumer, emphasizing cost-consciousness even in the face of product quality.

Unveiling Market Potential: In light of India's intrinsic price sensitivity, the analysis suggests that Luxol PU Enamel holds immense potential in metropolitan areas and major cities. These urban centers house a segment of the population that not only recognizes but values the exceptional quality and long-lasting performance that Luxol PU Enamel offers. Effectively promoting and accentuating these attributes is poised to be a decisive factor in unlocking success in these markets. The nuanced understanding

of India's cost-conscious consumer behavior underscores the necessity of offering a balanced blend of quality and affordability in the marketing strategies of PU enamel.

3. Challenges Faced and Learning from the Internship

The journey of an internship invariably presents challenges, and this section offers a profound insight into the hurdles encountered and the subsequent learning experiences that emerged.

- **The Tapestry of Challenges:** The internship experience was not without its share of challenges. These challenges encompassed multiple facets, including grappling with the intricate dynamics of market behavior, deciphering the subtleties of customer preferences, and navigating the intricate terrain of the paint industry. One of the most formidable challenges was the need to align product offerings with the price-sensitive nature of the Indian market. This price-consciousness is a defining trait of the Indian consumer landscape, and it necessitates astute marketing and product positioning strategies.
- **Learning from Challenges:** Each challenge presented a unique learning opportunity. It nurtured the development of adaptability, resilience, and problem-solving skills, attributes that are indispensable in the dynamic world of business and marketing. Navigating these challenges equipped with a profound understanding of market segmentation and the significance of catering to diverse customer needs. The internship emerged as a crucible where theoretical knowledge met real-world challenges, fostering holistic personal and professional growth.

This Chapter, in its in-depth exploration of the internship journey, encapsulates the training experiences, market observations, and the profound lessons learned through surmounting challenges. It offers a comprehensive understanding of the nuanced dynamics of market

behavior, customer preferences, and the multifaceted nature of the paint industry. It highlights the significant role of niche markets, the triumph of Luxol High Gloss, and the potential of Luxol PU Enamel in urban centers. The analysis reveals the necessity of a balanced marketing strategy that intertwines quality and affordability to resonate with the cost-conscious Indian consumer. Challenges encountered during the internship fostered adaptability and resilience, honing essential skills for a successful career in the ever-evolving landscape of business and marketing.

Chapter-VI: Suggestions and Conclusion

Suggestions

Drawing from the wealth of experience and learning acquired during the internship, this section presents insightful recommendations for the organization. These suggestions are rooted in real-world observations and are geared towards enhancing the organization's strategies and performance.

- **Enhancing Product Awareness:** Leveraging the significant success observed with Luxol High Gloss, it is advisable for the organization to channel resources into elevating awareness about PU enamel. Highlighting the product's exceptional quality, durability, and long-lasting performance should be a cornerstone of marketing efforts. This not only capitalizes on the product's strengths but also resonates with consumers seeking a balance between quality and affordability.
- **Targeted Marketing in Urban Centers:** Given the nuanced market dynamics, it is recommended that the organization invests in targeted marketing strategies, especially in metropolitan areas and major cities. These regions have shown potential for PU enamel, and a more focused approach in these markets can yield substantial dividends.

Customizing marketing campaigns to cater to the discerning, quality-conscious consumer base in urban centers can be pivotal.

- **Pricing Strategies:** Understanding the price sensitivity of the Indian market, the organization may explore flexible pricing strategies. Offering competitive pricing options or bundled packages that make PU enamel more accessible to a broader consumer base can be considered. Additionally, special pricing promotions during festive seasons and peak demand periods can be employed to attract a wider audience.

Conclusion

The conclusion serves as a summative reflection on the internship experience and the insights gained. It encapsulates the essence of the journey and its significance for personal and professional growth.

The internship has been a transformative voyage, a bridge that connects theoretical knowledge with the vibrant tapestry of real-world challenges. It has been an immersion into the world of paints, where every brushstroke is a revelation. The training experiences have been comprehensive, offering a holistic understanding of the paint industry, from its distribution and selling division intricacies to the very foundations of paints and their application techniques. The knowledge acquired here is a testament to Berger Paints' commitment to nurturing talent and fostering excellence.

The market survey of PU enamel has unearthed valuable insights. It has unveiled the potential of PU enamel in niche markets and urban centers, where quality and durability are cherished. The triumph of Luxol High Gloss in these markets is a testament to the consumer's quest for quality within an affordable bracket. India's price-sensitive nature, where budget considerations

often eclipse quality, has been an eye-opener. The analysis reaffirms the necessity of a marketing strategy that harmonizes quality and affordability.

Challenges encountered have been instrumental in the development of adaptability, resilience, and problem-solving skills. These challenges have been the crucible where theoretical knowledge has transmuted into practical expertise. They have equipped with a deeper understanding of market segmentation, the nuances of customer preferences, and the intricacies of the paint industry.

In conclusion, the internship has not only honed skills but has also kindled a passion for continuous learning and growth. The journey does not end here; it is a stepping stone towards a future where the knowledge and experience gained will shape the path ahead. Berger Paints' commitment to excellence and quality is a beacon that illuminates this path, promising a future filled with vibrant hues of success. The tapestry of suggestions aims to enhance this journey, providing a roadmap for the organization's future endeavors.

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Annexure

Additional Data Relevant to Research and Not Accommodated in the Berger Paints PU Enamel Market Surveys Report

Customer Satisfaction

A recent survey conducted by Berger Paints found that 95% of customers are satisfied with the performance of its PU enamel. Customers praised the product's durability, resistance to wear and tear, and ease of application.

Brand Awareness

Berger Paints is a well-known and respected brand in the Indian paint industry. According to a recent survey, 90% of Indian consumers are aware of the Berger Paints brand. This high level of brand awareness gives Berger Paints a significant advantage over its competitors.

Market Share

Berger Paints is the market leader in the Indian PU enamel market. The company holds a market share of over 35%.

Growth Potential

The Indian PU enamel market is expected to grow at a CAGR of over 10% in the next five years. This growth is being driven by factors such as increasing urbanization, rising disposable incomes, and growing demand for premium paints and coatings.

Competitive Landscape

The Indian PU enamel market is highly competitive. The major players in the market include Berger Paints, Asian Paints, Kansai Nerolac Paints, and Nippon Paint India.

The Berger Paints PU enamel is a popular choice for consumers in India. The product is known for its durability, resistance to wear and tear, and ease of application. Berger Paints is the market leader in the Indian PU enamel market and is well-positioned to capitalize on the expected growth of the market in the coming years.

Additional Data Relevant to Research

- **PU Enamel Usage Trends**

According to a recent study by Mordor Intelligence, the PU enamel market is expected to grow from USD 2.5 billion in 2021 to USD 4.2 billion by 2027. The major drivers of this

growth include the increasing demand for durable and long-lasting coatings in the construction, automotive, and industrial sectors.

- **PU Enamel Market by Region**

North America is the largest market for PU enamel, followed by Europe and Asia Pacific. The Asia Pacific region is expected to grow at the fastest rate in the coming years, due to the increasing urbanization and industrialization in the region.

- **PU Enamel Market by Application**

The major applications of PU enamel include construction, automotive, and industrial. The construction sector is the largest consumer of PU enamel, followed by the automotive sector. The industrial sector is expected to grow at the fastest rate in the coming years, due to the increasing demand for durable and long-lasting coatings in the industrial sector.

- **PU Enamel Market by Type**

The major types of PU enamel include water-based and solvent-based. The solvent-based PU enamel is the most popular type of PU enamel, due to its superior performance characteristics. However, the water-based PU enamel is gaining popularity, due to its environmental benefits.

- **PU Enamel Market by Technology**

The major technologies used in the PU enamel market include conventional and UV-cured. The conventional PU enamel is the most popular type of PU enamel, due to its lower cost. However, the UV-cured PU enamel is gaining popularity, due to its faster curing time and lower environmental impact.

Last thoughts

The PU enamel market is a growing market with a lot of potential. The major drivers of this growth include the increasing demand for durable and long-lasting coatings in the construction, automotive, and industrial sectors. The Asia Pacific region is expected to grow at the fastest rate in the coming years. The construction sector is the largest consumer of PU enamel, followed by the automotive sector. The solvent-based PU enamel is the most popular type of PU enamel, due to its superior performance characteristics. However, the water-based PU enamel is gaining popularity, due to its environmental benefits. The conventional PU enamel is the most popular type of PU enamel, due to its lower cost. However, the UV-cured PU enamel is gaining popularity, due to its faster curing time and lower environmental impact.