



Summer Internship Project 2022



REPORT TITLE

Network Expansion of Berger Paints

Submitted by

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CERTIFICATE OF THE GUIDE

This us to certify that the project work titled” **A study on consumer behavior on berger paints in Bhadrak, Odisha**” is a bonafide work of **Chinmay Swarup Nayak** ,Enroll/Reg.no.**1813258011** carried out in partial fulfilment for the award of degree of INTEGRATED – MASTER IN BUSINESS ADMINISTRATION FOR THE SESSON (2018-2023) of Biju Patnaik university of technology, Odisha under my guidance.This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other university / institution.

The thesis:

- Embodies the work of the candidate himself
- Has duly been completed
- Fulfils the requirement of the rules and regulation relating to the summer internship of institute.
- Is up to the standard both in respect to contents and language for being referred to the examiner

Signature of the guide

This is certify that **Mr. Chinmay Swarup Nayak** a student of I-MBA of BIITM, Bhubaneswar has successfully completed his summer Internship program on **“Consumer Behaviour on berger paint”** in,Bhadrak starting from 17/05/2022 to 15/06/2022.

His overall performance during his project was satisfactory; we wish him success in all his endeavours.

Mr Abinash Mishra

Business Development Manager

DECLARATION

I have by declare that the project work entitled “**CONSUMER BEHAVIOR OF BERGER PAINT**” submitted to the branch manager berger paint, Bhubaneswar is a record of an original work done by me under the guidance of **Dr. Dhananjay Berua** (faculty guide, BIITM) and **Mr. Asutosh Nayak**(company Guide, berger paints Ltd.) and this project work is submitted in the partial fulfilment for requirement for the award of the degree of Integrated-Master of businessAdministration. The results embodied in this project has not been submitted to any other university or company for the award of any degree or diploma.

Chinmay Swarup nayak

ACKNOWLEDGEMENT

With immense pleasure, I would like to present this project report for berger paints india Ltd.It has been an enriching experience for me to undergo my summer training at berger paints IndiaLtd, which would not have been possible without the goodwill and support of the people around. As a student of "Biju Pattnaik Institute of IT and Management, Bhubaneswar"; I would like to extend my sincere gratitude and thanks to **Mr.Abinash Mishra**(Branch Manager, Berger Paints India Ltd.), **Mr.Asutosh Nayak**(Sales officer) and **Dr.Dhananjay Berua**(Associate Professor of Marketing, BIITM) to shape my understanding towards the project. It was because of their immense help and support that this project has been duly completed.

However, I accept the sole responsibility for any possible error and would be extremely grateful to the readers of this project report if they bring such mistakes to my notice.

Chinmay Swarup Nayak

EXECUTIVE SUMMARY

The purpose of this study is to collect the necessary information from various customers. These data which has been collected through the interview has helped in deriving many conclusions regarding the awareness of company products and their competitor's image in the market. Information was to be collected from various households of different categories consisting of under construction, fresh painting as well as re-painting with the help of questionnaire provided by external guide.

The Study was conducted with the help of questionnaire which was provided by the company guide having various questions which would help them to know that who are those customers that are interested Berger for fresh painting as well as re-painting. The information to be collected would further help them to analyze about those customers who require the paints within a specific period of time as mentioned the questionnaire.

The sample size of 77 was collected from various areas of Cuttack city, odisha. The study brings out the outcome of demand for Berger paints or people of various areas of Cuttack are well prominent with the Berger paints because of easy availability of paints, affordability of paints, more spread of areas of paints, etc with the help of questionnaire as provided by the company guide.

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CHAPTER -1

INDIAN PAINT INDUSTRY

The Indian paint industry is over 100 years old. Its beginning can be traced back to the setting up of a factory by Shalimar Paints in Calcutta (now Kolkata) in 1902. Until World War II, the industry consisted of small producers and two foreign companies. After the war, the imports stopped, which led to the setting up of manufacturing facilities by local entrepreneurs. Still, the foreign companies continued to dominate the market. Initially British paint companies such as Goodlass Walls (now Goodlass Nerolac), ICI, British Paints (now Berger Paints), Jenson & Nicholson and Blundell & Eomite dominated the market.

The Indian paint industry has two main market segments-industrial and decorative paints. While industrial paints are used for protection against corrosion and rust on steel structures, vehicles, white goods and appliances, decorative paints are used in protecting valuable assets like buildings.

The last two years have not been the best of the times for the Indian (as well as global) paints & coating industry due to the COVID-19 pandemic. However, this has not put brakes on the new investments and capacity expansions in the Indian paints & coating industry. Almost all the major producers have announced and gone ahead with a slew of investments.

Coatings World examines the state of the Indian paint and coating industry and new investments and expansions carried out by Indian paint majors in 2021.

BERGER PAINTS HISTORY

1760 – LEWIS BERGER, a young chemist, embarks on a journey into the world of colours in Europe – his successors eventually set up what is now known as Berger, Jenson & Nicholson UK Ltd

1923 – GEORGE HADFIELD, an Englishman, sets up HADFIELD'S INDIA LTD in Calcutta

1947 – BRITISH PAINTS, another UK based paint MNC, acquires Hadfield's 50's – sales offices opened in Delhi, Mumbai, Guwahati in addition to Kolkata

1960's – Company acquired by CELANESE CORP, USA – in 1969 sold to BERGER JENSON & NICHOLSON LTD, UK 1970's – Gradual shift to retail decorative selling in line with growth opportunity

1983 – Name of the Company changed to BERGER PAINTS INDIA LTD from British Paints India Ltd

1985-90 – Brand BERGER gains momentum – SILK, RANGOLI, LUXOL, BISON become household names in India – UB group acquires controlling stake

1991 – Mr K S Dhingra & Mr G S Dhingra (UK Paints Group) acquire the controlling stake from the UB group

1995-96 – Point of sale 'COLORBANK' TINTING SYSTEM is launched offering the customers a range of over 5000 shades in minutes In

1997-98 – Rajdoot Paints Ltd was merged with the company resulting in two more manufacturing units in GOA & SIKANDRABAD entering the Berger fold

2000 – Jenson & Nicholson, Nepal acquired as a 100% subsidiary

2001 – Acquisition of ICI India's Motors and Industrial business and factory at Rishra, West Bengal

2004 – Rebranding of Berger Decorative to LEWIS BERGER. New containers and new logo comes into effect.

2007 – Berger Paints Overseas Ltd in Russia commences commercial production of alkyd & water based paints at its plant in Republic of Adegya, Russia

2008 – Acquisition of 100% stake in Bolix, S.A. POLAND – an External Insulation Finishing Systems company

2013 – Acquisition of architectural business of Sherwin Williams Paints India Private Limited as a wholly owned subsidiary – access to Western India project customers and complementary dealer network – platform for Berger's textured coatings technology – renamed BJN Paints India Ltd

Current Promoters:

- The Dhingra family, owners of the U.K. Paints Group
- In the paint business in India since the 1890's
- The group owns almost 75% of the shares in Berger Paints India Ltd and 95% of the shares of Berger Bangladesh (the clear market leader with 55% market share and turnover of USD 140 million)
- Set up Joint Venture - Berger Becker Coatings in 1998.

- Track record of highest export of paints and chemical and allied products from the U.K. Paints group – 1982-1992 Turnover represents Sales net of excise duties Turnover includes Joint Ventures & Subsidiaries in India but excludes overseas operations 7 Organised Sector - Top 5 Indian Companies % Market Share FY1

An overview of Indian paints & coating industry:

Barring the years 2020 and 2021, the Indian paint industry has historically grown in double digits. The country's paints and coating industry is poised to grow at a healthy rate in the medium and long run.

The decorative paint category constitutes almost 75% of the overall market and includes multiple categories like exterior wall paints, interior wall paints, wood finishes and enamels, as well as ancillary products like primers, putties, etc. The industrial paint category constitutes the balance of 25% of the paint market and includes a broad array of segments like automotive, marine, packaging, powder, protective and other general industrial coatings.

The Big Four of the paints industry – Asian Paints, Berger Paints, Kansai Nerolac, and Akzo Nobel India – account for more than 65% of the overall paints and coating market and 75% of the decorative paints market. The industrial segment is more fragmented, with these four companies accounting for 51% of the overall market.

All four major players have been able to surpass the sales revenue of the pre-COVID era (April- September 2019) during the April-September 2021 period. Table 1 is a comparison of sales revenue of these four players for a six month period (April-September) during the last three years. Though, it would be very early to say that Indian industry has come out of the grip of COVID-19 induced slowdown, a major part of the total demand in last six months (April-September 2021) was due to pent up demand of 2020 and first three months of the current year.

New investments in Indian paint & coating industry:

In addition to capacity expansions and Greenfield plants by existing paints and coating producers, Indian industry will see major investments by two new entrants.

The entry of Grasim Industries and JSW Group and expression of interest of expansions by existing two mid-sized producers (Indigo Paints and Shalimar Paints) is expected to change dynamics of Indian paint and coating manufacturing industry by the end of 2023.

Grasim Industries Ltd, one of the largest business conglomerates in the country, announced its entry in the paints sector in January 2021. Grasim would be investing USD 666 million (INR 50 billion) over the next three years with the aim to become the second largest player in the paints industry.

Challenges in paint industry: -

- Cost of raw material
- MNC's entering paint industry
- Top competition due to many competitors
- To build a large customer base
- To adopt with the changing environment
- To enable the company strategies to fulfill the needs of customers.
- Technical advancements
- Efficient distribution

Demand for paints comes from two broad categories:

Decorative: Major segments in decorative include exterior wall paints, interior wall paints, wood finishes and enamel and ancillary products such as primers, putties etc. Decorative paints account for around 80% of the overall paint market in India. Asian Paints is the market leader in this segment. Demand for decorative paints arises from household painting, architectural and other display purposes.

Industrial: Three main segments of the industrial sector include automotive coatings, powder coatings and protective coatings. Kansai Nerolac is the market leader in this segment.

- The industry did feel the impact of demonetization as well as GST and demand as a whole for the industry was subdued in both the segments. The organized players are expected to perform better than the small and medium scale players. The industry however views GST as positive and beneficial in the long run.
- Under the make in India initiative, the government of India aims to increase the share of the manufacturing sector to the gross domestic product (GDP) to 25% by 2022 from existing 16%.
- Manufacturing sector has the potential to reach US\$1 trillion by 2025 and India it's expected to rank amongst the three growth economies and manufacturing destinations of the world by 2020. These factors expected to significantly boost industrial paint consumption.

FINANCIAL YEAR-2018

The year FY18 started retail off-take in May-June was curtailed due to GST implementation from 1 July 2017. As a result, first quarter fell of expectations. The retailer channel continued to be uncertain during the second quarter but on account of an early Diwali, growth returned.

On the cost front, the first half of the year saw a deflationary trend, which led to reduction in raw material prices. From the second half of the year, the industry witnessed an inflationary trend. This trend is expected to accelerate in the new financial year, further putting pressure on costs. The manufacturing component of the IIP recorded 4.4% growth in FY17 and 8.4% in December 2017. The production levels are expected to pick up growth again as the Goods and Services Tax (GST) has finally been implemented.

SCOPE OF THE STUDY –

- It gives us information about the perception of customers on decorative paints.
- It gives us information about the proportion of dedicated Berger Paints customers.
- It shows the market share of Berger Paints with respect to its competitors.
- It gives the information regarding the preference and choices of the different customers.

OBJECTIVE OF THE STUDY-

- To find the preference and choices of customers towards the different paint brands.
- To study the important factors while choosing paints of various customers.

RESEARCH METHODOLOGY:-

A descriptive research methodology was used for this study. A survey was administered to a

selected sample from a specific population identified by the Berger paints.

These surveys are

commonly applied to a research methodology designed to collect data from a specific population,

or a sample from that population, through utilizing a questionnaire or an interview as the survey

instrument.

Sampling:

Here random sampling method is used where it is also considered as a fair way of selecting a

sample from a given population since every member is given equal opportunities of being

selected. The key feature of simple random sampling is its representativeness of the population.

It is an unbiased random selection and thus a representative sample is important in drawing

conclusions from the results of a study.

Sample size:

Here in the project work the sample size was taken for the survey in the Cuttack city. Sample size

of 77 customers that includes the customers who are the end user of the paints was taken in

order to have a customer survey in order to understand their perception and buying behavior on

decorative paints to paint their house.

Data collection:

Primary data- The primary data is collected by direct interaction with the customers with the help of questionnaire.

Secondary data- The secondary data is collected from the web, various blocks, and journals.

Research Problem:

In this case the research problem is divided into three heads:

- To analyze the customer perception on buying decorative paints in urban area like Bhubaneswar, Odisha.
- To analyze the brand awareness of Berger paints and their perception on the company and its products.
- A comparative analysis of Berger Paints with respect to its competitors.

LIMITATION OF THE STUDY:

- There are a few limitations, as stated below, with regard to my study:
- This study is only limited to the area of Cuttack customers only.
- Time constraint was the major limitation of the project.

CHAPTER- 2

COMPANY PROFILE

ABOUT BERGER PAINTS INDIA LTD -

Vision - to be the most admired Indian paint & coating Solutions Company with globally recognized competencies.

Mission- to maximize shareholder value by developing and delivering innovative and best solutions for our customers, consistently outperforming our peers and providing a dynamic & challenging work environment for our employees.

Berger Paints India Ltd is the second largest paint company in India. Founded in the year December 27, 1923. They are having their manufacturing facilities in West Bengal Uttar Pradesh Pondicherry Goa and Jammu & Kashmir. The company also has an international presence in 4 countries viz. Nepal Bangladesh Poland and Russia. They are offering their customers a variety of innovative painting solutions decorative or industrial. The company is headquartered in Kolkata and services the market through a distribution network comprising of about 110 stock points and more than 25000 dealers

Starting out as Hadfield's (India) limited, it had just one factory in Howrah, West Bengal. By the close of 1947, Hadfield's was acquired by British Paints (Holdings) Limited, UK and came to be known as British Paints (India) Limited. In 1983, the name of the Company was changed to Berger Paints India Limited. Currently, the majority stake is with the Delhi based Dhingra brothers. Berger Paints has established itself through a long course of time.

TYPE OF FIRM - Public Company.

INDUSTRY- Paints.

FOUNDER - Lewis Berger

REVENUE – Rs. 7804.05 Cr.

OPERATING INCOME- Rs. 7740.93 Cr. In March 2022

NET INCOME- Rs. 1798.49 Cr. (2021)

TURNOVER- 7740.93 cr.

COMPANY HISTORY AND MILESTONE

The name Berger or Lewis Berger is today synonymous with color worldwide. But actually the origin of the name dates back to over two & a half centuries in England in 1760, when a young color chemist named Lewis Berger, started manufacturing in Europe, 'Prussian blue' using a secret process that every designer and householder coveted. Mr. Berger perfected this process & art of the blue color, which was the color of most military uniform of that time. Enriched by the imagination of Lewis Berger, the unending quest for creation and innovation in the world of color & paints still continues. The history of Berger Paints India Limited as a company started in 1923 as Hadfield's (India) Limited which was a small colonial venture producing ready-mixed stiff paints, varnishes and distempers setup on a 2 acres of land in one of India's first industrial towns close to Kolkata in Howrah, Bengal. Subsequently in 1947. British Paints (Holdings) Limited, an international consortium of paint manufacturing companies bought over Hadfield's (India) Limited and thus the name changed to British Paints (India) Ltd. The gentleman who took over, as its first managing director was Mr. Alexander Vernon Niblet, an Englishman who was later on followed by Mr. Alfred Godwin in 1962. Further in the year 1965, the share capital of British Paints (Holdings) Limited was acquired by Celanese Corporation, USA and the controlling interest of British Paints (India) Ltd was acquired by CELEURO NV, Holland, a Celanese subsidiary. Subsequently in 1969, the Celanese Corporation sold its Indian interests to Berger, Jenson &

Nicholson, U.K.

Then onwards the company British Paints (India) Ltd. became a member of the worldwide Berger group having its operations across oceans in numerous geographies and this marked the beginning of Lewis Berger's legacy in India - which the company would later take forward to enviable heights. From 1973 the company entered into one of its dynamic phases of business with introduction of new generation products in the industrial, marine and decorative segments under the able leadership of its first Indian Managing Director Mr.Dongargaokar Madhukar. Year 1976 was another turning point in the history of the company when the foreign holding in the company was diluted to below 40% by sale of a portion of the shares to the UB Group controlled by Mr.Vittal Mallya. The reins of the company were taken over by Mr.Biji K Kurien as its Chief Executive & Managing Director in the year 1980. Finally in the year 1983. The British Paints (India) Limited, changed its name to Berger Paints India Limited.

The entire 80s & 90s saw the launch of many new products from company's stable such as premium emulsions and high quality acrylic distempers. The COLOUR BANK tinting system was launched through which the consumer could select from a range of over 5000 shades. Again the fortunes of the company changed hands in 1991 with UB Group's stake in the company bought over by the Delhi based Dhingra brothers, Mr.K.S.Dhingra & Mr.G.S.Dhingra and their associates of the UK Paints Group. Presently Dhingras' control a majority stake of almost 73% in Berger Paints India Limited, which is a professionally managed organization, headquartered in Kolkata, with the stewardship lasting since 1994 until 2012 with the Managing Director Mr.Subir Bose. The current managing director of Berger Paints India Ltd is Mr.Abhijit Roy.

COMPANY BACKGROUND

Established in 17th December, 1923, the company then known as Hadfield's (India) Limited; was a small paint company based in Kolkata having its only

manufacturing facility at Howrah, I West Bengal to produce ready mixed stiff paints, varnishes and distempers. Post- independence, towards the end of 1947, British Paints (Holdings) Limited, U.K acquired Hadfield's (India) Limited and thus British Paints (India) Limited was incorporated. From a production capacity of 150 tones and sales turnover of around Rs. 25 lakhs in 1947, the company has come a long way to become at one point of time; a part of the worldwide BERGER group in 1983 and thereby acquiring its present name Berger Paints India Limited to having subsequently gone through further ups & downs as well as ownership changes to gain its present status wherein the majority stake is with Delhi based Dhingra brothers and business revenue more than Rs 2400 cr. Today Berger Paints India Limited, having solely used and developed the name and trademark BERGER and all its variants in India, is a household name in paint. With Head Office in Kolkata the company manufactures and markets a range of decorative & industrial paint products under various product brands and has its operations spread throughout the length & breath of the country, with seven manufacturing facilities in India and more than 85 depots several regional & area offices, besides four facilities overseas. It has a workforce of over 2500 employees and a countrywide distribution network of 1500 plus dealers.

Berger Paints has clearly demonstrated its commitment to Indian consumers for over 88 years, by offering its varied range of high performing quality products backed by highest level of customer service. Company's high ethical standards in business dealings and its on-going efforts in community welfare make Berger Paints India Limited a responsible corporate citizen. While the company's decorative and Industrial paints continue to gain an increasing market share.

Berger as an organization has managed to achieve sustainable competitive advantage through innovations in all spear of business, desire to excel and by creating a winning culture & abiding faith in its values & philosophy among all its stakeholders.

PRODUCTS

INTERIOR WALL PAINTS



Silk glamour

Category: interior wall coating

Type: interior emulsion

Class : luxury

Finish: sheen

SILK GLAMOUR

Silk glamour is a luxury interior emulsion designed to give your walls a durable, glamorous and rich appearance.

Silk glamour luxury emulsion is formulated using the crystal reflective technology to give an ultra smooth finish to the walls and retain its freshness for a long time. The product is free of added APEO, formaldehyde and is low in VOC. Silk glamour is available in metallic and non-metallic shades.



Silk luxury emulsion

Category: interior wall coatings

Type: interior emulsion

Class: luxury

Finish: sheen

Silk luxury emulsion

Experience rich smooth and luxurious walls with berger silk luxury emulsion

Berger silk epitomises luxury for your walls due to its sensual finish, supreme lustre and exotic colors. Formulated with 100% acrylic binders to enhance scratch resistance, anti-fading pigments for those rich hues and bio-resistant additives for enhanced durability, berger silk is the treat of a lifetime for your walls.



Easy Clean

Category : Interior Wall Coatings

Type : Interior Emulsion

Class : Luxury

Finish : Sheen

Easy Clean

No Daag No Dhabba. Only beautiful walls.

Easy Clean gives a rich luxurious finish backed up by Cross-Linking Polymers which ensure that even stubborn stains can be cleaned easily from the wall, keeping your home looking spot-less & beautiful day after day.

EXTERIOR WALL PAINTS



Weather Coat Long Life

Category : Exterior Wall Coatings

Type : Exterior Emulsions

Class : Luxury

Finish : Sheen

Weather Coat Long Life

India's most innovative exterior paint designed on PU & Silicon Technology comes with a 10 year performance warranty.

Weather coat Long Life is a luxury category exterior emulsion, a first in the paint industry to use PU & Silicon Technology. The product is designed for heavy rainfall areas and provides excellent protection against extreme rain, fungus and algae growth on exterior walls. PU provides excellent film strength and unmatched sheen to the paint film. Moreover, it comes with a 10 year performance warranty.



Weather Coat All Guard

Category : Exterior Wall Coatings

Type : Exterior Emulsions

Class : Luxury

Finish : Sheen

WeatherCoat All Guard

Superior exterior wall paint with excellent Water Repellence and Dust Repellence properties. Weather Coat All Guard carries forward the legacy of Weather Coat All Guard.

The products unique chemical composition provides your walls all round protection from all external challenges from the environment. Its Unique Silicon Technology imparts visible water repellence to the paint film and its Polymer composition doesn't allow dust to settle on the exterior walls. The walls retain a newly painted look for years. The product also comes with a 7 Year warranty



Category : Exterior Wall Coatings

Type : Exterior Emulsions

Class : Luxury

Finish : Sheen

Weather Coat Anti Dust

Weather Coat Anti Dust's unique and innovative Dust Guard technology doesn't allow dust to settle on your exterior walls.

Weather Coat Anti Dust, one of the most innovative offerings from the house of Berger Paints is an ideal product for today's India. The country, which is continuously evolving and developing, creates a number of avenues to create dust in the environment. Construction of a flyover or a residential apartment nearby, dust on the road or the cable being laid in your own society is common and day to day sights for us. All these instances create environmental dust which settles on your exterior walls and are harmful for the life of the Paint. Not only it is bad aesthetics, Dust Along with water is an ideal breeding ground for fungus and algae to grow on your walls giving it black patches. Its unique Dust Guard technology doesn't allow dust to settle on your exterior walls and keeps your house looking new and shining for years.



Weather Coat Smooth

Category : Exterior Wall Coatings

Type: Exterior Emulsions

Class : Premium

Finish : Sheen

Weather Coat Smooth

Weather Coat Smooth is a 100% acrylic Exterior emulsion which can resist extreme weather conditions.

Weather Coat Exterior Emulsion, a 100% acrylic product has been a trusted name build over years of unmatched product performance in the premium range of Paints. The Paint, due to its unique additives and pigments can withstand extreme weather conditions.



Luxol Satin Enamel

Category : Metal Finishes

Type : Metal Finishes

Class : Premium

Luxol Satin Enamel

Smooth soft satin finish for interiors & exteriors

Berger Luxol Satin Enamel is a solvent based paint that is washable and long lasting. It can be used in areas like kitchens, balconies, etc. It offers an excellent sheen with a silken smooth, glowing finish and excellent washable properties. Made out of exclusive micro fine pigments and extenders, its silky smooth finish gives the surface a glowing look.

COMPETITORS:



asianpaints

- Asian Paints Limited is an Indian multinational paint company headquartered in Mumbai, Maharashtra.
- The company was started in a garage in Mumbai by four friends ChampaklalChoksey, ChimanlalChoksi, Suryakant Dani and Arvind Vakil in February 1945.
- Asian Paints is India's largest and Asia's fourth largest paints corporation
- As of 2015, it has the largest market share with 54.1% in the Indian paint industry.
- The Company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services.



KANSAI NEROLAC PAINTS LIMITED

- Kansai Nerolac Paints Limited (formerly known as GoodlassNerolac Paints Ltd) is the largest industrial paint and third largest decorative paint company of India based in Mumbai,
- It is a subsidiary of Kansai Paint of Japan.
- As of 2015, it has the third largest market share with 15.4% in the Indian paint industry.
- It is engaged in the industrial, automotive and powder coating business.
- It develops and supplies paint systems used on the finishing lines of electrical components, cycle, and material handling equipment, bus bodies, containers and furniture industries.
- Kansai Nerolac Paints has 5 paint manufacturing plants and about 6-7 contract manufacturers. The Nerolac owned plants are at 1. Jainpur (Uttar Pradesh) 2. Bawal (Haryana) 3. Lote, Chiplun (Maharashtra) 4. Hosur (Tamil Nadu)
- Kansai Nerolac Paints Ltd. has entered into many technical collaborations with other industry leaders such as E.I. Du-products.



Dulux

- Dulux is an internationally available brand of architectural paint.
- The brand name Dulux has been used by both ICI and DuPont since 1931 and was one of the first alkyd-based paints.
- It is produced by AkzoNobel (formerly Imperial Chemical Industries) although the United States markets are now served by PPG.
- In Australia and New Zealand, the brand is produced by DuluxGroup, which was separated from ICI as an independent company in 1998.
- Dulux Trade Contract Partnership is a scheme for independently assessed, quality assured contractors. Dulux Trade Contract Partners undergo regular site visits by independent scheme assessors to monitor standards and to identify opportunities for improvement.

COMPARISION OF INTERIOR PAINTS PRODUCTS:

BERGER PAINTS	ASIAN PAINTS	NEROLAC PAINTS	DULUX PAINTS
Silk	Royal syrne	Impression 24 carat	Velvet touch
Easy clean	Royale luxury	Pearl emulsion	Pearl glow
Rangoli	Premium emulsion	Lotus touch	Gloss ready mix
Bison emulsion	Tractor emulsion	Beauty silver	Super clean

COMPARISION OF EXTERIOR PAINTS PRODUCTS:

BERGER PAINTS	ASIAN PAINTS	NEROLAC PAINTS	DULUX PAINTS
Weathercoat allguard	Apex duracast	Excel rain guard	Diamond exterior
Weathercoat anti dust	Apex ultima	Excel mica marble	Weather guard maximum
Weathercoat smooth	Apex crosstex	Excel everlast	Weather guard
Walmasta	Apex pebbletex	suraksha	dulux

COMPETITORS ANALYSIS:-

COMPETITORS:-

Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service. The presence of one or more competitors can reduce the prices of goods and services as the companies attempt to gain a larger market share. Competition also requires companies to become more efficient in order to reduce costs.

WHY COMPETITORS ANALYSIS IS IMPORTANT?

- To study the market.
- To predict and forecast organization's demand and supply,
- To formulate strategy.
- To increase the market share.
- To study the market trend and pattern.
- To develop strategy for organizational growth.
- When the organization is planning for the diversification and expansion plan.
- To study forthcoming trends in the industry.
- Understanding the current strategy strengths and weaknesses of a competitor can suggest opportunities and threats that will merit a response.

SWOT ANALYSIS OF BERGER PAINTS:

Strengths in the SWOT Analysis of Berger Paints:

- Basket of Products: Berger Paints offers a wide variety of products which includes home to industrial paints. They also offer decorative paints option which is the latest offering and in demand in the market. It acquired the decorative paints unit from the Indian arm of US-based Sherwin Williams Paints.
- Brand Recognition: Being the second largest Paint manufacturer gives them a healthy brand equity. Almost everybody recognises the brand and is familiar with its products and offerings. Their rigorous campaigns have made them a household name.
- International Market: They have international operations in few countries that include Nepal, Bangladesh, Russia, Poland, Cyprus and collaboration with Becker of Sweden and Nippon paints of Japan.
- Competent Leadership: The chairman is Kuldip Singh Dhingra and vice chairman is Gurbachan Singh Dhingra who own a combined stake of 75% stake in the company and have taken it to new heights making it second largest paint maker trailing behind Asian Paints. The future leadership of the company is also set. The reigns will be passed on to Simran and Kanwardeep children of Kuldip and Gurbachan.
- Loyalty: Customers are loyal to Berger Paints when it comes for re- painting their homes.
- Efficient Supply Chain: They have an efficient supply chain network throughout the country. This includes seven manufacturing facilities, 85 depots, many regional outlets. They house around 2500 employees and a massive network of 15000 dealers.
- Diverse Customer Base: Berger caters to a diverse customer base ranging from households, industries from manufacturing to automobiles and nuclear power plants.
- Barriers to market entry: They have grown so big that they have created a barrier for new competition to enter the market. Together with Asian Paints, they control most of the market.
- Diversification: They have expanded into the Construction Chemicals segment and thus have expanded their scope for revenues and profits.

CSR: They have initiated green Horizon initiative that caters towards eco- friendly paints by reducing wastage and conserving natural resources

Weaknesses in the SWOT Analysis of Berger Paints:

1. High dependence on one segment: Berger Paints depends on one segment heavily for its maximum revenue and that is the decorative segment. This is not a long term strategy and high growth rate cannot be sustained for long.
2. Bad brand image: Berger faced a lot of negative publicity due to lead found in its paints. This kind of publicity taints the brand image of the company.
3. Limited Pricing Power: Due to a duopoly in the market they do not have the pricing power in their hands. They need to keep their prices in check with the market going paint prices.
4. Weaker distribution - Berger paints is known to have a weaker distribution network as compared to Nerolac or Asian paints which is a major problem for the company. It needs to ramp up its distribution network far and wide and if needed, increase its manufacturing potential to match demand.
5. No premium alternative - Asian paints has conveniently targeted a unique segment which gives high margin through their Asian paints Royale initiative. Berger paints needs such initiative to get in touch with their customers and have better sales and brand equity.

Opportunities in the SWOT Analysis of Berger Paints :

1. Marketing - Berger paints needs to up its game where Marketing communications is concerned. Where Nerolac and Asian paints are advertising left and right, Berger paints is left far behind and the frequency of advertisement is lesser. With marketing, it will bolster its brand values and create a demand from consumer end.
2. Market potential is untapped : Usage of paints in Indian households is very low. There is a high scope of growth in this segment. Also due to urbanization there is a growth in demand for paint.
3. New Launches : They can innovate and invest in their R&D to come up with superior technology for the paint industry. They can also launch more eco- friendly paints and make it health friendly.
4. Emerging markets - Berger paints is currently present in 4 countries only but because of its manufacturing base, it can expand to other emerging markets too.
5. Diversification : Huge scope for business and product diversification is available for Berger Paints.
6. Government Policies : Government is focusing on urbanisation, industrialisation, increase in house and developing more tier 2 and tier 3 cities. This means there will be a huge demand for paints in the recent future.

Threats in the SWOT Analysis of Berger Paints:

1. Raw material Prices: There are high fluctuations in the prices of the raw materials of paint.
2. Changing government laws: Changing government laws may lead to new companies in this sector. That means an increase in competition.
3. Competition eroding the margins - There is stiff competition amongst the top three - Asian paints, Nerolac and Berger paints. Amongst these, Berger paints seems to be left behind resulting in penetrative pricing and lesser margins. This is a threat to Berger paints

MARKETING MIX OF BERGER PAINTS

Marketing Mix of Berger Paints analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Berger Paints marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Berger Paints Marketing Mix:

Product:

Berger Paints is one of the top paints companies in India. The product portfolio of Berger Paints is majorly segregated into decorative paints and industrial paints. These offers form the product strategy in the marketing mix of Berger Paints.

In the decorative paints category, Berger Paints provides interior wall coatings, exterior wall coatings, metal & wood paints, undercoats and construction chemicals. The solutions have been segmented into professional and home users to capture both segments and provide its consumer better awareness and convenience. In the Industrial paints category, Berger Paints provides GI & Automotive coating, powder coatings and protective coatings.

In the decorative segment some of the well appreciate brands are Berger Silk, Easy Clean, Berger Luxol HiGloss, Bison, Weather coat All Guard, Weather coat Floor Protector for floor protection. The water based luxury paint Imperia and wood paintings are also performing well.

Apart from this Berger Paints has also introduced Express Painting solutions for homes and businesses at no extra cost for better consumer experience. In the endeavour of providing more easier and innovative solution it is trying to come up with paintable wallpapers.

Price:

Berger Paints has got a varied pricing strategy due to a huge portfolio. The pricing strategy for Berger Paints is to keep competitive prices in the presence of stiff competitors. It is quite low in comparison to that of Dulux and Asian Paints. The Primer is rated at Rs. 65 while Dulux is priced at Rs 75 and Asian Paints at Rs 80.

The wall coatings of Berger Paints even are quite lowly priced, starting from Acrylic Emulsion priced at R 140/ litre to Silk Luxury emulsions at Rs. 430/ lite. Even though price may be low but the quality has been kept at high standards. The Bison Emulsion, Walmasta, LuxolHigloss paints are very highly appreciated in the industry.

The Express Painting solution of Berger Paints are also quite cheap and convenient for the users. The current rates for Easy clean emulsion painting with labour cost is around Rs. 12.6/square feet. The Industrial solutions rates are also very competitively priced and varies according to the customization provided. This gives an overview of the marketing mix pricing strategy of Berger Paints.

Place:

Berger Paints has a very wide distribution network of more than 160 stock points who then distribute among dealers whose number goes to more than 25000. This shows the strong distribution strategy in its marketing mix. To help out customers, a dedicated sales team is present in all locations with providing consulting regarding the paints solutions they need. Also Berger Paints' website helps the customers to customize their painting requirement and also provides a paint calculator which calculates the budget for their painting requirements.

The distribution channel of Berger Paints starts from the plant through warehouses to sales offices to dealers to retailers to customers. The sales offices also deal with bulk buyers that are institutional developers and larger corporate projects. The direct marketing channel helps Berger Paints in cutting costs by eliminating certain intermediaries. The Prolinksservices is a professional services which is targeted for very large projects and also enable architects and builders.

Outside India Berger Paints has a similar structure of distributions like as that in Bangladesh where it has around 800 dealers and 2 factories and 5 sales offices all over the country.

Promotion:

Berger Paints has always focused on aggressive marketing in its marketing mix promotional strategy. The advertising is a very important promotional strategy for Berger Paints. The

company comes up with various ad campaigns to promote its newer and innovative products. Berger Paints also does various sales promotions to keep loyalty among the retailers, painters who are very important for converting sales. It had tied up with the company Meltag, which manages loyalty programs for Berger Paints. Berger Paints has also organized 'Peel n Win' contests as well as sponsorships internationally for various sports such as Jamaica Netball. Berger Paints also takes part in various social responsibility causes to keep up in the minds of customers. It has taken Polio Immunization programs, sponsoring education for children of financially weaker section. Berger Paints has also initiated various infrastructure development programs near around its manufacturing plants and also participated in green belt development programs. Hence, this concludes the Berger Paints marketing mix,

Berger Paints India Ltd.

Berger Paints India Ltd. is a paints company whose origin dates back to 1923 and has been on Indian soil for around 88 years. The company has a wide coverage in India with 11 factories and 160+ stockpoints. The company headquarters are present in Kolkata. Berger Paints also has presence outside India in Nepal, Poland, Bangladesh and Russia. With a turnover of Rs. 4634.12 cores, it stands as leader in industrial paints segment and second in decorative paints segment in the country. To achieve customer satisfaction Berger Paints improves its product portfolio time and again with its R&D division which is recognized by the Government of India. It specializes in protective coatings across sectors. With its innovation and customer driven focus Berger Paints has been able to feature in many ranking like Forbes 'Super 50 Companies in India' in 2015.

PROMOTION:

DEFINITION:-

Promotion is persuasive communication. It is a highly visible element in the marketing mix. It tells the target customer product, price, and place. It tells also known as marketing communication. Promotion consist of activities that facility exchanges with target customers through persuasive communication to stimulate demand.

FUNCTION OF PROMOTION:-

Promotion is a tool to influence target customer and to face competition. It performs four functions:-

- Information
- Persuasion

- Reminding
- Reinforcing

PROMOTION MIX

The promotion mix is the combination of advertising, public relations; sales promotion, personal selling and direct marketing tools that help achieve marketing objectives.

ADVERTISING:-

Advertising in any paid form of non-personal communication by an identified sponsor to promote product. For advertising Mahacement uses following mediums.

- Print media
- News paper
- Magazines
- Boucher's
- Calendars
- Outdoor media
- Hoardings
- Billboard
- Wall painting
- Posters

PUBLIC RELATION:

It refers to programmes designed to promote or protect company image and products. Publicity is any unpaid form of communication through media about an organization, its policies and products

PERSONAL SELLING:-

Personal selling is personal communication with customers to persuade them to buy products. It permits interaction and relationship building. Salespersons provide feedback about the market, competitors and customers.

DIRECT MARKETING:

It is persuasion by manufacturer to specific customers. The tools of direct marketing are:-

- Face to face selling
- Mail
- Catalogue marketing
- Telephone
- E-mail.

LITRETURE REVIEW

Overview:

This literature review focuses on a presentation of the guiding theoretical framework presented by the Theory of Reasoned Action (TRA) and the consumer literature that examines the relevant components of TRA within the context of general consumer behavior and environmental consumer behavior. conducted a search for articles published in the years 1929-2012 in peer- reviewed journals and indexed in the following databases: Cambridge Journals Online, EBSCO E-Book Collection (Net Library), EBSCO Host database, Education Research Complete, Emerald Management -journals, Ingenta Connect, JSTOR, Mendeley Database, Metapress, Online library, Sage Journals online, Science Direct, Taylor and Francis Journals, Taylor and Francis Online, and Willey e-journals. Keywords included Theory of Reasoned Action, Theory of Planned Behavior, Consumer Behavior, Green Supply Chain, Decorative Paints, and Environment friendly paints. The studies were critiqued according to the researchers' adherence to accepted criteria for quantitative and qualitative research designs.

- Mowen and Minor, 2006 However, fundamental basis of consumer's values of a brand is a unique combination of Perceived quality and perceived price that influence pre purchase behavior of a customer and revealed that evaluations, choice and behaviors are the fundamental theme of customer's perception regarding risk which is defined in the form of uncertainty and consequences. Higher the level of uncertainty is, more the risk is perceived and creates greater negative consequences.
- Perner (2008) stated that "Consumer behavior involves the study of the processes which Individuals, groups, or organizations perform to acquire products, services, experiences or Ideas to satisfy their needs and wants and how these processes have impacted the consumer and society'
- Hansen, 2004 "The buying behavior is considered a very complex phenomenon because it consists of a wide set of prior and after purchase activities" The buying process consists of five stages. Starting from recognizing a problem or in other words, recognizing need and wants that must be satisfied, the consumer then being to search for information related to that problem or need. After evaluating alternatives, the consumer makes the decision to purchase the most suitable alternative and the final stage comes after purchasing, when the consumer evaluates the choice being made.
- East, 1997 Limited -decision making buying behavior involves reasonable level decision making and relatively low amount of information search in order to generate a purchase. An example of this type can be the purchase of clothes, When

someone can easily get information on the product and its quality and spend short time in selecting the desired product.

- Lau 2006 in his article has mentioned that there are seven factors that influence consumers' perception on certain brands. The factors are brand name, product quality, design, price, store environment, promotion and service quality. As a whole these factors are taken into the basket of brand image, product quality and product price.
- Rahmani Vahid, Tajzadeh Namin Aidin (2012) analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude" "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.
- Serkan Aydin, Gokhan ozer, Omer Arasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.
- Nasr Azad, Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.
- Mehran Rezvani, Seyed Hamid Khodadad Hoseini, Mohammad Mehdi Samadzadeh (2012) investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.
- Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.
- Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001) analyzed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments.

- Shakir Hafeez, SAF Hasnu (2010) states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink.
- Ramakrishnan Venkatesakumar, D. Ramkumar and P. Thillai Rajan, (2008), confirms that Brand loyalty and brand switching behavior of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behavior through multi- dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.
- There are other comprehensive reviews around GSCM, particularly in the late 1990's where issues such as green production and planning and manufacturing (Bras & McIntosh, 1999:109; Sarkis & Cordeiro, 2001; Van der Laan, Salomon & Dekker, 1996:110) and product recovery (Gungor& Gupta, 1999; Van Der Laan et al., 1996) are discussed. Barros, Dekker, and Scholten (1998)¹¹¹ discuss recycling in the supply chain and Darnall, Jolley, Jason and Harnfield (2008)¹¹² critique GSM by saying that Environmental Management Systems (EMS) are making less progress in reducing environmental harms.
- Ahmed Alamo, Jennifer Rowley, (2011) explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents such as controlled communication (advertising), and uncontrolled communication (publicity, word of mouth), image antecedents like service value attributes (price, quality), provider attributes as brand personality, country of origin, service (employee + location), and corporate status (corporate image, corporate reputation) and, customer attribute antecedents (satisfaction, perceived risk, and reference group).
- Pecotich and Ward, (2007) an important element of a brand is the name and it has a potential to contribute to the brand equity. In many research, it is accepted as a vital indicator of quality and it affects consumers' quality perception, brand -name is an important cue that provides identification and continuity in the market place.

CHAPTER-3

DATA ANALYSIS AND FINDINGS

QUESTIONNAIRE

Name of the Shop-

Name of the Dealer-

Mobile Number -

1. Which company dealership do you have?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux (e)All of the above

2. Which Category of Paints do you sale?

(a)interior (b)Exterior (c)enamel (d) All of the above

3. Which companies product sale most?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux (e)All of the above

4. Reason behind this?

(a)good quality of product (b)cost beneficial (c)service of the company (d)brand
(e)good supply system (f)customer demand

5. Which company of paint provides you best quality of services?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

6. Which company product is in best quality as per your view?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

7. Which company gives you more benefits?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

8. Which company supply material in time and continued without any problem?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

9. Which company payment mode is easy for you?

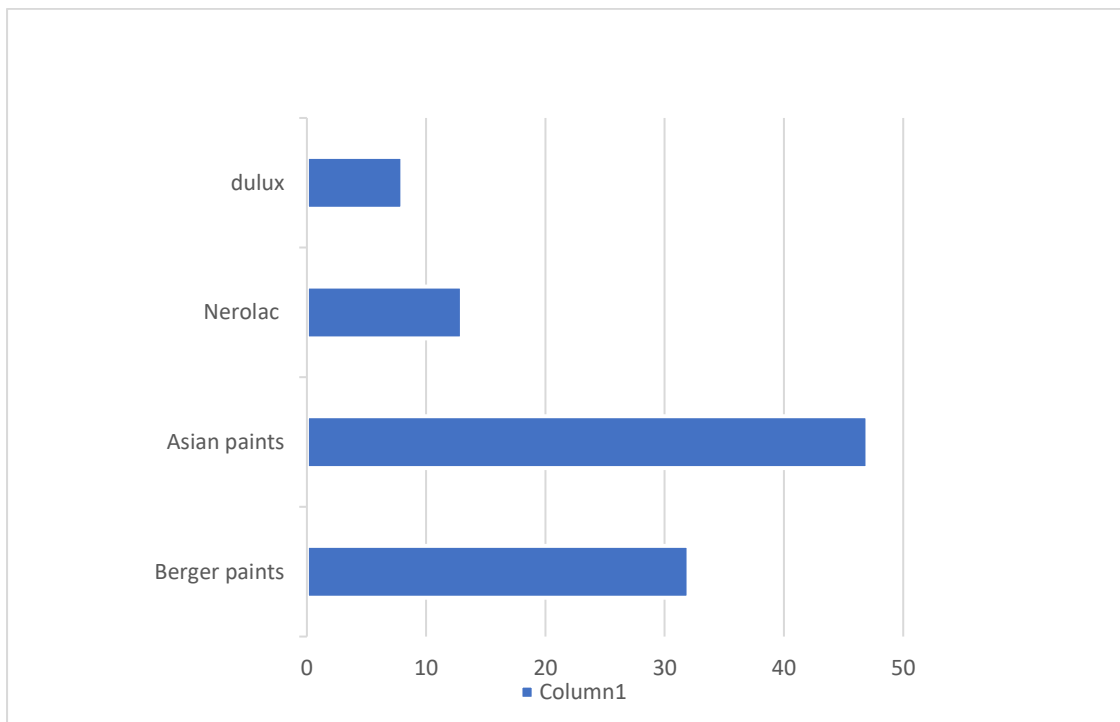
(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

10. Which company overall performance is best?

(a)Berger paint (b)Asian paints (c)Nerolac (d) Dulux

1. Which company dealership do you have?

brand	No. of response (100)
Berger paints	32
Asian paints	47
Nerolac	13
dulux	08

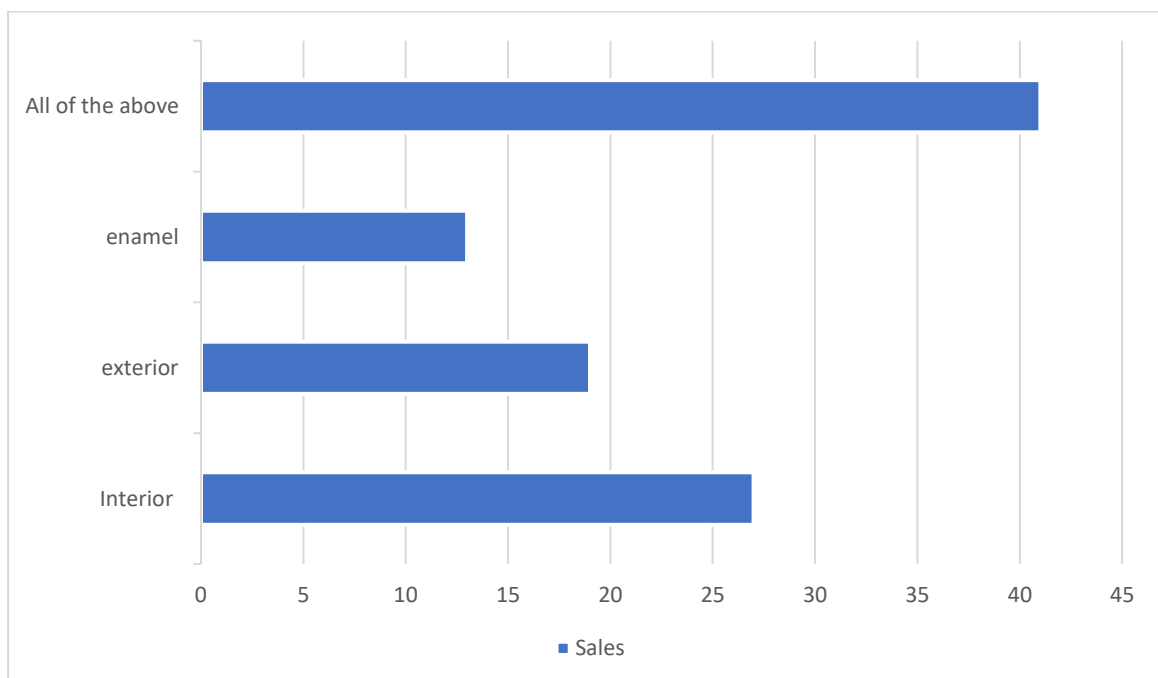


INTERPRETATION:

According to the survey of Bhubaneswar city, major market share belongs to Asian paints, And then Berger Paints occupies the second number.

2. Which Category of Paints do you sale?

Type	No. of response (100)
Interior	27
exterior	19
enamel	13
All of the above	41

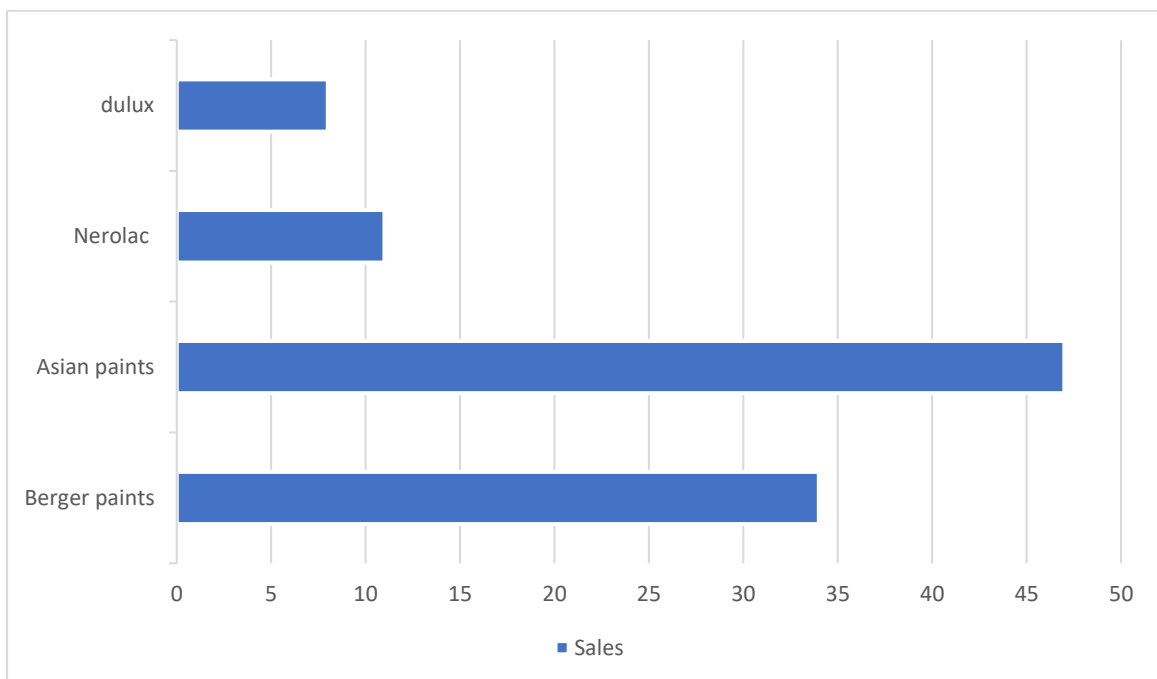


INTERPRETATION:

According to the data collected, most of the dealer they sell all types of paints like interior, exterior and enamel. Among these category interior paints number 1 in term of sell.

3. Which companies product sale most?

Brand name	No. of response (100)
Berger paints	34
Asian paints	47
Nerolac	11
dulux	8

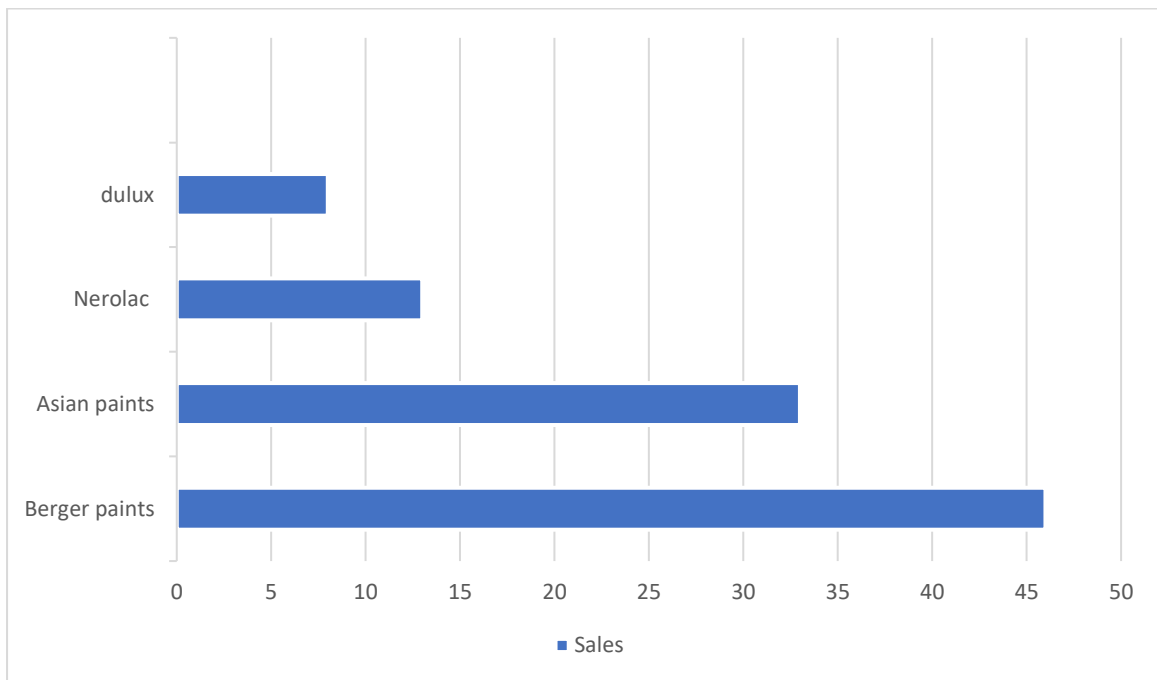


INTERPRETATION

According to the responses collected in Bhubaneswar region , Asian paints is the leader with a difference of 13% from Berger paints.

4. Which company of paint provides you best quality of services?

	No. of response (100)
Berger paints	46
Asian paints	33
Nerolac	13
dulux	08



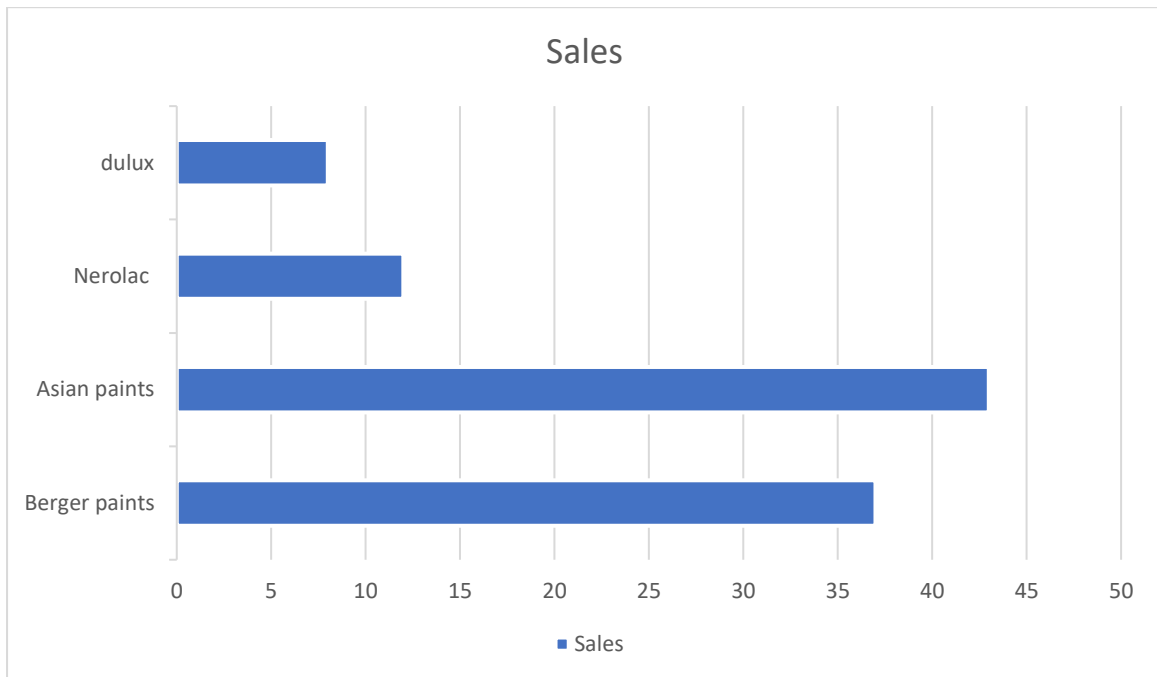
INTERPRETATION

According to the survey conducted Asian paints gives the best quality service than other paint company

5.. Which company product is in best quality as per your view?

	No. of response (100)
Berger paints	37

Asian paints	43
Nerolac	12
dulux	08

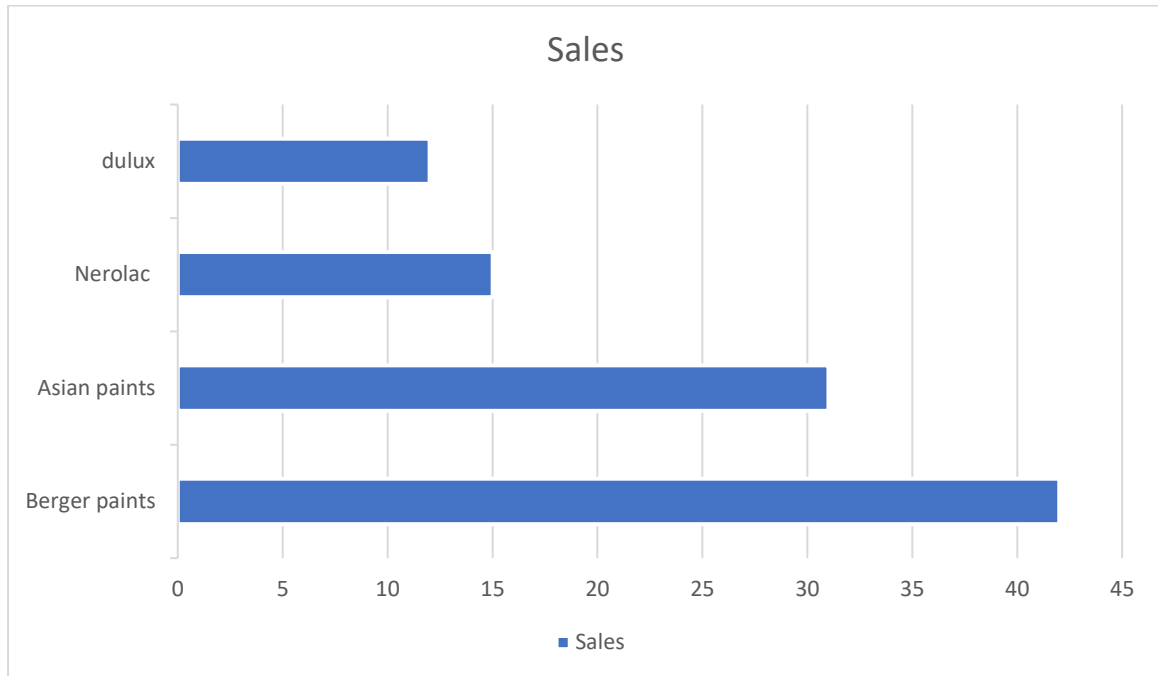


INTERPRETATION:

The dealers of Bhubaneswar prefer Asian paints because of the quality, brand name and service of the company.

6. Which company gives you more benefits?

	No. of response (100)
Berger paints	42
Asian paints	31
Nerolac	15
dulux	12

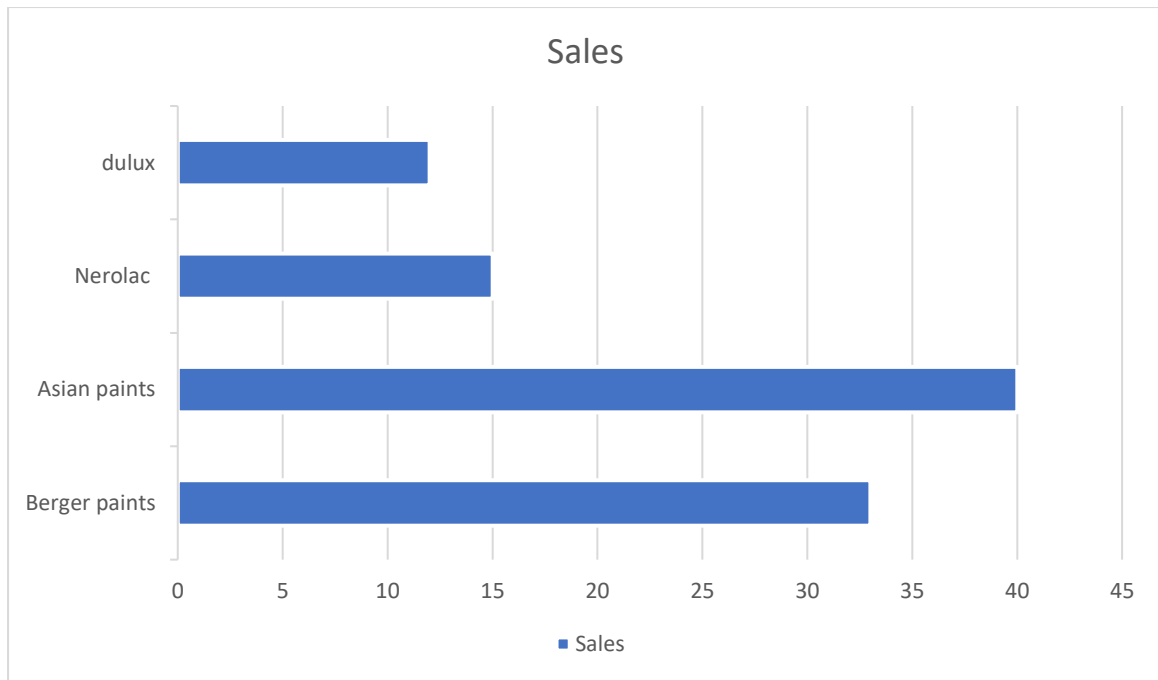


INTERPRETATION:

In this category berger paints backs the number 1 position in term of benefits provided.

7.. Which company supply material in time and continued without any problem?

	No. of response (100)
Berger paints	33
Asian paints	40
Nerolac	15
dulux	12

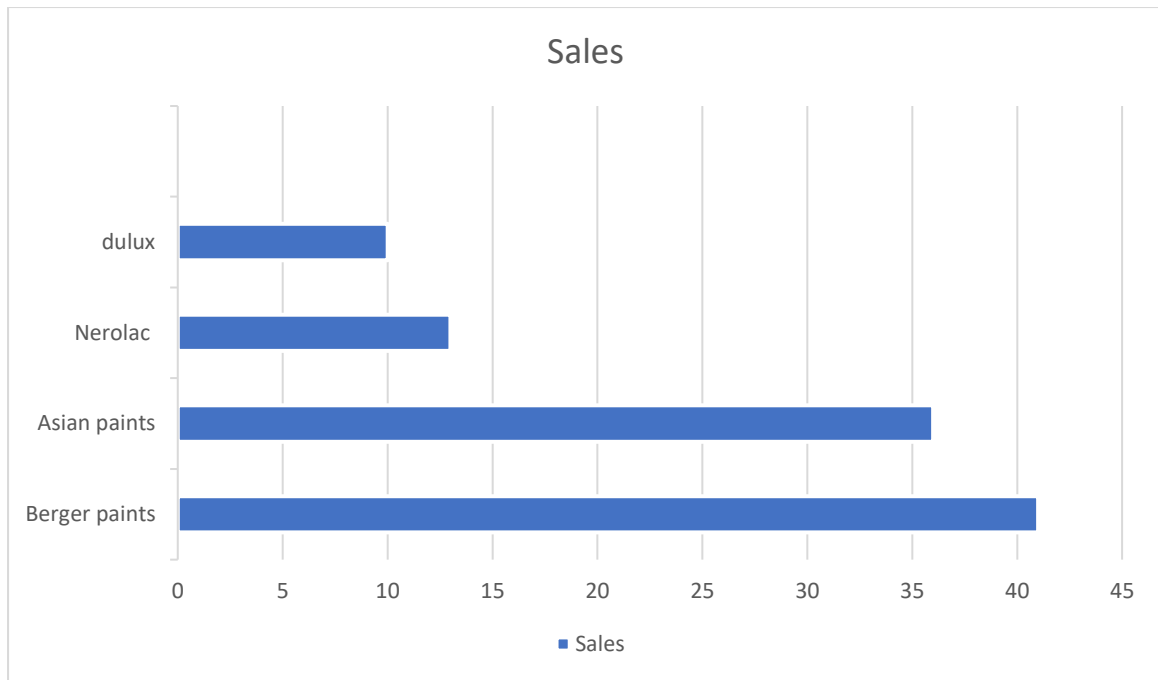


INTERPRETATION:

According to the market survey, the Asian paints gives the material at perfect time without any disturbance.

8.. Which company payment mode is easy for you?

	No. of response (100)
Berger paints	41
Asian paints	36
Nerolac	13
dulux	10

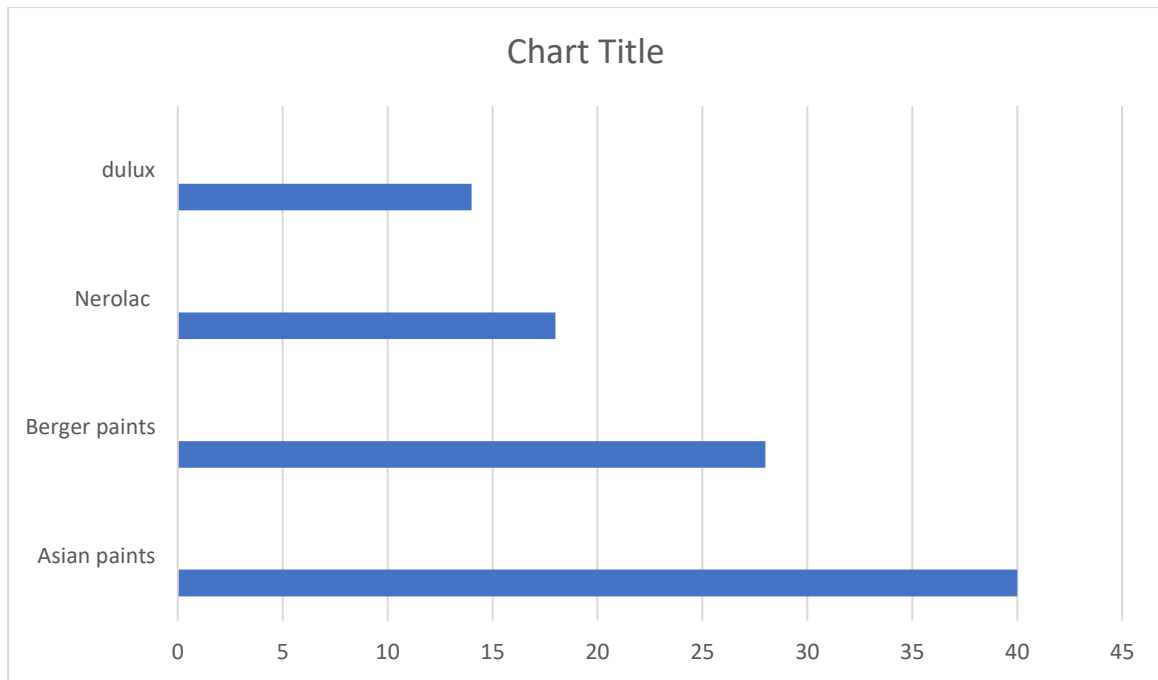


INTERPRETATION:

In term of easiness of payment berger paints stands ata number 1, according to the dealer survey.

9. Which company overall performance is best?

Brand	No. of response (100)
Asian paints	40
Berger paints	28
Nerolac	18
dulux	14



INTERPRETATION:

According to the dealer survey, interaction with the customer, dealer, builder Asian paints takes the market lead in Bhubaneswar Region.

FINDINGS

- On the basis of the analysis it has been observed that Asian paint is leading Bhubaneswar market
- In some segment like good quality of product and easy mode of payment berger paint receives positive feedback
- Promotional activity of berger paint is found to be very less
- They are applying push marketing strategy to increase the sell
- After sell service of the berger paint is not up to the mark as compare to other company
- Bonus/ incentives is pretty good where both dealer and painter gets the benefit by using berger paints product

CHAPTER – 4

**SUGGESTION
AND
CONCLUSION**

SUGGESTIONS

- A price fluctuation creates problems for the retailers as they cannot keep the commitments of price of customer.
- The reach to the rural market need to be strengthen.
- Transportation to rural areas need to be strengthen. A significant amount of business is lost because of this.
- On interviewing various customers they said that they don't even see the advertisements for the brands so promotion for the brand is needed to be done.
- Different offers are the problems for the dealers so the offers should be communicated to them so that they can influence painters to buy this paints and they themselves can help in increase of sales in this way.

CONCLUSIONS

- To attain the objective of the project detailed information was collected from the Market of Bhubaneswar. The market research has revealed many facts and figures about the Paint scenario in the market prevailing.
- In the market, Berger Paints is well known brand of Paint. This is the result of the good quality of the Berger Paints along with their effective marketing efforts, which covers the whole market customers of Berger Paints are highly satisfied with the use of it, as they do not face any problem after using it.
- There are seven major players in the market but the major competition is between the two brands of Paints. But because of good marketing efforts, Berger Paints is able to grasp some share of various other brands.
- The market survey undertaken shows that effective marketing efforts play a vital role in creating the goodwill for the brand. The distribution channel of Paint industry must be well designed and made effective this ensures timely availability and delivery of to dealers, retailers and customers.
- Good marketing creates good image i.e. brand building. Berger Paints still cherishes the good will created by them in the market conquering the second most preferred brand in paint and increase in their sales as well as brand value year by year.

CHAPTER-5

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