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Paint market shake-up Birla opus
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slowdown -pg53



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Highlights

- Land area: ~34,000 sq m (13.5 bigha)
- Built-up area: ~9,786 sq m (1,05,336 sq ft)
- Freehold land with in-premises RCC road, power supply and water supply in place
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- Permitted use can be modified, subject to compliance with local bylaws, and at the intending buyer's own cost and responsibility
- Approach road: 8 m

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- Kanasar Railway Station: 2 km
- Khara Industrial Area: 10.2 km
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- Bichhwal Industrial Area: 14.3 km
- Rani Bazar: 21.8 km

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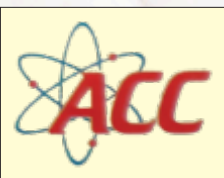
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No	Exhibitions	Date	Place
1	CPhi North America	May 20-22, 2025	Pennsylvania Convention Center, Philadelphia
2	CPhi Frankfurt	Oct 28-30, 2025	Messe Frankfurt
3	CPhi Middle East & Africa	Dec 8-10, 2025	Riyadh, Saudi Arabia
4	CPhi China- Virtual CPhi	June 24-26, 2025	Shanghai New International Expo Center
5	CPhi Japan	Apr 21-23, 2026	Tokyo, Japan
6	CPhi Korea	Aug 26 - 28, 2025	COEX, Seoul, Korea
7	CPhi India	Nov 25-27, 2025	Noida, India

MECS (Coating Show)

1	Asia Pacific Coatings Show	Sept 3-5, 2025	Indonesia
2	Saudi Arabia Coatings Show	May 13-15, 2025	Dammam Saudi Arabia
3	Middle East Coatings Show	Apr 14-16, 2026	Dubai World Trade Centre
4	Coatings For Africa	June 24-26, 2026	Johannesburg, South Africa

DYE+CHEM

1	Dye+Chem Morocco International Expo	Nov 5-7, 2025	Morocco
2	48th Dye+Chem Sri Lanka International Expo	March 13-15, 2025	Colombo Sri Lanka
3	Dye+Chem Bangladesh International Expo	Sept 3-6, 2025	Bangladesh, Dhaka
4	50th Dye+Chem Brazil International Expo	Nov 2025	Brazil

Red Carpet Events

1	Bangladesh Int'l Dyes, Pigments and Chemicals Expo	Sept 10-13, 2025	Dhaka, Bangladesh
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Turkey (Arkim Group)

1	InterDye Textile Printing Eurasia	TBD	Istanbul, Turkey
2	Paint Istanbul TURKCOAT	2026	Istanbul
3	Paint Expo Eurasia	Oct 01-03, 2025	Istanbul Expo Center / Istanbul Fuar Merkezi

Other Exhibitions

1	Paint India	Feb 19-21, 2026	Bombay Exhibition Centre, Mumbai
2	Expo Paint and Coating	TBD	Dhaka, Bangladesh
3	CIPI	TBD	Mumbai, India
4	Chemspec Europe	June 4-5, 2025	Koelnmesse, Germany
5	ChemUK Expo	May 21-22, 2025	NEC, Birmingham, UK
6	American Coatings Show	May 5-7, 2026	Indianapolis
7	China Coat China	Nov 25-27, 2025	China Import & Export Complex, Guangzhou
8	Interdye China	TBD	Shanghai, China
9	Paint Expo Germany	Apr 14-17, 2026	Messe Karlsruhe Germany
10	India Chem	Oct 2026	Mumbai Exhibition Centre, India
11	Water Expo	Apr 24-26 2026	Pragati Maidan, New Delhi
12	Inacoating	July 29-31, 2025	JIExpo Kemayoran, Jakarta - Indonesia



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3 Methyl Benzyl Chloride Details : 3 Methyl Benzyl Chloride - 400Kg Hyderabad, Telangana, India	400 Kg	Industrial



stimulate significant demand. The slowdown reflects the economic uncertainties and changing consumer behaviour. Urban markets are showing tepid interest, with the inflation that is growing and reduced discretionary spending might affect middle and upper-class households spending on decorative paints.

Companies are under constant pressure:

Due to the demand slump, most of the large paint manufacturers have reported a decline in sales or marginal year-on-year growth during the third quarter of FY25 and this poor performance is concerning given that Q3 was one of the strongest quarters due to festive buying. The slowdown has not just impacted revenue but has also disrupted production planning and inventory management. When the sales stop growing in a business that already needs a lot of money to run, like the paint industry, it becomes hard for the company to stay profitable. This problem springs up in their quarterly results.

Heavy discounts:

Emerging market players are threatening the existing players, therefore to protect their market share or to stop the new players like Birla Opus from taking their customers, and boost sales during the slow times, existing companies are offering bigger discounts and special deals. This helps them sell more for now and cuts into their profits. The paints industry is used to make good money by selling high-priced, well-known brands but now they are offering discounts and selling paints with lower prices and profits are shrinking.

Birla opus makes a splash:

The paints industry is one of the toughest industries when new brands enter, however, Birla Opus has made a



big impact in the paints industry within a year, launched in February 2024 by the Aditya Birla Group, the company has already grabbed a small but important share in the market. This impressive stand of Birla Opus demonstrates the strength of the brand and the money they have to invest. Their growth also demonstrated how fast they have to build their dealer network and they are advancing.

They have already built four modern factories and are working on two more. They have already spent INR 9000 crore and now is planning to spend INR 1000 crore. They are aiming to connect with 50,000 dealers by March 2025 and are expected to make INR 2500 crore in sales that year. This could make them a serious rival to top players like Asian paints, Berger.

Now the existing players have to compete with a powerful new player,

who is ready to spend big on advertising, discounts and spreading its reach. This pushes them to move faster and think smarter to stay ahead of the curve.

What is changing and shocking in the paint industry now?

Consumers are moving away from high-end premium paints and more affordable options such as wall putty, basic emulsions and textured coatings. In recent times, the paint industry has been facing inflationary pressures and muted housing demand and buyers are prioritizing cost over brand loyalty or aesthetics. This shift is adding pressure on big players and pushing them to diversify into lower-margin segments to protect the volumes.

Consumers are also interested in investing in companies that prioritize health, indoor air quality and sustainability. Therefore products with



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IOCL-MEG	54.6	644.55	Ex-Panipat
IOCL-Paraffin Wax	105	1239.52	Ex-Delhi
Jubilant-Ethyl Acetate	68.5	808.64	Ex-Maharashtra
Laxmi-Ethyl Acetate	66	779.13	Ex-Maharashtra
Meghmani-Caustic Soda Lye	39.5	466.30	Ex-Bharuch Gujarat
Meghmani-MDC	29	342.34	Ex-Ankleshwar Gujarat
NIRMA-LAB	150	1770.75	Ex-Vadodra
Reliance-Caustic Soda Lye	37.5	442.69	Ex-Gujarat
Reliance-DEG	NA	Not Available	Ex-Jamnagar
Reliance-LAB	160	1888.80	Ex-Vadodra
Reliance-MEG	NA	Not Available	Ex-Jamnagar
Reliance-Mix Xylene	64.75	764.37	Ex-Jamnagar
Reliance-PTA	67.4	795.66	Ex-Dahej Gujarat
Reliance-Toluene	64	755.52	Ex-Jamnagar
SI GROUP-Phthalic Anhydride	94.5	1115.57	Ex-Navi Mumbai
TATA Chemicals-Soda Ash light	34	401.37	Ex-Bhiwandi

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