

digital
THE DNA

OF
ASIAN PAINTS

DEEPAK BHOSALE
 **asianpaints**

Our business footprint

1
Paint Company
in India

USD **2.5**
Billion
Group revenue

3rd
Largest Paint
Company in Asia

5th
Largest
Decorative Paint
Company
In the World

9th
Largest Coating
Company
In the World

Operations in
16
countries

27
Manufacturing
Plants

50
Years of Market
Leadership

Part of NSE
Nifty
50

Forbes Asia's Fab
50
Company; Four
times in a row

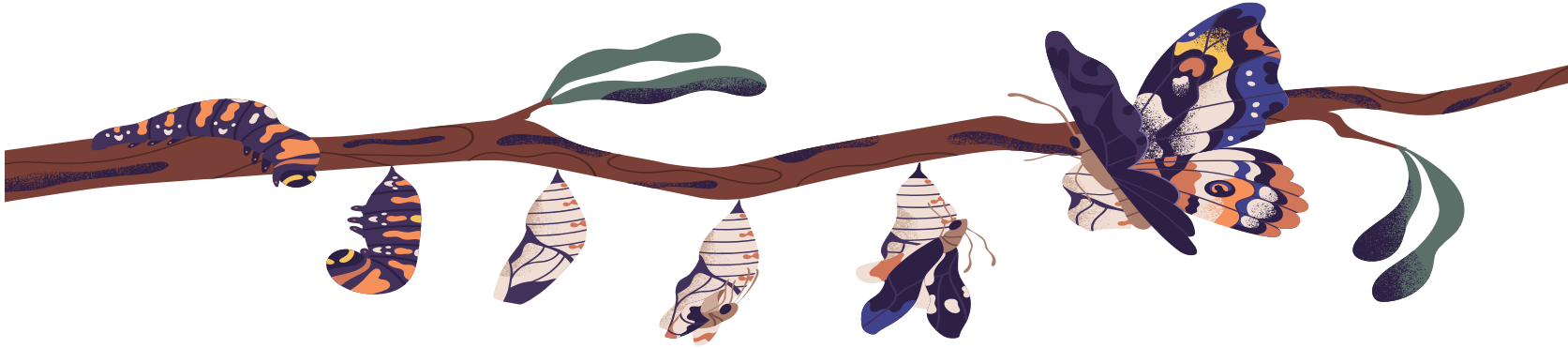
Servicing
Consumers in
over
65
Countries

7500+
Employees
worldwide

 **asianpaints**



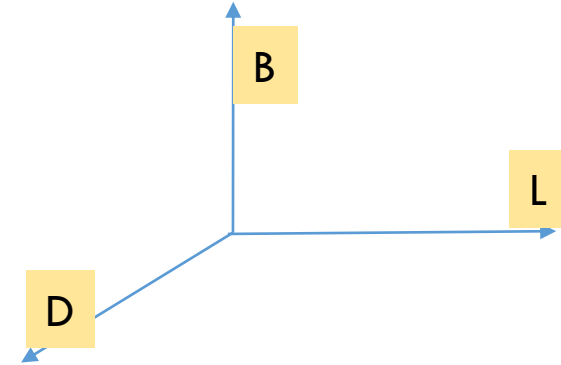
Asian Paints is in a midst of a transformation



ASIAN PAINTS BUSINESS DIMENSIONS ARE EVOLVING

The length of the customer journey would increase

- Our Customer contact length would be for a longer duration
 - We will move from engaging a customer once in 5-6 years to may be monthly
- Customer journeys would not be linear
 - A change in curtains could trigger a painting journey



The breadth of our products and services offerings would increase

- The scope to engage in multiple product lines has increased
 - We are horizontally diversifying from Painting walls to deploying products which complement walls
 - Paints products and services to décor products and services

The depth of our customer engagement too has increased

- The level of engagement would range from product selling to experience selling
- The need to control the quality of experience would increase

OUR CUSTOMER GOAL



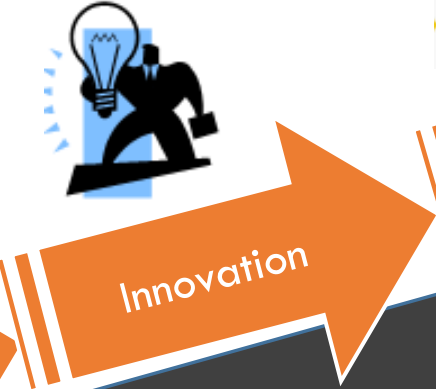
BRINGING

JOY TO PEOPLE'S LIVES



STRATEGIC LEVERS TO ACHIEVE OUR GOAL

BRINGING
JOY
TO PEOPLE'S
LIVES



Digital DNA

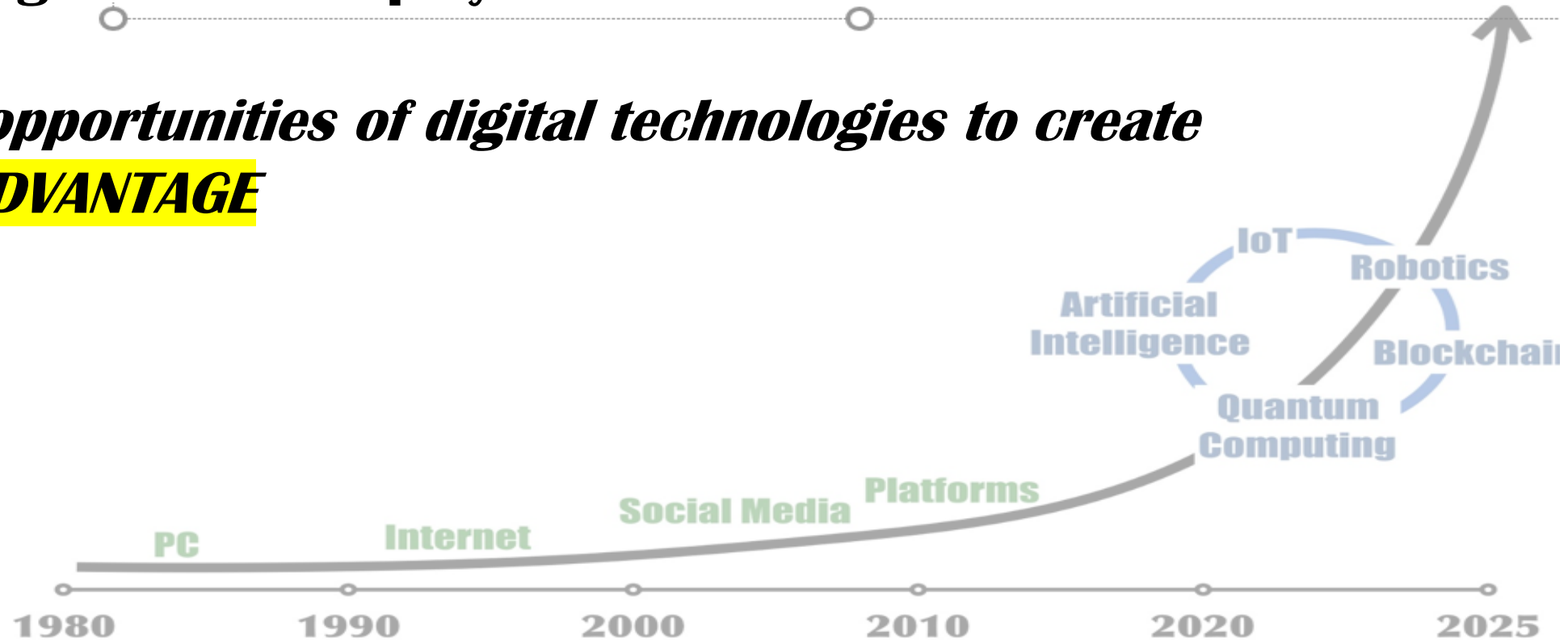


Being a Digital Disruptor

Digital Disruption is about

- >>>> accelerating transformation of business
- >>>> changing the conventional way of doing business
- >>>> unsettling established players

leveraging the opportunities of digital technologies to create
COMPETITIVE ADVANTAGE



3 common GENES of digital disruptors



Customer Experiences

Data driven experiences

Seamless in Customer journeys

Personalisation at scale



Biz Model ,Products and Services

Altering business models

Launching digital products

Services complementing products



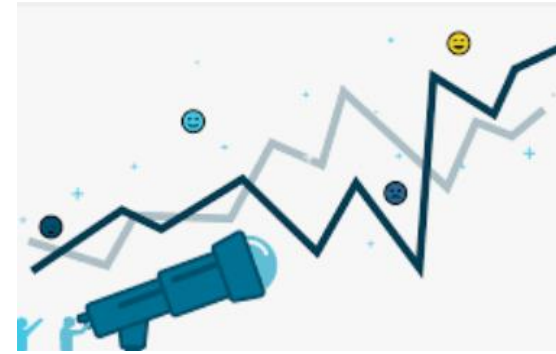
Business Operations

Process Automation

Empowering employees to perform better

Cost leverage through efficiencies

360 DEGREE DIGITAL AT ASIAN PAINTS



ACCOUNTS

CUSTOMER
FACING

SUPPLY CHAIN

MANUFACTURING

SALES

COMMERCIAL

FINANCE

Digital
360

RESEARCH

HUMAN RESOURCES



CUSTOMER EXPERIENCE GOAL

To deliver delightful and engaging experiences across all interaction points thereby creating a positive bias towards our products and services, thus building lifetime loyalty

Mind



Body



Soul

Get Inspired

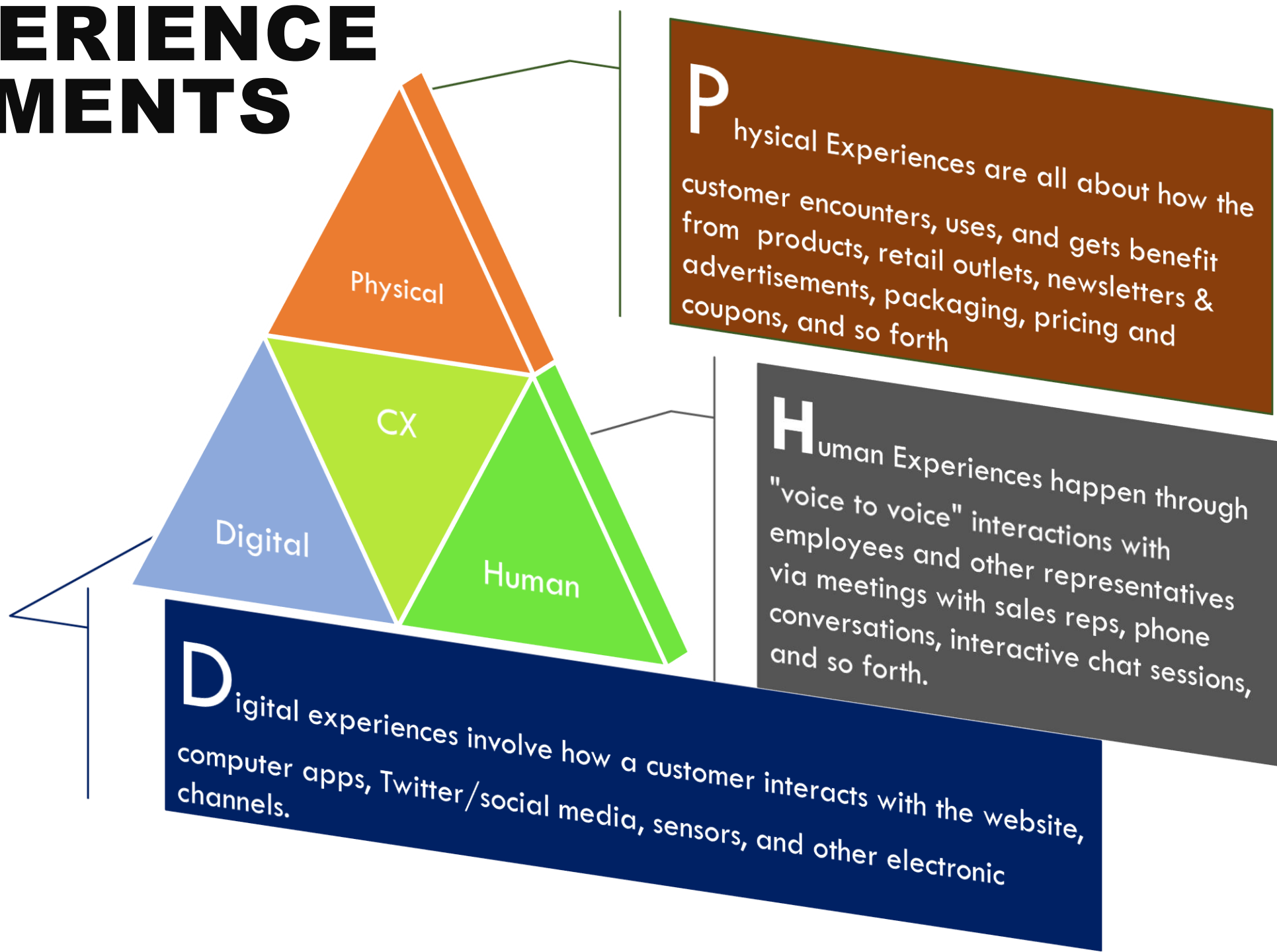


Try & Decide



Make It Happen

EXPERIENCE ELEMENTS



Experiences Along Touch points

Get Inspired

Try & Decide

Make It Happen



Colour experience stores



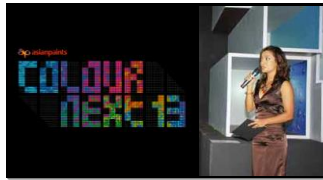
Ezycolour stores, my colour magazine and pop ups



Colourideas & Colourworld paint stores



Smart tools and painting / maintenance systems



Colournext and trend events



Colour consultancy, samplers & colour guide books



Painting advice, Home solutions, & painter academy



Feedback forum and advice



Website and social media; inspiration wall, idea engine etc



Magazine mobile App & Visualisation; screentest, colour 3d cubes, 4 pics



Colour project including, rewards, product selector and painting advice and tools



My colour (beautiful home) makeover competition & gallery & colour project suggestions

Physical

Human

Digital

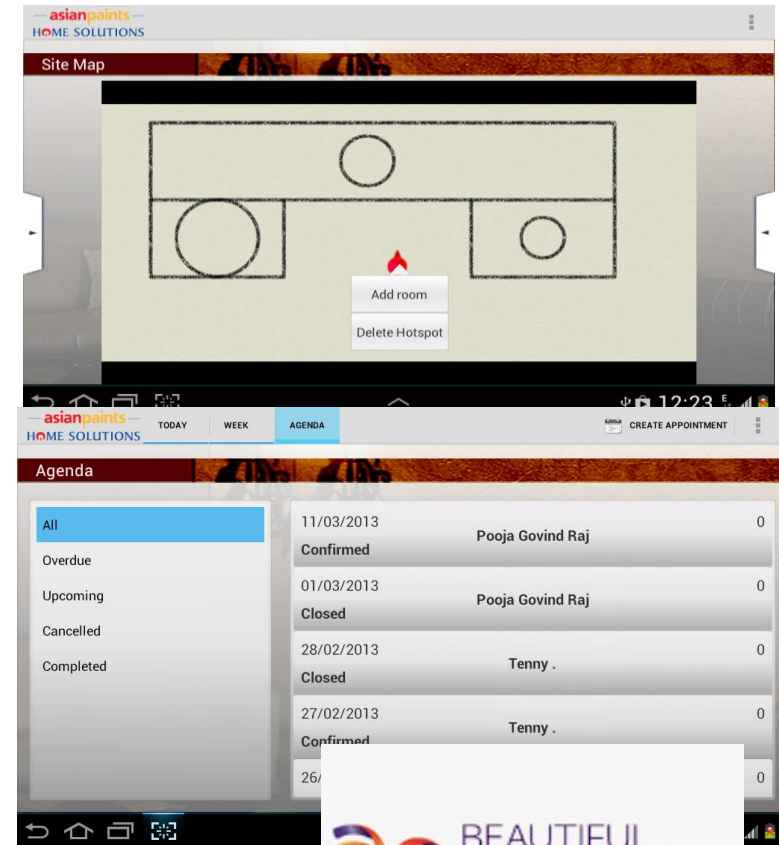


Some of the experiences created

Get Inspired

Try & Decide

Make It Happen



 consultancy@home

 BEAUTIFUL HOMES SERVICE with asianpaints

X JOURNEY



We are here

Enable personalized, contextual experiences in real time

Unify experiences across different touch points

Delivering differentiating Customer experiences

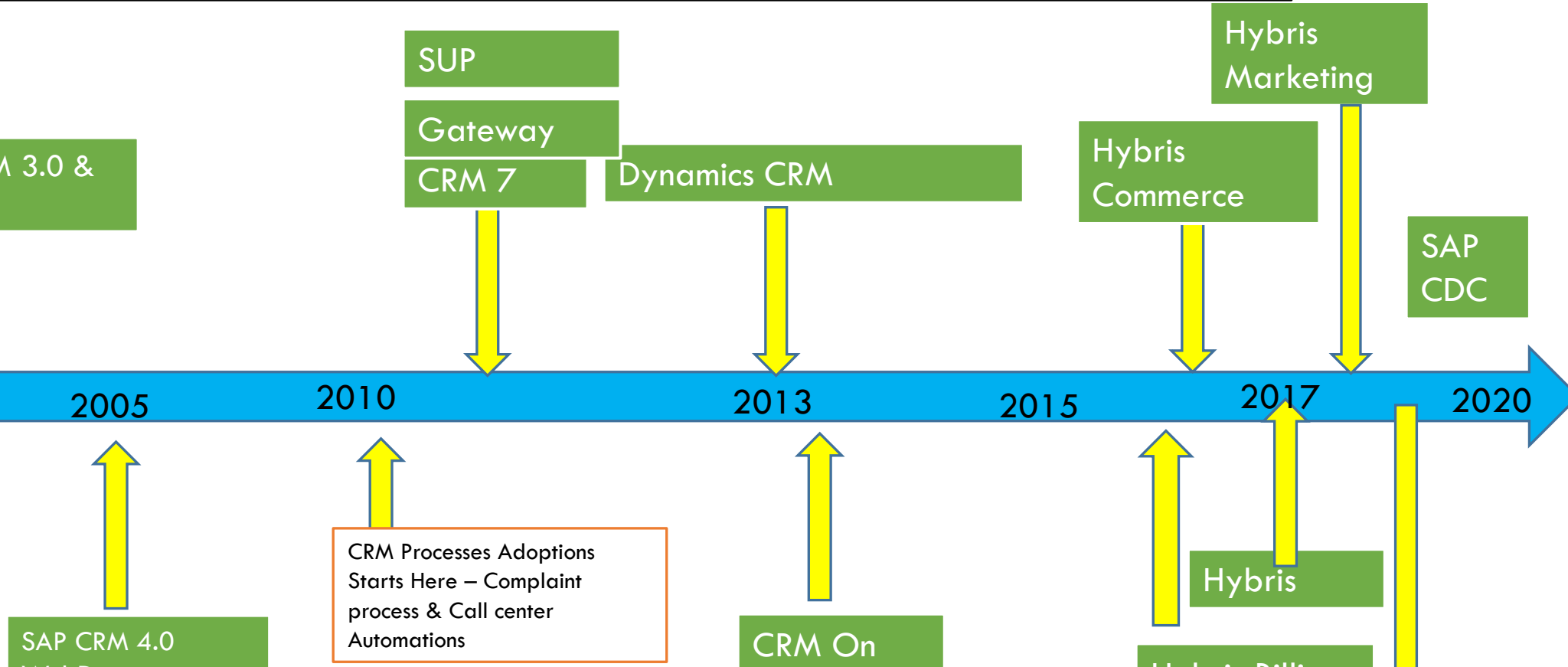
Enabling integrated customer Experiences

ing customer
s and
lizing the
ce

Consolidation of
customer Processes



Technology Journey with SAP



Framework to deliver CX



[Skills & expertise]
[Processes][Governance]

arnings

streaks required for becoming a Digital Disruptor

ership Sponsorship

– Clarity of intent and future possibility

gement of Employees

tion and Governance



Thank you

Let's continue the conversation. Connect with me at
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