

SHEENIAC

SPECIALITY COATINGS



MAKING HAPPY FAMILIES

SHEENIAC

WOOD COATINGS

SHEENIAC NOROO

KOREA'S LEADING AUTO FINISHES

J&N Jenson &
PAINTS Nicholson
Whenever you see colour, think of us
DECORATIVE COATINGS

INSPIRING CREATIVITY

WHY PAINT?

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High Profits: A construction of 2000 Sq. ft. Requires Rs.60k to 80k of pipes and same construction need 100K to 120k of paints. In case of paints margin is 15% to 20%, whereas pipes or cement or others operate at 7% margin.

Same Customer: The customer who buys cement, pipes and other building materials from you goes to another shop for buying paints.

One stop solution for building materials:

Converts your shop into a complete destination for construction needs of consumer.



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Repeat Purchase: Cement, pipes and other building material are purchased only once while constructing but paints are purchased every 3 years for repainting.

Additional income from same Infrastructure: Get additional profit by selling paints from existing place and people.

High Return on Investment:

With same costs involved adding paints will increase you Return on Investment multifolded.

Remarks	Amount (Per Annum)
Insta Color	INR 60, 000 /-
Stock Value	INR 1, 50,000 /-
Your Investment	INR 2, 10,000 /-
Projected Sale	INR 24, 00,000 /-
Margin %	18%
Net Profit	INR 4,32,000 /-
ROI	$= (4, 32,000 / (2, 10,000)) * 100 = 205\%$

Efforts done by company: All the engagement activities and selling activities are supported by the company



Network

Distribution network of 15000+ dealers



Range of Products

Decorative Paints, Automotive Paints and Finishes, Floor coats Wood Finishes and its ancillaries



Stock Points

20 RDC's and 250 stock points



Innovation

- First to package in HDPE bottles (Paint Industry)
- First to launch non-alcoholic base in wood polish (in India)



Global Brand

- 57+ years of experience in paint industry
- Respected and recognized brand in wood ancillaries.
- Presence in international markets



Manufacturing

4 State of the art, quality certified plants with a combined production capacity of 1, 00,000 KL per annum.



Strategic Partners

- Entered into significant joint venture partnership with Noroo Coatings, South Korea - making it the largest paint company in South India.
- Joint venture partnership with Jenson & Nicholson (I) Ltd (India's second oldest paint company)



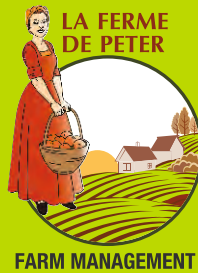
HOW IS SHEENLAC DIFFERENT FROM OTHERS?

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Cares about the health & well-being of distributors, dealers, painters, contractors and consumers.



La Ferme De Peter (LLP) is an initiative taken by Sheenlac contributing to a greener planet.



Huge spending in advertising, in shop branding, glow sign boards and POP material



Trip schemes to loyal network supporting the growth of the company



High profit margins to dealers in Paint Industry



High spending in terms of schemes, networking activities



**URS Asia One
Brands**

The World's Greatest Brands 2015-16



**URS Asia One
Leaders**

The World's Greatest Leaders 2015-16



**QCFI
5S Shield**

Excellent Performance Award
Quality Circle Forum of India
Chennai Chapter 19th August 2007



**URS Asia One
Award**

URS Asia One Award



**Best Entrepreneur
Award**

1989



**Outstanding
Performance Award**

Tamil Nadu Government
1992



**Rashtriya Samman
2002**

Tamil Nadu Region
9th September 2002



**Rashtriya Samman
2000**

26th May 2000



**District Level
Award**

Tamil Nadu Government
1997



**Women
Entrepreneurs Award**

1999



**Sheenlac
Best**

22nd October 2007



**Rashtriya Samman
1999**

Tamil Nadu Region
1995-96 to 1999-2000



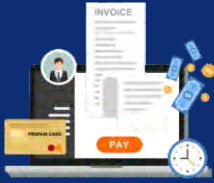
Outstanding Women Entrepreneurs Award

Tamil Nadu Government
Outstanding Women Entrepreneurs Award
20th October 2000

WHY DISTRIBUTOR?

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EASE OF DOING BUSINESS:

Same Sales Person, Same Billing / Accounting System or Process



EXTENDED CREDIT:

From the first day which the Company cannot provide as per existing Payment Policy



PROJECT BILLING SUPPORT:

The Company provides as per existing Company policy



VERY COMPETITIVE PRICING:

Competitive Price & Net Billing for Wall Putty



IN BILL DISCOUNT / FLAT:

Schemes to be operated by the Distributor



ONE TIMERS:

One-Timer Gift Schemes on small volumes



LOW STOCK:

As per Company Policy only Silver or Gold Card Dealers are eligible



BUSINESS DEVELOPMENT:

Dedicated manpower for Distributor retailers for doing secondary sales activities

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INSTA COLOR MACHINE



**Jenson &
Nicholson**

“ Whenever you see colour, think of us ”

- Jenson & Nicholson is the first company in India to launch tinting machines in 1996.
- Tinting machine tints the bases in certain ratios to make the required colour.
- Insta Color will increase your profitability further



Benefits of Insta Color:

- Reduces the maintenance of inventory. Only require to maintain certain bases
- Customization on the spot using the machine as per customer requirements
- Tinted shades increases the profitability
- Insta Color machine attracts contractors as they get all color shades under a single roof

**INSTA
COLOR**

SHEENLAC PAINTS LIMITED.

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