

SHEENIAC

SPECIALITY COATINGS



MAKING HAPPY FAMILIES

SHEENIAC

WOOD COATINGS

SHEENIAC NOROO

KOREA'S LEADING AUTO FINISHES

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

INSPIRING CREATIVITY

WHY PAINT?

SHEENIAC

SPECIALITY COATINGS

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.



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?

SHEENLAC

SPECIALITY COATINGS



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



FARM MANAGEMENT

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?

SHEENLAC

SPECIALITY COATINGS



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



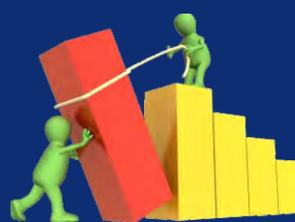
ONE TIMERS:

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

SHEENLAC

SPECIALITY COATINGS

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.

Old No. 109B, New No. 124, Developed Plots, SIDCO Industrial Estate,
Ambattur, Chennai - 600 098. Tamil Nadu, INDIA.

+91 8300 03 04 04 / 505 | +91 86083 83000

ccc@sheenlac.in | ccc@jnpl.in | ccc@sheenlacnoroo.in

www.sheenlac.com

SHEENLAC

SPECIALITY COATINGS

SHEENLAC

WOOD COATINGS

SHEENLAC NOROO

KOREA'S LEADING AUTO FINISHES

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

INSPIRING CREATIVITY