

Berger Paints looks to strengthen presence in Uttar Pradesh

The strategic move is driven by Uttar Pradesh's growing importance as a market, fueled by industrial activity and infrastructure development.

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Leading paint manufacturer Berger Paints plans to strengthen its presence in smaller towns and rural markets of Uttar Pradesh as it seeks to expand its reach in one of its fastest-growing markets, a senior company official said.

Its Managing Director and CEO Abhijit Roy told PTI that the company is expanding its footprint in areas where its presence remains relatively limited. While Berger Paints already has a strong position in central Uttar Pradesh, it is now looking to deepen its penetration in the eastern and western parts of the state.

Roy said the company currently has a network of more than 6,000 dealers across Uttar Pradesh and is working to further strengthen its market reach by entering new areas and enhancing its ground-level presence in smaller cities and rural markets.

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The chief executive said the state is expected to become an even more important market in the coming years, driven by rising industrial activity and the resulting increase in demand for paints and coatings.

Berger Paints has invested more than ₹1,200 crore in its manufacturing facility in Sandila, near Lucknow, and another ₹200 crore for expansion. The unit supplies a wide range of products, including decorative paints and industrial coatings.

Roy said the company is also considering setting up two more warehouses to improve its logistics and servicing capabilities in the state.

He noted that demand for paint products in Uttar Pradesh continues to be supported by urbanisation, infrastructure development and industrial growth. Besides decorative paints, segments, such as protective and powder coatings, are also witnessing strong growth.

Describing Uttar Pradesh as one of Berger Paints' fastest-growing markets in recent years, Roy said the state has been recording growth of 12-15 per cent, and the company expects the trend to continue.

With support from the government, Roy said the company's experience with the Uttar Pradesh government, particularly in matters related to investment promotion, has been positive.