



Indian  
Paint &  
Coating  
Association

# IPCA BIENNIAL CONFERENCE

September 16<sup>th</sup> to 18<sup>th</sup> 2022  
New Delhi, India



Title Sponsor



Raw Material Partner



Machinery Partner



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## CONVENERS' MESSAGE

Dear IPCA Members and the Coating Fraternity,

We are pleased to invite you for the much awaited IPCA Biennial Conference 2022 at JW Marriott Hotel, Aerocity, New Delhi.

IPCA has had a long glorious history of hosting some of the finest and largest conferences for the paints and coatings fraternity. Our biennial conferences have always enjoyed the patronage of our members and corporates dealing in this field. After the devastating Covid pandemic, we are hosting the first major conference for the industry at the hub and capital of India, New Delhi. A first for IPCA.

Covid and the hardships thereof, both personal and commercial has changed the way we all aspire to do business. Salient disruptions have marred our costings, product lines, channels of distribution and opportunities, challenges and threats. We have seen businesses show amazing resilience and ability to adapt through lockdowns, work from home, credit disruptions, raw material crisis and the great resignations. It is time for the industry to come together and share our learnings and design a common agenda without any restrictions of imaginations, predictions and assumptions. MSMEs have been each others' inspiration and we must use this biennial conference as a stimulus to assimilate uncapped ideas and suggestions. Hence, the theme of our conference, **UNCAP-IT**. The two significances reflected in this triumvirate are that we must use IT and innovative technologies to excel our businesses, and CAP also signifies the first IPCA Biennial Conference taking place at the Capital of India, New Delhi.

As the hosts of this conference, we assure you of a very well planned, graceful and informative business conference. We have limited rooms at the JW Marriott Hotel, and we earnestly request you to send us your bookings at the earliest. It is going to be a mega event, we all don't want to miss.

See you at New Delhi on 16<sup>th</sup> September 2022.

**Sanjeev Gupta**  
Convenor

**Jatin Aggarwal**  
Convenor



**Sagar Goel**  
President



**Sanjeev Gupta**  
Convenor & Past  
President



**Jatin Aggarwal**  
Convenor & Past  
President



**Rohan Bhasin**  
Vice President



**Rohit Duggal**  
Hon Gen Secretary



**Rahul Prabhakar**  
Joint Secretary



**Nimish Agrawal**  
Finance Secretary



**Ritesh Sharma**  
Chairman  
Delhi NCR  
Region



**S Mahadevan**  
Chairman  
Maharashtra  
Region



**Deepak Shah**  
Chairman  
Andhra - Telangana  
Region



**Ankur Jain**  
Chairman  
Central UP Kanpur  
Region



**Dipak M Shah**  
Chairman  
Gujarat Region



**Sarthak Singhal**  
Chairman  
Eastern UP Agra  
Region



**Ashok Sibbal**  
Chairman  
Haryana Region



**Suji Kr. Mathew**  
Chairman  
Kerala Region



**Sanjay Gupta**  
Chairman  
MP-CG Region



**Sandeep Goel**  
Chairman  
Western UP Ghaziabad  
Region

## DILWALON KI DILLI

New Delhi being the capital city finds its place right at the heart of Map of India. Indraprastha, Tughlaqabad, Shahjahanabad, are among the names that Delhi has been known by. The chosen seat of administration by emperors, dynasts, colonists alike, many towns have been established over the centuries, while some crumbled some survived, today we know them together as Delhi. A unique mix of history, culture, and politics, New Delhi's heritage is the rich amalgamation of people, their beliefs, values, and traditions over centuries evolved through innumerable invaders and rulers who instead enriched its history making the city even more special. So accepting and warm, today people from every ethnicity, region, culture, religion call the city home, influencing its language and lifestyle. From the glittering malls to the dazzling metro, upscale Khan Market to the by lanes of Chawri Bazaar, one can see the diversity of the city. 'Dilwalon ki Dilli' is how Delhi was and still known. Delhi's relationship with music, art, theatre, dance, and literature has not only evolved but flourished. Hundreds of cultural events happen in all parts of the city every day from book reviews, dance festivals, music concerts, and art fairs to trade expos and grub fests.

Ever expanding with the eponym of NCR attached, the city's landscape is dotted by everything from farms to high rises. Boasting of the chaotic by lanes of Chandni Chowk with its colourful display of wares and as the old mercantile hub, to the orderly wide tree lined boulevards of Lutyens Delhi, this is truly a city where paradoxes come alive! Owing to its geography, the scintillating Delhi winters are as enjoyable as the summers are ruffling. The monsoon becomes proof of the undeniable potholes, while spring is testimony to the city's exuberant vibrancy.

In the modern-day New Delhi, business and politics take centre stage. New Delhi hosts several trade conventions and fairs, has an attractive real-estate market and a huge potential for agrochemical-based products. The MSME sector in the region is of strategic importance in the present economic scenario. MSMEs are both social and economic pillars of India employing over 40% of the total workforce who are also the net consumers. Along with all kinds of commercial activity, the pandemic lockdown directly affected the manufacturing sector as established standard operating procedures became impossible to follow.

Business activities are now reviving amid increasing confidence in overall economic outlook in India with the growth trajectory of the country expected to be in the range of 8-10 percent in FY 22. The post-Covid era will see the emergence of new opportunities and business proliferation in the MSME sector.

Thanks to its extensive history, Delhi is filled with burgeoning beautiful monuments that tell the stories of its former occupants - be it the mythical Pandavas, the Mauryas, Chauhans, the majestic Mughals, or the British - through their mystifying columns, chambers, gardens. These are the pride of India, Delhi never disappoints,

Delhi is a treasure trove for food lovers. Aroma of the world-famous butter chicken and chhola bhaturas fill the senses of most when thinking of Delhi. But the capital has so much more to offer when it comes to dining experiences. From an old haveli converted into a new artisanal eatery, world class experiments with traditional Indian cuisine, all kinds of global and local cuisines on offer to iconic hole-in-the-wall joints in Old Delhi with lip-smacking street food, there is something for everyone. Mouth-watering scrumptious food, be it the delectable kebabs at Jama Masjid, to the eclectic chaat of Purani Dilli and Bengali Market, there is something for everyone.

New Delhi is also a major distribution hub in the country. With the approval of Multi-Modal Logistics and Transport Hub (MMTH) at Greater Noida, India becomes a key player in global value chain which inherently boosts the global competitiveness of the Indian MSMEs by apprising them of global trends, practices, and standards. It improves operations of existing industries in NCR and improves the attractiveness of the region as an investment destination.

Welcome to New Delhi, Dilwalon ki Dilli, the historic and - dominant business city and capital of India. Apart from its trademark hospitality, the business potential of New Delhi is unparalleled by any city in India.

See you at JW Marriott, Aerocity, New Delhi! Come be a part of this mega conference!



September 16<sup>th</sup> to 18<sup>th</sup> 2022  
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**JW MARRIOTT®**

## **ABOUT JW MARRIOTT NEW DELHI AEROCITY**

JW Marriott, New Delhi is a luxury hotel with 511 luxuriously appointed rooms and suites, situated in Aerocity, one of the most prime locations adjacent to Central Delhi and Gurgaon, conveniently located at a seven minute drive from the Indira Gandhi International Airport.

The hotel offers an alluring array of restaurants and lounges including K3 - New Delhi's Food Theatre which is the all-day diner offering three different cuisines with three live kitchens run by Expatriate Chefs.

The hotel features one of the city's largest meeting and conference facilities with over 30,000 square feet of flexible convention spaces including a 12,000 square feet pillar-less ballroom. The distinct features of the hotel also include the 24 hours operational Quan Spa, an opulent Prafaire Salon, an outdoor heated Swimming Pool and a modern Fitness Centre.

JW Marriott New Delhi has won over 50 awards in the past three years and has been recognized not only as the best luxury hotel but also as the best green hotel owing to its sustainability initiatives like setting up an in-house water bottling plant to eliminate the usage of over 50 lac plastic water bottles over the last three years. The Marriott chain is known for its service standards and gracious hospitality. The team at JW is ready to welcome IPCA Delegates for a memorable event experience and go back with happy memories!



**JW MARRIOTT**  
NEW DELHI AEROCITY



## ABOUT IPCA

Indian Paint and Coating Association (IPCA) is an amalgam of paint, ink and powder coating manufacturers, raw material manufacturers and traders, machinery manufacturers and allied industries. It has a pan-India presence with active regions in New Delhi-NCR, Haryana, Western UP - Ghaziabad, Eastern UP - Agra, Madhya Pradesh and Chhattisgarh, Maharashtra, Gujarat, Telangana & Andhra Pradesh, Central UP - Lucknow-Kanpur and Kerala. It has a strength of around 1650 members and growing.

Indian Paint and Coating Association is one of the young and dynamic associations, which represents both the organized and unorganized sector in the paint and coating industry. In 2003, in an attempt to improve communication and to coordinate industry policy on matters of national and international concern, the Indian Paint and Coating Association was formed.

Over the last several years, common issues facing the paint and coating industries have increased significantly. While it is always a constant challenge for each individual association to manage the myriad of domestic regulations, it has become increasingly difficult to interpret the potential impact of foreign issues. Thus IPCA is endeavouring to help out the people across the Indian Paint and Coating Industry in making businesses better and more profitable. It is also its bounden goal to encourage brotherhood amongst the coating fraternity.

IPCA has been at the fore front of organizing path-breaking events benefitting the paint and coating industry. We believe that the experience and wisdom of the wise and experienced needs to be shared and not hoarded. Various event formats have been adopted so as to fulfil the goal of serving our members and facilitating disbursement of insights and knowledge in unison.

In the past, the Mega Biennials have taken place at locations such as Agra, Kathmandu, Jaipur, Bangkok, Amritsar, Goa, Jaipur and Chandigarh. Another popular format - Knowledge Sharing Seminars, or KSS, are regularly organised in all our regions wherein topics are chosen on the basis of feedback received from regional organisers, or a perception of the audiences' need, or to discuss any important and relevant breakthrough technologies. Organising Regional events with an aim for problem resolution for the smallest of our industry folks. Along with other Technical Seminars and Residential Conferences IPCA has also conducted Certificate Courses in Coating Technology with the likes of Colour Society, Mumbai; IIT-Delhi; IICT, Hyderabad; Skill India, and MSME Ministry, Government of India.

IPCA often acts as a bridge between the academia, manufacturers, and corporates to impart knowledge through training sessions and problem solving. This kind of core technical input from an industry body has catapulted IPCA into a different league altogether.

## IPCA Activities

During the last two years, since the draconian Covid-19 pandemic, lockdowns, travel restrictions, and depressed business sentiments, IPCA reinvented itself to take the pioneer position in sharing knowledge, facilitate and organise events both offline and online to adapt to changing times.

- Introduced TechWeb series of online webinars attended by more than 700+ delegates
- Conducted Virtual KTSS
- Organised Knowledge Sharing Seminar at Ghaziabad
- Grand IPCA Maharashtra KSS at Hotel Westin Goregaon
- Demystifying Budget Session by Team Maharashtra
- The much-acclaimed series of IPCA Gleaner
- Hosting of the first residential conference by Team Gujarat
- Various IPCA Connect events by Team Kerala

Now IPCA is hosting the mega IPCA Biennial Conference with the theme "UNCAP-IT" at the capital of India, New Delhi, destined to be the largest paint and coatings business conference.





Indian  
Paint &  
Coating  
Association

## INDIAN PAINT AND COATING ASSOCIATION

### PRESIDENT'S OFFICE:

C/O Aureole Rubbers Pvt. Ltd.  
C-582, Saraswati Vihar, Pitampura,  
New Delhi - 110034 | T: +91 11 27029931/32  
E: [president@ipcaonline.com](mailto:president@ipcaonline.com)

Biennial Conference Email: [conference@ipcaonline.com](mailto:conference@ipcaonline.com)

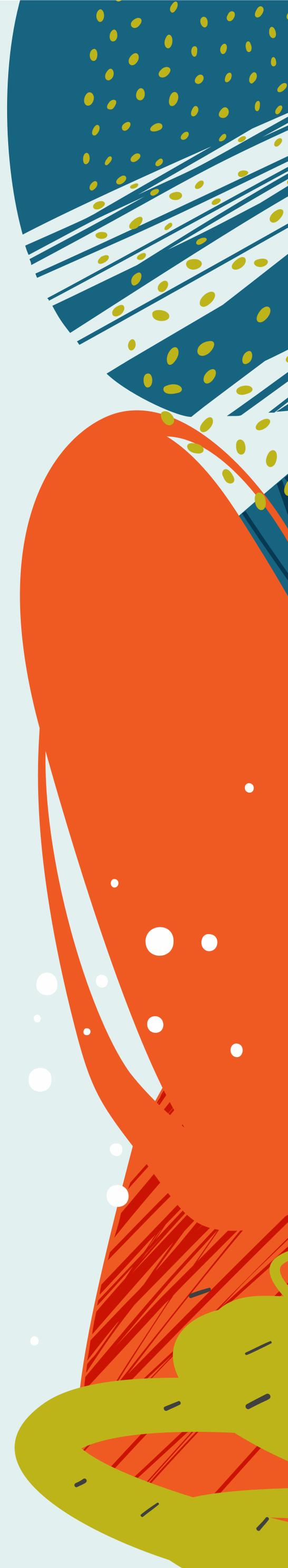
### HEAD OFFICE:

C/O Bansal Trading Company  
605 NDM-1 Netaji Subhash Place, Pitampura  
New Delhi - 110034 | T: +91 11 450 86 000  
W: [www.ipcaonline.com](http://www.ipcaonline.com) E: [info@ipcaonline.com](mailto:info@ipcaonline.com)

CIN: U74999DL2003NPL121868 (Registered under Companies Act: Sec 25-1956)

GST No: 07AABCI2926H1ZQ

## MEDIA PARTNER





September 16<sup>th</sup> to 18<sup>th</sup> 2022  
New Delhi, India

## TERMS & CONDITIONS OF REGISTRATION

- Package fee does not include any expenses of personal nature, tips, shopping, laundry, phone call, room services, mini bar expenses etc. These charges are to be settled directly with the hotel before check out.
- Everything promised in the package is on the best effort basis. Services & packages are subject to the clause of Force Majeure.
- Package rates are subject to change without prior notice due to increase in Government levies.
- Package offer is for IPCA members subject to clearance of all pending dues. All members are requested to ensure that all outstanding membership subscription is paid before registration.
- Non Resident Delegates are entitled to all meals (except breakfast).
- Spot Delegate / Delegates registering after the last date will not get delegate kits.
- The above prices are exclusive of GST @ 18%.
- Extra bed is subject to availability at hotel.
- Last date for registration is 16/08/2022.
- Special membership drive during the Biennial Conference for Non IPCA members @ Rs. 7500 plus GST @ 18% per company for 5 years.
- All delegates are requested to adhere to Check in rules of the hotels and bring along with them identity proofs for smooth Check-in.
- COVID appropriate behaviour to be followed by all delegates as per guidelines issued by the GOI/Delhi Govt. prevalent at the time.

## CANCELLATION POLICY

- Booking once confirmed cannot be cancelled, however the same is transferrable to another delegate on or before 16/08/2022.
- Should you be forced to amend/cancel the booking you must send a signed cancellation/amendment request letter to the convenor on email [conference@ipcaonline.com](mailto:conference@ipcaonline.com), [e.sec@ipcaonline.com](mailto:e.sec@ipcaonline.com).



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## SPONSORSHIP FORM

CATEGORY	NOs.	SPONSORSHIP RATE	TICK (↓)
Title sponsor	1	₹15,00,000	
Raw Material/Machinery Partner	2	₹10,00,000	
Delegate Kit	1	₹9,00,000	
Platinum sponsor		₹5,00,000	
Diamond sponsor		₹3,00,000	
Gold sponsor		₹1,00,000	
Entertainment	2	₹5,00,000	
Lunch	2	₹2,00,000	
Dinner	2	₹2,00,000	
Cocktail	2	₹2,00,000	
Motivational lecture	1	₹1,50,000	
Breakfast	2	₹75,000	
Tea	3	₹75,000	

- For Sponsorship benefits, Please refer to Event Support Package Sheet.
- All allotments are on first come first serve basis.
- GST to be discharged by sponsor – As per notification No. 13/2017 – Central Tax (Rate) dated 28th June, 2017 (Entry No. 4) and Notification No. 10/2017 Integrated tax rate (dated) 28th June, 2017 (Entry No. 5). Services provided by way of sponsorship by any person to anybody corporate or partnership firm is covered 100% under Reverse Charge Mechanism, so GST on sponsorship has to be paid by the sponsor.
- Last Date for receiving sponsorship is 16/08/2022.
- Technical Sessions shall take place in parallel breakout rooms at the venue.

### Details of Payment Towards Sponsorship:

Name of Sponsor \_\_\_\_\_

Contact Person \_\_\_\_\_ Designation \_\_\_\_\_

Mobile No. \_\_\_\_\_ Email \_\_\_\_\_

Cheque/DD No./NEFT No \_\_\_\_\_ Dated \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ For ₹ \_\_\_\_\_

Drawn on (Bank) \_\_\_\_\_

In favour of "Indian Paint & Coating Association" payable at New Delhi

Bank: **HDFC Bank Ltd.**

Account Number: **50100187914518**

IFSC Code: **HDFC0000935**

Kindly send the complete form with remittance details to:

**IPCA Biennial Conference Secretariat & IPCA HO:**

C/o: Bansal Trading Company 605, NDM-1 Netaji subhash place, Pitampura, New New Delhi - 110034 INDIA

T: 011-45086000, Mr. Jagdeep Singh: +91-9873354315

E: conference@ipcaonline.com W: www.ipcaonline.com

For official use

Received on \_\_\_\_\_ / \_\_\_\_\_ / 2022 Registration No: \_\_\_\_\_

Signature with Company seal

September 16<sup>th</sup> to 18<sup>th</sup> 2022  
New Delhi, India

## SOUVENIR ADVERTISEMENT FORM

ADVERTISEMENT PAGE	NOs.	TARIFF	TICK (↓)
Back Cover	1	₹50,000	
Inner Front Cover	1	₹40,000	
Inner Back Cover & Last Page	2	₹40,000	
Page No. 1	1	₹35,000	
Inside Gate Fold Pages - Front & Back	4	₹35,000	
Page Nos. 2-10	9	₹25,000	
Book Mark	4	₹25,000	
Full Page 4 Colour		₹12,000	
Full Page 4 Colour & Brochure in Kit		₹35,000	

## ADVERTISEMENT SPECIFICATIONS

Overall magazine size	Advertisement print area	Paper quality
8.5"W X 11"H	7.5"W X 10"H	Superior Art Paper

- GST 5% inclusive in the above rates.
- Only Colour Advertisement accepted.
- Only CDR/High Resolution PDF/AI Files will be accepted.
- Payment and Advertisements Material must reach the Conference Secretariat before 16/08/2022.

### Details of Payment Towards Advertisement:

Advertiser's Name _____	
Contact Person _____	Designation _____
Mobile No. _____	Email _____
GST No. _____	Please attach copy of registration certificate _____
Cheque/DD/NEFT No. _____	Dated ____ / ____ / ____ For ₹ _____
Drawn on (Bank) _____	

In favour of **Indian Paint & Coating Association**

**Bank details for RTGS / NEFT are as follows:**

**Bank HDFC Bank Ltd. | Account No. 50100187914518 | IFSC Code: HDFC0000935 | Branch: Netaji Subhash Place, New Delhi - 110034**

Kindly send the complete form with remittance details to:

**IPCA Biennial Conference Secretariat & IPCA HO:**

C/o Bansal Trading Company, 605, NDM-1, Netaji Subhash Place, Pitampura, New Delhi - 110034 INDIA

T: 011-45086000, Mr. Jagdeep Singh: +91-9873354315

E: conference@ipcaonline.com W: www.ipcaonline.com

We accept all terms & conditions overleaf

**For official use**

Received on \_\_\_\_ / \_\_\_\_ / 2022 Registration No: \_\_\_\_\_

**Signature with Company seal**

## EVENT SUPPORT PACKAGE

### TITLE SPONSORSHIP

**₹ 15,00,000**

Speaker (35 minutes) Prime Time	Advertisement in Souvenir
5 Complimentary Rooms	Technical article in Souvenir
Logo on Lanyards	Branding on Chairs in main hall
Logo in Paint India Advertisements	Branding in coupon booklet
Private event room - 1 Hour	Brochure in kit
	Logo rollover in breaks
	Lucky Draw during presentation

### RAW MATERIAL / MACHINERY PARTNER

**₹ 10,00,000**

Speaker (35 minutes) Prime Time	Advertisement in Souvenir
4 Complimentary Rooms	Technical article in Souvenir
Branding Display	Branding in coupon booklet
Logo in Paint India Advertisements	Brochure in kit
	Logo rollover in breaks
	Lucky Draw during presentation

### PLATINUM SPONSORSHIP

**₹ 5,00,000**

Speaker (35 minutes)	Technical article in Souvenir
3 Complimentary Rooms	Branding Display
Advertisement in Souvenir	Brochure in Kit
	Logo rollover in breaks
	Lucky Draw during presentation

### DIAMOND SPONSORSHIP

**₹ 3,00,000**

Speaker (20 minutes)	Branding Display
2 Complimentary Rooms	Brochure in Kit
Advertisement in Souvenir	Logo rollover in breaks
	Lucky Draw during presentation

### GOLD SPONSORSHIP

**₹ 1,00,000**

1 Complimentary Room	Branding Display
Advertisement in Souvenir	Brochure in kit
	Logo rollover in breaks

**EVENT SUPPORT PACKAGE**

**DELEGATE KIT SPONSORSHIP**

**₹9,00,000**

Branding on kit	Branding Display
3 Complimentary Rooms	Branding in coupons
Advertisement in position of choice	Brochure in Kit
Technical article in Souvenir	Logo rollover in breaks

**ENTERTAINMENT SPONSORSHIP**

**₹5,00,000**

3 Complimentary Rooms	Branding Display
Promotion at time Of sponsored event	Brochure in Kit
Advertisement in Souvenir	Logo rollover in breaks

**LUNCH/DINNER/COCKTAILS SPONSORSHIP**

**₹2,00,000 Each**

2 Complimentary Rooms	Branding Display
Promotion at time of sponsored event	Branding in coupons
Advertisement in Souvenir	Brochure in Kit
	Logo rollover in breaks

**MOTIVATIONAL LECTURE SPONSORSHIP**

**₹1,50,000**

1 Complimentary Room	Branding Display
Promotion at time of sponsored event	Brochure in Kit
Advertisement in Souvenir	Logo rollover in breaks

**BREAKFAST SPONSORSHIP**

**₹75,000**

Promotion at time of sponsored event	Branding in coupons
Advertisement in Souvenir	Brochure in Kit
Branding Display	Logo rollover in breaks

**TEA SPONSORSHIP**

**₹75,000**

Promotion at time of sponsored event	Branding in coupons
Advertisement in Souvenir	Brochure in Kit
Branding Display	Logo rollover in breaks