

RAISING STANDARDS

THE **IPCA JOURNAL**
September 2024

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Indian
Paint &
Coating
Association

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**“ Friends, Entrepreneurs,
IPCA Family,**

**Greetings from Indian Paint &
Coating Association**

Rohan Bhasin
President, IPCA

Dear Friends,

IT + IT = IT

Inspired Team + IPCA Talent = IPCA Tomorrow

This quote holds good for the IPCA Western UP Ghaziabad team which has been the beacon of light as far as setting standards for IPCA Knowledge Sharing Seminars is concerned. The efforts of the team who have burnt the midnight oil in conducting the KSS (Knowledge Sharing Seminar) have always been historically inspirational. Achievement sans team building is an impossible ask and this is exactly what IPCA platforms provide fostering camaraderie and bonding amongst the fraternity. The emergence of new entrants and the ever-growing influx of established brands venturing into the coatings segment these are sure to be exciting times and a game changer for the industry.

The broadening definition of coatings synonymous with the market leader has evolved to include home décor or as we might say everything your eye beholds in a living room. This is more a push by the giants more than the MSME segment to change their scope from being just a coating player to emerge as a serious contender in segments covering the much wider home décor base. The thrust on new product portfolios like adhesives, construction chemicals, tools, bath fittings and sanitaryware, wall coverings, kitchens and wardrobes, sanitizers and surface disinfectants, furniture, furnishings and lightings and so on and so forth could be the new game changer and give a new lease of life to the enterprising MSME entrepreneurs.

IPCA has a spate of events coming up with the Industrial Coating KSS at Ludhiana on the 20th of September 2024 to be followed by the mega IPCA Maharashtra Region KSS on the 26th of September 2024. We have also announced a residential seminar which would be an exotic and wild retreat into the jungles of Ranthambore from the 7th – the 9th of November 2024 and solicit the presence and support of all our members and well-wishers in attending the same and making all the events memorable. This being the 2nd edition of our Souvenir “Raising Standards” provides a flash back of all cherished memories and knowledge sharing in the past few months’ courtesy your participation and enthusiasm in patronizing IPCA events all over.

Warm Regards & Best Wishes

Rohan Bhasin
President - IPCA



Kapil Mohan Bansal

Chairman IPCA Western UP
Ghaziabad Region

Dear Friends,

It is both an honour and pleasure to be the Editor for the prestigious IPCA Journal. The wait for the next IPCA Journal is finally over and it is back with detailed reports on activities conducted over the last few months, wherein IPCA has dared to be different and ambitious at the same time and has been appreciated for many path breaking endeavors. The journal depicts our journey of excellence and documents the plethora of events & activities. The plotting of IPCA's strategic events in different geographies and manifold increase in membership bears testimony to the efforts being put behind the scenes' by a proactive and dynamic task force.

A concentrated effort to ensure that you must never feel our absence with the regular e-mailers & updates, courtesy IPCA Gleaners, IPCA E-mailers & the various communication modules within A2M (Association to Member Communiques) in place. IPCA A2M communications through E-Media and social media have brought about a marked change in the way IPCA communicates now. IPCA journal is an assimilation of all the events covered, making it a single read for series of events already conducted and planned.

IPCA Journal has always been a very important mouthpiece for communication between your association, members and the coating fraternity. I as the Editor intend to keep alive the spirit of this Journal and add more pages and content to it in future. We want to reach out to all our members and to achieve this Live streaming of various Knowledge Sharing Seminars is being done and the videos are posted on our YouTube Channel to ensure that even if you can't attend our events in person, you gain from the knowledge and wisdom of our quality and focused speakers.

The recently concluded full day IPCA Western UP Ghaziabad KSS was a resounding success with more than 350 delegates and 9 enriching sessions with quality speakers, high content and an interactive audience. The entire IPCA team extends their heart felt gratitude to all our patrons, partners and the august gathering for gracing the occasion and making it special for all of us.

Best Wishes,

Kapil Mohan Bansal
IPCA JOURNAL - Editor

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KNOWLEDGE
SHARING
SEMINAR



KNOWLEDGE SHARING SEMINAR

Emerging Trends in Industrial Coatings

20th September 2024

Ludhiana, Punjab



Indian
Paint &
Coating
Association



Indian
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Convenor

Bhagyesh Narkhede
Nishit Mehta



Indian
Paint &
Coating
Association

INDIAN PAINT & COATING ASSOCIATION RESIDENTIAL CONFERENCE

REGIONS - DELHI NCR , HARYANA & CENTRAL U.P. (KANPUR/LUCKNOW)

*The tiger in you...
needs a break too...*

7th, 8th, 9th | November 2024

Ranthambhore, Rajasthan

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IPCA Biennial Agra Conference

THE Indian Paint & Coating Association (IPCA) held its highly anticipated Biennial Conference, 2023 from the 12th till 14th of October 2023 at the Taj Hotel & Convention Centre in the historic city of Agra, home to the magnificent Taj Mahal. This year's conference marked a significant milestone as it celebrated the 20th anniversary of IPCA, bringing together over 800 delegates from the Paints and Coatings industry. The Taj Hotel and Convention Centre was the main conference venue with Courtyard by Marriott the second host hotel for the delegates.



Opening ceremony in progress

The theme of the Biennial Conference was IDEATION. The term "ideation" refers to the process of generating, developing and sharing creative ideas. The conference aimed to foster and spread great ideas within the Paints and Coatings industry. The aptly themed conference provided a platform for the industry's smartest thinkers, visionaries, and leaders to come together, inspire one another, and share their passion and insights. By embracing this theme, IPCA conference aspired to inspire, invigorate, and guide the industry towards a future characterized by innovation and positive change. This was evident throughout the conference, technical seminars and panel discussions.

The grand opening ceremony started with the key IPCA Central Committee members assembling on the dais, Mr. Rohan Bhasin, President IPCA, Mr. Rajiv Parekh, Convener IPCA Biennial Conference, Mr. Rohit Duggal, VP IPCA, Mr. S. Mahadevan, Hon. General Secretary IPCA and Mr. Nimish Agrawal, Hon. Finance Secretary IPCA. After the National



Lighting of the ceremonial lamp

Anthem and the auspicious lighting of the lamp by IPCA Patrons and Apex body the opening ceremony proceedings commenced.

Mr. Rajiv Parekh, Convener, in his welcome address to the packed house, informed about the activities planned during the conference. He stressed upon the significance of the theme IDEATION, prudence of coming to Agra after the first biennial of IPCA 20 years back and the pleasure and joy he has experienced over the past many years in actively working with various IPCA Presidents and core teams.



Rajiv Parekh

Mr. Rohan Bhasin, President in his Presidential address enumerated that India was witnessing remarkable growth, with robust GDP expansion, a burgeoning middle class. These factors present exciting opportunities for the Paints and Coatings industry. He gave an insight into the macro and micro challenges. He inspired and suggested that we can tackle these challenges head-on and seize the abundant opportunities before us. The complex problems can be solved by collective intelligence, commitment, and IDEATION, the theme of the IPCA conference. He elaborated on how IPCA has been at the cusp of ideation and has innovated and reinvented its way of working over the past 2 decades. His well researched address was very well appreciated by the learned audience.



IPCA Souvenir released by dignitaries

The IPCA Souvenir was officially released at the hands of Mr. Rohan Bhasin, Mr. Rajiv Parekh and IPCA dignitaries on the dais along with Mr. Jesal Parekh, Editor in Chief & Suji Kumar Matthew Co-Editor and the key team member Mr. Neerav Shah.

Mr. S. Mahadevan, Hon. General Secretary, gave a Presentation on IPCA activities over the past one year. "IPCA

team at various regions have been working tirelessly over the short span of one year with impressive activities in all regions. IPCA has seen an unprecedented increase in membership over the past one year. Under the leadership of the current IPCA team, there has been a rejuvenation and refocus on networking and inclusion in all regions. With path breaking events taking place at various regions. IPCA is taking the largest delegation to China Coat during the year and has numerous events planned during the coming year", he said.

This year the 20th anniversary of IPCA was celebrated with great enthusiasm. This celebration served as a reminder of the industry's growth over the years and the remarkable achievements of IPCA.

Mr. Sanjeev Gupta and Mr. Jatin Aggarwal, Patrons and Past Presidents took the stage and went down the memory lane of the astounding growth of IPCA. They shared a lot of anecdotes, stories, challenges, cherished moments of hosting various events together as jointly hosting majority of IPCA Biennials as Conveners right from the first Biennial conference to the first IPCA International conference, largest ones and perhaps the most celebrated ones in the Indian industry. They mesmerized the audience while taking them through the formidable years of forming IPCA, to the timeline of various IPCA past presidents, their key achievements, legacy and trophies from the past. Many in the audience had been part of many past IPCA Biennial events and it was a very joyous recollection, remembrance and celebration on the occasion of the 20th IPCA Anniversary. "IPCA is the true flag bearer of the Indian Paints and Coatings industry and has been at the forefront of representing the fraternity by creating platforms where history meets industry, and innovation blends with tradition", they said. Mr. Jatin Aggarwal then announced and showcased the new IPCA Website, made with passion and by embracing the best technology and tools that shall make the website the best interactive platform for paint industry and IPCA members.



S. Mahadevan



Sanjeev Gupta



Jatin Aggarwal

Lifetime Achievement Awards

One of the most prestigious segments of the conference was the presentation of Lifetime Achievement Awards by the President of IPCA, Mr. Rohan Bhasin. This award recognised the remarkable contributions of individuals who had made an indelible mark on the industry.

The two industry stalwarts who were honoured with this prestigious accolade are:

Mr. Anil Khanna: Mr. Anil Khanna's outstanding leadership and unwavering commitment to the coatings industry have left

an enduring legacy, inspiring many to reach new heights. As a Past President of IPCA and one of the strongest and pioneering pillars of the Paints and Coatings Industry in North India he was presented the award with great warmth by IPCA.



Lifetime Achievement Award - Anil Khanna

Mr. V. V. Puranik: Mr. V. V. Puranik's significant contributions to the field of Paints and Coatings were recognised with this award, acknowledging his pioneering work and dedication to the industry. Often known as the "Resin Man of India" the long legacy, innovation and scientific advancements in resin technology as well as his sheer grip on the subject of paints and coatings, technical expertise, sharing knowledge and mentorship to many and decades long contribution to the industry made him one of the most deserving recipients of the Life Time Achievement award of IPCA.



Lifetime Achievement Award - V.V. Puranik

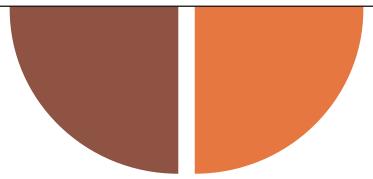
The conferment of the Lifetime Achievement Awards was met with applause and standing ovations from the conference attendees, underlining the profound impact these individuals had on the Paints and Coatings community.

A poignant moment during the conference was when IPCA paid homage and offered condolences to the members of the Paints and Coatings community who had passed away since the previous biennial conference. This solemn act served as a reminder of the industry's collective spirit and the bond shared among its members. Mr. Rohit Duggal, VP IPCA paid homage on behalf of IPCA members.



Rohit Duggal

Involvement, Then Empowerment: Celebrating Women in the Paints and Coatings Industry



IPCA team

In a groundbreaking move that sets a new standard for paint conferences, the Indian Paint & Coating Association (IPCA) organised a momentous event that highlighted the inspiring journeys of women entrepreneurs and influential ladies who have played pivotal roles in their family legacies, spanning generations. This unique debate was a brainchild of IPCA's President, Mr. Rohan Bhasin, and was conceived in alignment with the spirit of 'Ideation'. The 'Open House' discussion brought together key women from the Paints and Coatings industry to engage in a dynamic conversation on their remarkable journeys and experiences. These women have not only excelled in their careers but have also played vital roles in their family, businesses, acting as catalysts for growth and transformation.

The featured ladies included: Ms. Ravina Shah, Jesons Industries Ltd., Ms. Priya Bhumkar, Soujanya Color Pvt Ltd; Ms. Aneesha Gaind, Acro Paints Ltd.; Ms. Pooja Sharma, Indian Aerosols Pvt.Ltd and Ms. Anjali Bhatkhande, EOS Tradelink Ltd. Their presence and voices exemplified the theme of 'Involvement, Then Empowerment.' By showcasing the remarkable achievements and contributions of these women, IPCA celebrated the strides made by women in the Paints and Coatings industry, encouraging and inspiring future generations to pursue excellence.



Celebrating Women in the Paints and Coatings Industry

Mr. Rohan Bhasin and Mr. Jatin Aggarwal were the moderators of the open house with lots of interesting, inspiring, penetrating and fun questions being posed for these remarkable ladies. The highlight was a Rapid Fire round where the ladies charmingly and admirably competed for hampers and shared lots of anecdotes, wisdom and key take aways from their inspiring and exhilarating journey.

This thought-provoking event marked a significant shift towards recognising the power of inclusivity and diversity in the industry, reinforcing the idea that by involving and empowering women, we enrich and strengthen the future of

the sector. The IPCA gathering at Biennial Conference at Agra, 2023 will be remembered as a turning point in acknowledging the invaluable contributions of women in the field and inspiring further progress.

The opening day's success reaffirmed IPCA's commitment to advancing the coatings industry in India and its role as a leading organization in this sector. As the conference opening day came to a close, delegates left with new insights, valuable contacts, and a sense of excitement for the future of coatings in India while enjoying innovative ladies open house, journey of 20 years of IPCA and musical night with Ms. Shibani Kashyap.

Day 2

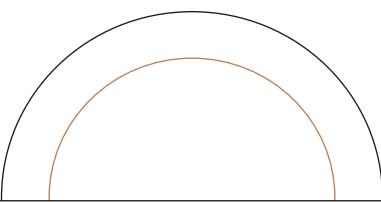
Day 2 of the Biennial Conference started at 9.00 a.m. sharp with the inauguration by Ribbon cutting of Technical Session by IPCA President Shri Rohan Bhasin along with Patrons and other dignitaries from the coating fraternity. This was followed by a thought providing lecture by Mr. Dilip Raghavan Editor PaintIndia on the topic Succession Planning - An imperative for our Industry's Survival and Growth. Mr. Raghavan urged the audience to introspect and discern the optimal strategies for organizing and reorganizing their companies and their succession plans. Some key points are as follows: Set future goals for your organization; Plan your future geographical area.; All your goals should be time bound; Long-term need defined future leaders also. It can be the next generation from within the family or from the organization itself or even a professional from outside the organization; Looking for strategy evolution should be a continuous process. Observe other industries, other fields, talk to people etc. and Give a reason for the next generations to be motivated to join the organization. Besides financial returns other reasons can be Legacy, integrity, desire to give back.



Dilip Raghavan

Tributes to Shri Ashwin Suryakant Dani :

The Paint Industry recently mourned the loss of a guiding light as we bid farewell to the revered Shri. Ashwin Suryakant Dani, who passed away on September 28, 2023. In recognition of his significant contributions, IPCA found it imperative to pay tribute to this luminary figure. Mr. Jalaj Dani, his son, graced the occasion to receive the condolences.



At the solemn occasion, Mr. Rohan Bhasin, the president of IPCA, delivered a poignant eulogy for Shri Ashwin Dani. He then welcomed Mr. Arvind Bhasin, a close associate of Mr. Dani for many years, to the podium. Mr. Bhasin shared heartfelt anecdotes that painted a vivid picture of Mr. Dani's indomitable character and charismatic personality. Following this, Mr. Jalaj Dani presented an TV interview featuring Shri. Ashwin Dani, wherein his life, aspirations, and vision were beautifully encapsulated. According to Mr. Jalaj, Shri. Ashwin Bhai harbored an unwavering dream of propelling Indian industries to the zenith of global rankings. His two resounding messages centered on innovation and a relentless focus on customer-centric principles. He also thanked the industry for coming together in times of grief and accepted condolences on behalf of his whole family. To further honor Shri. Ashwin Dani's enduring legacy, Mr. Rohan Bhasin extended an invitation to the dais for Mr. Chandrakant Parekh, Mr. G. B. Singh and Ms. Priya Bhumkar, esteemed longstanding acquaintances of the late icon. In recognition of his noble legacy, Mr. Jalaj Dani was presented with a commemorative memento and a shawl. IPCA and the entire paint industry will forever cherish and celebrate his memory.

The start of technical sessions was by the Conference PM Partner M/s. Tipco Engineering India Pvt. Ltd., Mr. Ritesh Sharma and Mr. Satya Prakash presented Turnkey Solutions equipment design and consultancy process automation and packing. They gave a brief of their company's activities, global footprint and their products following up with a presentation of their range of High Speed Dispensers, Dyno mills and Resin Plants. They stressed upon the technical parameters for their equipment's for while focusing on energy and process efficiency for better productivity.

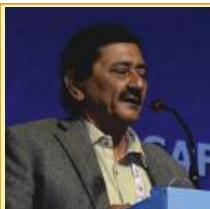
The Technical Session No. 2 is as presented by Mr. Monojit Chaudhari and Mr. Devang Sanghavi from M/s. Nitrex Chemicals India Ltd, the RM Partner for the event on NC Cotton - Safety insights and future trends. They gave a brief introduction on the basic structure and properties of NC. Nitro cellulose is an Ester and nitro compound derived from natural cellulose with a mixture of various chain length polymer. The lecture dwelt on the inventory control of NC with its condition of storage, transportation and flammability characteristics. Wetting of NC with solvent like Ethanol, Iso-Propanol



In loving memory of Shri Ashwin Dani, a revered soul whose grace lives on in our hearts.



Satya Prakash' Ritesh Sharma



Monojit Chaudhari



Devang Sanghavi

(IPA) and Butanol and its stability under ambient conditions with its degeneration on exposure to heat source and long storage. Further, the static electricity risks associated with unloading, mixing and handing precautions was discussed. Non-ferrous tools for opening of NC drum which are housed in an isolated places are a key requisite. Temperature control of below 40°C in warehouse with single layer storage was strongly recommended. The lecture finally gave an insight on fine control and fire-fighting requirements for NC storage and handling.

The Technical Session No.3 was presented by Mr. Shaji Thomas of M/s. Jeson Industries Ltd. the Title Partner for the event on 'The colorful canvas: Brushing up MSME, success in Indian Paint Industry'. Mr. Shaji Thomas started giving an insight into Jeson's profile, markets served and product mix for various industries. He furthered his presentation with India's entry into the new golden economic era and the great Indian opportunity. His lecture covered the 5C analysis for MSME to get into the high growth path. Company : Purpose – People – Process; Customer : Customer Centricity – Customer Segmentation; Competitor : Market positioning – Managing sustainable Competitive Advantage; Collaboration : Innovation; Content : Government Support ESG. The presentation was laced with motivational Quotes covering the above 5C with the main lecture take away being-'Lets make India's Growth story – Our Success Story'.

The 4th Technical lecture was delivered by Mr. Abhy Kadakia of M/s. Zigma International on use of Attapulgite as a Rheology modified Thixotropic Suspending Agent. Mr. Abhy started with giving a brief of his company, products, capacities and segments served. The presentation rheology modifiers are crucial ingredients in paint and used to control flow properties such as viscosity, brushability, sagging and flow. Attapulgite a clay mineral with the right processing is a good Rheology modifier was further modified and purified to obtain Zip-gel a unique fibrous product. This is eco-friendly and easy to handle. Zip-gel card house structure builds viscosity and prolongs the shelf life of the end product. Zingel shows good compatibility with other rheology modifiers and extenders. The presentation was summed up with a comparison of Zingel with the similar modifiers and a study on its stability.



Shaji Thomas



Abhy Kadakia

The 5th Technical lecture was presented by Mr. Trideep Raj Bhandari of M/s. Synco Industries Limited on Emerging Trends in Grinding Media. He presented the grinding media selection from a paint manufacturer's point of view and highlighted the significant role it plays in production and product quality.



Trideep Raj Bhandari



He dwelled upon the fact that with the right equipment the conventional glass beads that will be replaced with efficient ceramic balls for high speed horizontal machines the shift was towards high wear resistant YT Stabilized Zirconium Beads. He also gave a cost calculation to prove the economic feasibility and superior performance of the company products.

The 6th technical lecture was presented by Mr. Shailendra Bhatkhande of M/s. Cardolite Specialty Chemicals India LLP on 'Chemistry for Tomorrow. Green Technologies'. The presentation was split into three segments namely introduction to Cardolite and CNSL Technology; New multi-functional modified/diluent for high performance coatings and adhesion and Cardolite polyols performance in anti-corrosion and pipe coatings. The presentation covered the Diluents performance study in coatings the chemical resistance and use of products in Water borne screeds and floor systems. The presentation was summed up with a study on Cardolite Polyols its application, mechanical properties. QUV colour stability, chemical resistance, thermal resistance and hydrolytic stability.



Shailendra Bhatkhande

The 7th Technical presentation was presented by M/s. Toyal MMP India Pvt. Ltd. by Mr. Swapnil Kasar on Toyal Group – Move Together as One. The presentation started with a brief of the Toyal group activities, industries catered to, products image map by production site. Aluminium paste production process viz ball milling, screening process, Solid Liquid separation process, mining was presented. with orientation details. The presentation concluded with Toyal range of products and application being discussed.



Swapnil Kasar

The second part of the presentation was by Mr. Tejas Gala of M/s. Chemours Company on 'Ti-pure a sustainable Green Chemistry Introduction of TS6700'. He outlined the new approach toward TiO₂ focusing on the green aspects. The focus on sustainability was an important highlight during the presentation which now seems to have become a core focus are for many companies.



Tejas Gala

The afternoon session post lunch saw the hall being divided into two parts (break-out halls) for two technical session running concurrently.



Pankaj Verma

Mansion 1 saw the presentation of 8th Technical lecture by Mr. Pankaj Verma of M/s. Grasim Industries Limited (Advanced Materials) on Diversifying Chemistries -

Breaking Boundaries. Mr. Verma gave an insight emphasizing the division's extensive experience expertise in the domain of Epoxy resins and allied system backed up with state by art manufacturing facility and R&D capabilities. Business pioneering approach led to the introduction of Polyester and resins a game changer in the industry diversifying in different chemistries. Both epoxy and polyester for powder coating industry are being offered through a single window which is a unique proposition. The presentation covered an overview of the various grades of Polyester resins being introduced along with understanding the critical importance of complementary hardener with focus on Reactive Polyamides.

Mansion II had the 9th Technical lecture on 'Energy Price Risk Management for Paint Industry' by Mr. Rahul Chahal from MCX Metal and Energy. The presentation concerned the volatility in energy prices, price with exposure impact of raw materials, Energy market fundamentals energy derivations contracts, energy price risk management and hedging illustrations – Impact on budgeted costs and margins. Factors affecting energy market, crude oil market impacting the coating industry with commodity derivatives and exchange mechanism were the Centre point of the presentation.



Rahul Chahal



Amol Mulajkar

The 10th Technical lecture was presented by Mr. Amol Mulajkar from M/s. Soujanya Colour Pvt. Ltd. on role of Colorants in circular economy. The presentation started with a profile of Soujanya, a global leader in innovative sustainable colour solutions with over 1 million plus shade. The focus next was on linear economy resource production, distribution, consumption and disposal with a circular economy model recycling, Re-manufacturing, refurbishing, reuse and longer use intensifying use dematerialization. A wholistic approach towards reducing VOCs, increase process efficiency, waste minimization with the focus in next two decades were discussed.



G. B. Singh

The 11th Technical presentation was by Mr. G. B. Singh of M/s. Anupam Colours and Chemical Industries on an overview on Pigments. Mr. Singh started his lecture giving an insight on ACCI history from start August 1979 till date and the achievements. The products offered includes chrome pigments, anti-corrosive pigments, phthalo blue high performance organic pigments, fluorescent pigments. Mr. G. B. Singh the managing partner had an interactive session with the audience sharing his experiences since inception of company with a message. "We add value to the relationship. We do not sell, but meet customers' immediate and long term requirements", he said.

The 12th Technical lecture was presented by Mr. Kalpesh K Jain of M/s. BYK India Pvt. Ltd. on Sustainability - Today and Tomorrow with BYK. The emphasis was given on the regulatory challenges/ changes over the period of time and how BYK found the regulatory compliant sustainable solution. The presentation covered the sustainable solutions for current regulatory challenges in coating industry like sustainable additives, biocide free, cyclic siloxane free, organotin compound free & PFAS free. Few sustainable product range based on bio renewable sources was also promoted with explanation of how to calculate bio based organic carbon content. The regulatory compliant range of surface additives for water base as well as solvent base system was briefed to show the product range meeting the critical requirements without impacting the market demands and performance requirements. The last but not the least important challenge as far as regulatory requirement were concerned was PFAS. The future is of PFAS free products and to meet this requirement he briefed about PFAS free range of waxes which deliver comparable performance against conventional PE/PTFE waxes with relatively better gloss level. He also briefed about PFAS free range of defoamers which will replace currently PFAS containing market standard BYK defoamers.



Kalpesh K Jain

The 13th Technical presentation by Dr. Prashant Khobragade of M/s. Anuvi Chemicals Ltd. on Specialty Emulsion for Architectural Paints and Coatings. He started with an introduction of coatings and company with its founders and market specialized application. He stressed upon the company values and products range going forward. He introduced a segment world of Paints giving a run through of Anuvi range of emulsion for various application covering emulsion for elastomeric paints, emulsion for stain resistant paints and emulsion for dirt pick up resistant paints and nano emulsion for anti-fluorescent paint, base thickeners for paints and opaque emulsions.



Dr. Prashant Khobragade

The 14th Technical lecture was presented by Ms. Mrunal Vaidya of M/s. Covestro India Pvt. Ltd. on sustainable solution for construction and wood. Flexible, hard, tough coating materials are formulated with Polyurethane raw materials for application in many different market segments. He gave an overview of diverse collection of water-base solutions from Covestro portfolio for coatings which are formulated to achieve the high-quality requirements w.r.t. drying, gloss, mechanical and chemical resistance properties necessary for many applications. Water-based dispersions from Covestro have properties that meet or exceed those of traditional solvent-



Ms. Mrunal Vaidya

based systems. Covestro shared high performance solutions in waterborne polyurethane technology for wall, floor, waterproofing and wood applications, designed as per local requirements which as a result will give formulators an opportunity to develop a Make In India product delivering unique performance properties and aesthetics.

The 15th Technical presentation was by Dr. Hemang Patel of 20 Microns Ltd. Functional Additives for Gloss & Rheology Enhancement. He enumerated on certain existing and niche products designed by 20 Microns resulting in gloss & rheology enhancement. These developments have been lauded, appreciated and well received by both their existing and proposed clientele. The foray of 20Microns into newer segments and innovative market space was a very interesting section during the presentation. He also stressed upon the global footprint of the company and the new geographies it is exploring to venture into the near future.



Dr. Hemang Patel

The 16th Technical presentation was by Mr. Gaurav Namdhari of Ocsial India Pvt. Ltd. on Graphene nanofibers for high performance antistatic/ conductive coatings. The presentation covered Tuball graphene nanofibers for industrial and automotive coatings. A well dispersed Tuball graphene nano tube in an excellent conductor, 100 times stronger resistance at low addition level. They find application in construction of better roads, automotive composites, oil and gas, PPE, application of nano fibers in ESD and anti-static floorings, were also presented. Nano tubes used in lining and in automotive conductive primers were discussed.



Gaurav Namdhari

The 17th Technical lecture was presented by Mr. Yogesh Singhal of M/s. Chemelyne Specialities Pvt. Ltd. on 'Driers & Additives - The Chemelyne solution'. Mr. Yogesh started with a recollection of the Chemelyne journey of determination since 2005, global footprints along with the



Yogesh Singhal



View of the audience

strong and core values. The presentation covered paint driers, combination drier, FRP drier, liquid PVC stabilizers for flexible applications. He also spoke about the future expansion plans of the group and their venture into a foray of new products for the coating fraternity.

The 18th technical lecture was presented by Mr. Pranav Shah of M/s. Micas Organics Limited on sustainable pigments for Paint and Coating Industry. The presentation started with an overview of the company's products, capacities and certification and market catered to the concept of earlier approaches to performance sustainable was discussed.

The presentation covered the global foot print of the company, state of the art laboratory, range of products and their application and their commitment to sustainable manufacturing process. "One of the leading players in the ink segment Micas is seriously looking at capturing the paint market and becoming one of the dominant pigment suppliers in the near future", he said.

The 19th technical lecture was by Dr. S. C. Srivastav of M/s. K-Tech India Ltd on the topic Paints and Coatings Additives Technology - A Bird Eye View. The presentation started with the definition of a paint and coating with trends in material science and paint and coatings technology. The influence of additives in manufacturing, storage and application stage along with the life span of coating was discussed. The chemistry of surface active coatings additive, catalytic active coating additive, chemically active coating additive and special function coating additive with focus on wetting and dispersion technology, defoamer technology, levelling technology, slip and mar technology, U.V. stabilization and light substitution technology was also highlighted.

The 20th technical lecture was presented by Mr. Georg Toennissen of Eckart GmbH Sustainable Effects in Decorative Coatings who stressed upon the vision and technological advancement which has been the USP of the company going forward. The presentation had the august gathering all glued and was a very interactive session. Eckart's stress on sustainability in servicing specifically the decorative coatings was a learning curve for one and all.

The 21st Technical lecture was presented by Mr. Dheeraj Pandey of M/s. Wab India Pvt. Ltd. on 'An Innovative solution by Devree'. The presentation started with a tour of WAB range of Dyno mills and its application, network and



Pranav Shah



Dr. S. C. Srivastav



Georg Toennissen



Dheeraj Pandey

subsidiaries across the world. This was followed by Devree range of filling solution ranging from semi-automatic filling machines to automated filling machine and complete filling line with automated function. The many features of machines viz the accuracy, PLC controlled system were also presented during the session.

There was a lucky draw which followed after each session and silver coins were gifted to all the winners handed over personally by the respective speakers of the session.

Panel Discussion

A captivating panel discussion revolving around the conference theme of "Ideation" took center stage next. Mr. Rohan Bhasin, the distinguished President of IPCA, engaged the luminaries with incisive enquiries, followed by questions from the attentive audience. The insightful gems of wisdom shared during this dialogue were as follows:

Mr. Ashok Rajput, Head of Procurement at Akzo Nobel India Ltd., emphasized that regardless of the current circumstances, the outlook for the Indian Coating Industry is remarkably promising. The industry is poised for growth, and projected to outpace the GDP by 1.5 times, translating to an expected annual growth rate of approximately 10%. He encouraged a focus on consistent supply and innovative product offerings, highlighting steady growth in areas such as Marine, Powder, and Coil Coatings. He also stressed upon the vision and prospects of Atmanirbhar Bharat and how this would be providing a plethora of opportunities to all manufacturers and service providers.



Panel discussion

Parag Karhadkar, Director Sales South Asia with Perstorp Chemicals India Pvt Limited, expressed his satisfaction with the robust infrastructure support provided by the Indian Government that facilitates the establishment of manufacturing plants by international companies in India. Further he emphasized on how new and niche segments were coming up in the Indian market which is still quite buoyant compared to the global situation.

Mr. Atil Parikh, CEO & MD of 20 Microns Ltd., lauded the government's support in establishing new facilities for raw material suppliers across various regions of the country, enabling them to provide superior service to companies setting up plants in diverse Indian locations. He further suggested that IPCA should collectively prioritize innovation

and interaction with the various government bodies to expedite the process of providing steadfast progress to the MSMEs.

Mr. M. P. Suryaprakash, Executive Director at Ponpure India Ltd, underscored that regular projections in the near future that can serve as indicators of an upward trajectory in business. He also highlighted India's reliance on imports for petrochemicals and predicted significant innovative advancements in supply chain management, emphasizing the need to continuously offer a competitive advantage to customers.

The audience was enthralled by the wealth of information and in-depth analysis provided by the panel of experts on the dais, enriching their understanding of the industry's dynamics and future prospects.

Ladies Activity

The ladies were enthralled and engrossed with the Grand Ball Room(GBR) at the Taj Hotel & Convention Centre being decked up suitable in line with the heritage importance the city of Agra offers to the world. The pre-lunch session kickstarted with a Dandia session followed by the Q&A with a ramp walk. All of them thoroughly enjoyed the same and were thrilled with the sash, glittering crowns and prizes distributed to all the winners. The post lunch session was more fun and frolic with various interactive and engaging sessions with the respective hosts who kept all the ladies active with a slew of innovative games. The noise and cheers were a testimony on the effort put in to make this one of the most cherished and memorable day for all ladies and their respective families.



Closing ceremony

The Biennial closing ceremony commenced with the MC calling on stage all the regional chairmen. Mr. Jesal Parekh, Chairman of IPCA Maharashtra beautifully and succinctly summed up all the lectures and proceedings of the conference. He said that as we drew near the conclusion of this conference, he found himself tasked with a truly momentous responsibility. Over the course of several years, more than 25 dedicated individuals have invested countless hours in research and preparation. Their collective efforts have culminated in the creation of these remarkable presentations.

This was followed up by Mr. Rajiv Parekh, the convener who spoke about how the planning and execution was done and who all played the crucial roles. He thanked the whole IPCA fraternity for being supportive and coming in such great numbers to attend the conference. The task of a Convenor is akin to the captain of the ship, who has to steer it through choppy waters and also the calm seas! After spending countless sleepless nights and looking after each and every minute detail, finally the mammoth task has been achieved! He thanked his family and the stars above for the smooth conduct of the conference.

The final closing remarks were given by President Rohan Bhasin who very beautifully and eloquently spoke about the valuable contribution of all members of the organising committee. He spoke at length of what IPCA stands for, the ethics and integrity of the body, how people come forward for sponsorships and participation! Rohan dwelt at length on how the theme of the conference was thought about and the design elements around it. With more than 23 speakers in two halls, it was a bonanza of sorts for the delegates to gather knowledge and know about new ideas and innovations.

The sponsors, the bedrock of support for IPCA, were honoured with beautifully designed mementos! It's the sponsors wholehearted support which makes our programs a roaring success. IPCA has steadfastly held on, with credible deliverables and honesty and integrity to boot!

The curtains thus came down on yet another iconic and memorable IPCA Biennial Conference with a promise to return in two years with yet another milestone conference!

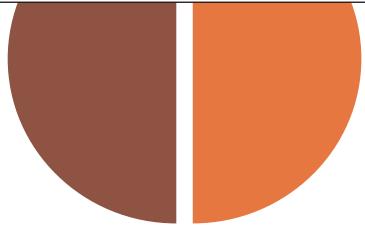
-Compiled by IPCA Team





Indian
Paint &
Coating
Association

RISING
STANDARDS
THE IPCA JOURNAL
September 2024



China Coat 2023, Shanghai

IPCA Mega Delegation to CHINA COAT' 23

IPCA's tours are legendary and eagerly awaited by the industry. They are well organised, transparent with honest pricing and offer ample networking opportunities to the delegates.

This time China Coat was held at Shanghai from 15-17 November. Since its inception in 1996, CHINACOAT has been committed to offering an international trading platform for suppliers and manufacturers of the coatings industry to connect with global trade visitors, particularly from China and Asia. The show is held annually and alternates its venue between the cities of Guangzhou and Shanghai, P. R. China. CHINACOAT has also launched Online Show since 2020, aiming to bring industry players together and help them to match businesses in a hybrid format.

IPCA in association with Dixit Holidays offered two packages: One for only China Coat and the other with two days in Hanoi, Vietnam. The seats filled up very fast, in fact spilled over, with more than 92 people! It was by far the largest delegation to China Coat from India! IPCA has a long-standing association with the China Coat organisers M/s Sinostar and they provided free VIP entry for our members. IPCA also arranged packed lunches at the fairgrounds for the delegates so that they got good vegetarian Indian lunch and skipped the long waiting lines at the food courts. In the evening, delegates were taken for Shanghai sightseeing, Huang Pu river cruise to see Shanghai in all its glory!

Members got five star treatment and comradeship, everything was done timely and organised well. Delegates benefited immensely from networking and visiting the exhibition, finding new products and experiences and building better contacts.

The group that went to Hanoi had a gala time exploring HaLong Bay, and the quaint French quarters and old city of Hanoi! They enjoyed the pulsating night life and shopping in the business capital of Vietnam.

With such positive and great experience, members came back after a fruitful trip and already looking at the next one to be announced by IPCA!!

Huang Pu river cruise



Business with pleasure



Comradeship amongst delegates!



Snap shots of IPCA's largest delegation to China Coat'23

SPECIAL REPORT

IPCA Telangana-AP Region conducts KSS in association with CSIR-IICT, Hyderabad

IPCA conducted the Industrial Meet on Materials and Polymers in Advanced Coating Technology (IMMPACT) on 15 Dec 2023 at IICT Hyderabad. The meet, was very much awaited, and well attended by the industrialists from the Paint fraternity and many faculty members from IICT.

IPCA has been now well known for conducting such seminars from time to time, imparting knowledge and thus with such an experience in the past, the members come and join the meeting with high expectation. They know and are sure of sufficient take home benefits.

After the usual registration process, the Lamp Lighting ceremony was conducted. Mr. M.V.N.Rao, the Secretary IPCA Telangana-AP Region, then introduced the dignitaries to the audience.

IICT Hyderabad extended all help and made all arrangements for conducting the seminar. Dr D. Srinivasa Reddy, The Director of IICT Hyderabad delivered the inaugural address. In his address, he talked about the various activities in IICT, including the Department of Polymers & Functional materials, where the various research work is done, connected with Surface Coatings. He also made a special mention of Centre of Excellence, on Polymer Coatings. Mr.



M.V.N.Rao



Lamp Lighting by IPCA Central Team & Dr. D.Srinivasa Reddy Director CSIR-IICT

Deepak Shah, the Ex-Chairman and the Seminar Coordinator, welcomed the guests, thanked the IICT for all their arrangements and assured the guests that they would leave with a wonderful experience.

Mr. S. Mahadevan, Secretary IPCA, addressed the gathering and spoke about the various activities of the association in the recent past, which included, the recently held Bi-Annual meeting at Agr and various KSS. He emphasized on the importance of KSS and how the member can reap benefits from it. He also spoke at length on how IPCA is voicing concerns faced by our industry in various forums pertaining to BIS and ADD on specific



S. Mahadevan

products.

The activities going on in IICT, especially in the Surface Coatings, was explained in depth by Mr. Rohit Kumar Rana, from IICT, Hyderabad. He also spoke about how such an institution can be of great help for Industries like ours. The very purpose of conducting such seminars in great Research Institutions like IICT, is for the collaboration of industries for constant improvement and progress.

Mr. Rohan Bhasin, the President IPCA, also spoke about the various activities of IPCA, and thanked IICT for all the arrangements made by them for the seminar. He elaborated and stressed on the importance of knowledge and the ever evolving landscape of knowledge and the importance of its dissemination to all members through such forums as the Knowledge Sharing Seminar (KSS). He added on how this partnership between the industry and academia has grown from strength to strength and benefitted both the parties. This was followed by the felicitation of distinguished persons in the field.



Rohan Bhasin



Dr. Ramanuj Narayan

The Keynote address was then delivered by Dr. Ramanuj Narayan, Director, CSIR-IMMT, Bhubaneshwar. He reminded the audience about the long association and bonding of IPCA with IICT, as this was the 4th Seminar conducted by IPCA in IICT. In his address he touched upon the history of Paints, how it all began, how it had evolved over a period of time, and how it is likely to be in the future. Dr Narayan has always been advocating about close coordination between Research Institutions and Industries for a faster development.

The first session ended with the vote of thanks proposed by IPCA and the National Anthem, which was followed by Lunch.



Dr. D.Srinivasa Reddy Director CSIR-IICT addressing the seminar



Delegates at KSS-CSIR-IICT

Dr Pratyay Basak and Dr. K.S.N. Raju, from IICT, presented an Overview of COE-CSIR-IICT. This was a joint presentation focused on the Centre of Excellence. Dr. Basak spoke in depth about the various activities in this newly opened department and how this can be useful to the Paint manufacturers.

Dr. Raj translated the presentation in Telugu for the benefit of the audience.

In the Technical lecture the first presentation was jointly by Mr. R. Sarvanan and Mr. Sham Patil, from Lanxess, who have earned great reputation

in the field of Biocides. Bioban QK-20 Antimicrobial, was the product, focused in this presentation. Its use for Industrial Hygiene and short-term presentation was well explained by them. The presentation has helped many



T.R. Sharma

Gopal, an Operations and Lean Tools Specialist. Mr. Ram Gopal made a fine presentation on how these techniques, which are scientific in nature, can lead an organization to create an ever-increasing value for



Section of Audience

the customers and/or business by improving the value stream, often unblocking the flow problems in the process.

This was followed by another motivational lecture by Mr. Abhay Patwardhan, having work experience with Asian Paints. This was an energetic presentation by Mr. Abhay, which took the audience by storm. True to the topic, the speaker, came out with tips one after the other, which would motivate any person to move forward. These tips will surely motivate the businessman to strengthen each and every department, from the step no1 to the last, to sell his product.

In the end the vote of thanks was proposed by Dr. Aruna, Senior Scientist, IICT.

It was indeed a great meet, well attended and well appreciated. The present day requirement in any field is 'A Constant Change'. The world is moving fast, changing rapidly. The Technology is moving at the fastest possible speed. What applies today is redundant tomorrow, the product sold today, disappears tomorrow and is seen replaced with a new product, with additional features. It is exceedingly difficult for an industry like us to keep pace with the change. This is where the KSS, the brain child of IPCA, helps in connecting the Industries with Research Institutions like IICT, to facilitate association and collaboration. This was understood less in the past, but now the industries are fully aware of this and are in a mood to change with the world. IPCA will continue organizing such meets in future to keep pace with the change.



CSIR-IICT Seminar Team



IPCA Seminar Team

manufacturers in making the water hygienic and free from bacteria, prior to use. This was followed by Tea break.

As the Water Borne Coatings have picked up pace in the last few decades and have been the focus for many Small Paint Industries, the next presentation was of general interest. This was Technology of Water Borne Paints by Mr. T.R. Sharma, Ex Vice-President, Shalimar Paints Ltd. Most part of his lecture was in local Telugu language, which was generally appreciated. He covered every step of the manufacturing of the Water Based paints, right from the RM testing. It is hoped that this would benefit all the manufacturers in general.

To break the monotony, the organizers arranged a few general topics. Lean-Lifetime to Growth, was one such topic, presented by Mr. A. Ram

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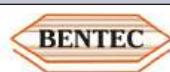
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Indian Paint & Coating Association – Staycation On Cordelia Cruise

By Jesal Parekh

The Indian Paint and Coating Association (IPCA), Maharashtra, marked a historic milestone with its maiden 3-day cruise aboard the luxurious vessel The **EMPRESS**, by **CORDELIA**. The event, held from January 26th to January 29th, 2024, surpassed all expectations, offering participants an unforgettable experience filled with adventure, camaraderie, and relaxation.

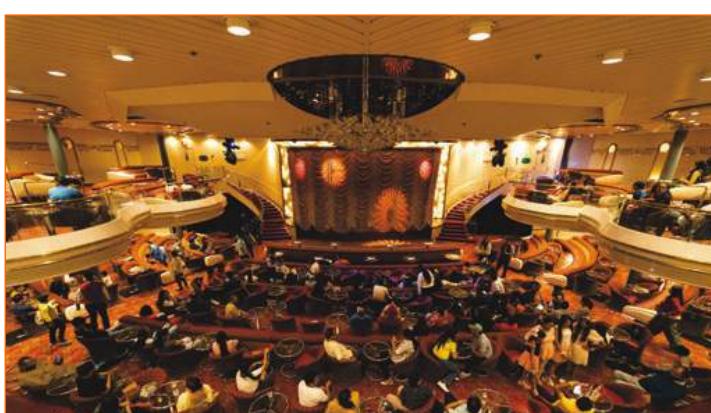
The maiden cruise commenced on January 26th, 2024, with great anticipation. The check-in was smooth and guests settled in their cabins. CORDELIA, our luxury cruise liner, proved to be the perfect setting for a remarkable journey. Participants reveled in the opulent accommodations, sumptuous meals, and a diverse range of engaging onboard activities. From leisurely sunbathing sessions to thrilling water sports, the cruise catered to various interests of kids and adults. Some amazing shows like Balle-Balle, Indian Cinemagic and mentalist Tejas were enjoyed by the group. There was an option for land excursion at Goa, and many fellow travelers opted to get down for a few hours and enjoy the sun and sand at popular Goa beaches and taste some local delicacies. The cruise traversed scenic routes, offering breathtaking views of sunrise and sunset over the endless expanse



The Cordelia IPCA family



Winning Housie points



Bonhomie amongst sailors!



Matching IPCA colours

of the ocean. Participants were treated to a visual feast, creating memorable moments against the backdrop of the open sea. The cruise provided a unique platform for networking and building stronger connections within the IPCA community. Informal gatherings, dinners, and collaborative activities facilitated meaningful interactions among participants, fostering a sense of camaraderie. On the last day a private session was hosted at the luxurious event space "Connexions". All the delegates came dressed in a

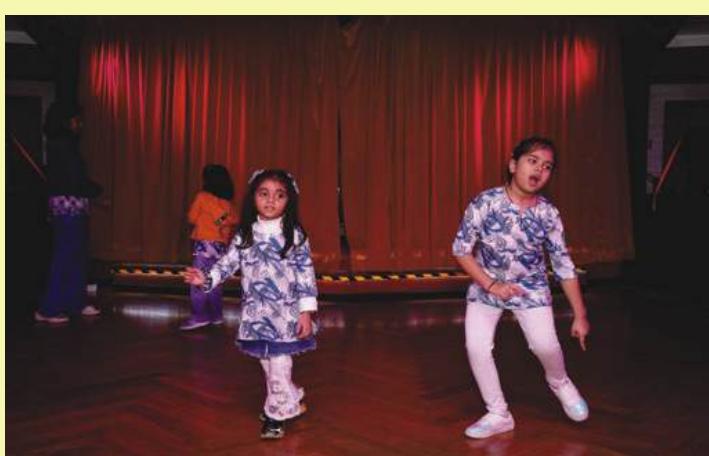
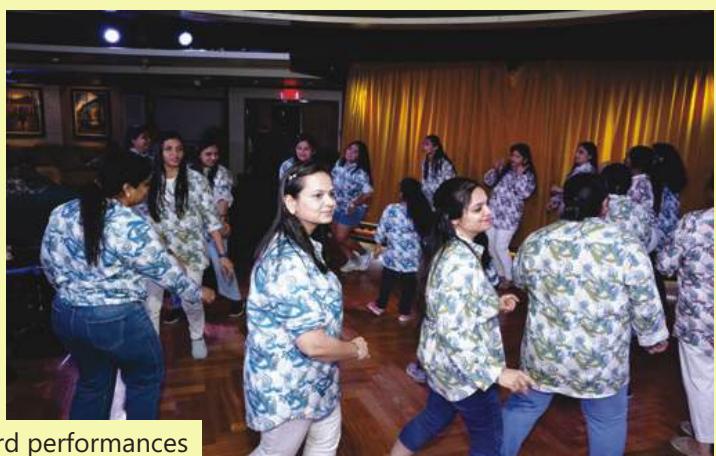
specially designed shirt. IPCA had organized a special game of Housie for the delegates along-with a special tea and snacks session. This was followed with a photo-session and DJ dancing. The maiden cruise organized by IPCA Maharashtra was an unparalleled success, leaving an indelible mark on the participants. The event not only showcased the association's commitment to fostering community spirit but also provided a platform for networking, learning, and relaxation. The



Theme Night - One colour One IPCA



Dazzling onboard performances







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- TPP
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- Benzoic Acid
- Petroleum Resin C-9
- Aluminium Paste
- Gold Bronze Powder
- Solbin A Vagh
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PAINT INDIA MUMBAI - IPCA STALL

IPCA had a stall at the Paintindia exhibition at Mumbai which was held from 22nd to 24th February 2024 at Bombay Exhibition Centre, Mumbai. It was a magnet for the exhibitors and visitors alike and it's well designed interiors beckoned everyone to take a look!

Featured prominently inside were the past year's activities,



IPCA Central team discussing with Gujarat Chairman and Western UP Ghaziabad Chairman at IPCA Stall

the current body and an outline of future events with the vision of the current President Rohan Bhasin stamped all over it.

The stall also offered a meeting area with tea/coffee where members could sit and interact or have buyer seller meetings.



IPCA Central team at IPCA Stall

IPCA Activities

IPCA Activities

- Conferences
- Training Sessions
- Seminars
- Delegations to International Exhibitions
- Representation to Government of India on matters relating to MSME, GST And Lead Free & Green Coatings etc.

IPCA Activities 2023 – 2025

- IPCA Premier League Season #2 Mumbai, 04th February 2023
- IPCA AGM 2023 New Delhi, 11th February 2023
- IPCA Central Committee Meeting New Delhi, 12th February 2023
- IPCA Stall at Paintindia Greater Noida – 02/03 March 2023
- IPCA Kerala KSS & AGM 2023 Vibe Munnar – 16th March 2023
- IPCA Maharashtra AGM 2023 Mumbai – 18th March 2023
- IPCA Delegation to European Coatings Show 2023 Nuremberg – 28/30 March 2023
- IPCA Gujarat AGM 2023 Ahmedabad – 16th April 2023
- IPCA MP-CG Half day KSS Raipur – 09th June 2023
- Khelo IPCA Badminton League Western UP Ghaziabad 29th July 2023
- IPCA Biennial Conference 2023 Agra – 12th-14th October 2023
- IPCA Andhra Pradesh Telangana Region AGM & KSS - 15th December 2023
- China Coat 2023 Shanghai - 15th-17th November 2023
- IPCA knowledge sharing seminar (KSS) Hyderabad - 15th December 2023
- IPCA Cordelia Cruise - 26th-29th January 2024
- IPCA PaintIndia Mumbai - 22nd - 24th February 2024
- IPCA IPCA Gujarat - 14th April 2024
- IPCA KSS Kerala 2024 - 19th April 2024

- Turkcoat 2024 Istanbul - 8th-10th May 2024
- IPCA KSS Ghaziabad 2024 - 27th July 2024
- IPCA KSS Kerala 2024 - 26th-28th August 2024
- IPCA KSS Ludhiana 2024 - 20th September 2024
- IPCA KSS Maharashtra 2024 - 26th September 2024
- IPCA Residential Meet Ranthambhor 2024 - 7th-9th November 2024
- China Coat 2024 - 3th-5th December 2024
- IPCA A2M Communique
- IPCA Gleaner
- IPCA C2R
- IPCA Journal
- IPCA Facebook
- Active Participation in Paint & Coatings Skill Council
- BIS Panel

IPCA has Regions at

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- Lucknow
- Delhi NCR
- Haryana
- Kerala
- Maharashtra
- Central UP Kanpur-
- Eastern UP Agra
- Gujarat
- Madhya Pradesh & Chhattisgarh
- Western UP Ghaziabad

SPECIAL REPORT

IPCA Gujarat KSS 2024 unveils 'Vision for Globalisation'

THE Indian Paint and Coating Association Gujarat Region held a half day Knowledge Sharing Seminar(KSS) on 14th of April 2024 at Club Babylon Ahmedabad. There were more than 150 delegates who attended this seminar. The theme of the seminar 'Vision for Globalisation' reflected the development of the business vision during these challenging times. The theme of this seminar provided a platform for the industry stalwarts and smart thinkers to inspire industry towards a future for the development of technology and positive change.

The opening ceremony started with the dignitaries assembling on dais with IPCA President Rohan Bhasin escorted by Mr. Sandeep Bhatt Chairman IPCA Gujarat region. The other notable dignitaries on the dais were Mr. Suresh Mahadevan Hon. General Secretary IPCA, Mr. Deepak Shah Past Chairman, Mr. Sumatilal Doshi Vice Chairman and Mr. Tejas Patel Secretary IPCA Gujarat Region. After the National Anthem and auspicious lighting of lamp by IPCA Patrons the opening ceremony proceedings commenced.

A special tribute with a moment of silence, was given to the late



Lighting of lamp by IPCA Gujarat Team and IPCA Central Team



Sandeep Bhatt

Atman Fozdar son of Gaurav Fozdar (Fozdar Products Ahmedabad) by all the delegates present in the hall.

Mr. Sandeep Bhatt chairman IPCA Gujarat Region addressed and welcomed all the members and thanked them for the stupendous response to the seminar. He focused on the issues pertaining to price hike of essential raw materials and also the increase in interest rates. He suggested

ways to tackle the challenges and complex problems by resorting to collective inputs and brainstorming. This can be done only by knowledge

sharing seminars and upgradation of technology. He also shared the future plan of IPCA Gujarat Region for organizing national and international residential tours. He also thanked all the sponsors for their support.

Mr. Rohan Bhasin President IPCA was welcomed by a flower bouquet and duly felicitated with a momento by Mr. Sandeep Bhatt Chairman IPCA Guj. Mr. Rohan Bhasin addressed the delegates and spoke in length on the role of digitization in the economy and enumerated on various government initiatives specifically for the MSME sector.

He stressed upon registration of all units on the GEM portal(emarket) as the Government is a huge buyer of products and is looking at awarding tenders/contracts to the MSME sector for more financial inclusion and help promote their growth.

Mr. Suresh Mahadevan, Hon. General Secretary IPCA, gave a presentation on IPCA activities and spoke about the recent activities conducted in the last one year.



Rohan Bhasin



Suresh Mahadevan



IPCA Gujarat Region Team and IPCA Patrons

The various transformation in the working of IPCA in the digital era, communiqûes through the IPCA Gleaner and various upcoming events and international tours being conducted by IPCA were shared with the August gathering. He spoke on various Government representations being done to voice concerns on BIS standards and Anit-Dumping Duties affecting our fellow members.



Paras Patel

first technical lecture by Gold Sponsor M/s Cardolite Specialty Chemicals India LLP on topic 'Chemistry for Green Technologies for coating market' presentation by Mr. Paras Patel. The presentation was split into three segments namely introduction to Cardolite and CNSL Technology. New multi-functional modified/diluent for high performance coating and adhesion and Cardolite polyols performance in anti-corrosive and pipe coatings. The presentation covered the diluents performance study in coating the chemical resistance and use of products in Water borne screeds and floor systems. The presentation was summed up with a study on Cardolite Polyols its application, mechanical properties. UV colour stability, chemical resistance, thermal resistance and hydrolytic stability. After the lecture Mr. Patel was felicitated with a memento and the session ended with a lucky draw.



Dr. Anil Bansal

The second Technical Lecture was conducted by our Silver sponsor APS Minerals by Dr. Anil Bansal on topic 'Cost Effective Engineered Multi Functional Filler' The primary focus on presentation was to emphasis cost reduction the creation of high quality coatings and stress on the importance of import substitution. His presentation covered using high performance minerals, which offer multiple properties such as gloss with opacity water resistance and heat reflection. The presentation also highlighted coloured minerals including coloured marble grains, and coloured quartz for texture application epoxy tile grout, floor coating etc. also include precipitated Baso4, Iclay21, calcined kaolin, natural red oxide, Talc and zinc phosphate. Overall Dr. Bansal's presentation shed light on innovative range of products offered by APS minerals and their significant contribution for the coating and additives industry. After the lecture Dr. Bansal was felicitated with a memento followed by a lucky draw.

The third Technical Lecture was conducted by an eminent speaker Dr. Tejas Shah from ISTAR Vallabh Vidhyanagar. His topic was 'Recent Trends in Surface Coating'. Dr. Tejas Shah faculty of ISTAR and director of Usha Coating explained the present Indian paint market size and what it would be by 2029. He elucidated opportunities and shared factors facilitating demand increase in the Indian market. To support the



Dr. Tejas Shah

growth of the MSME sector and be aware about Recent technology he enlisted 5 interesting innovations in coating Technology. He talked about Self -Healing paint, Anti-microbial Paint, Smart Paint, Solar paint and Self -Cleaning Paint. Before concluding his speech, he hoped that the members would benefit from such Knowledge sharing seminar (KSS) organized by IPCA Guj. and take their business to new heights. After the end of the session Dr. Shah was duly felicitated. The fourth and last lecture was conducted by Mr. Avnish Nagori having an expertise for solvent, explosive and poison licensing. He provided



Avnish Nagori



**Jatin Aggarwal - IPCA Patron
presenting momento to Dr. Anil Bansal**

brief information on solvent explosives and poison licensing enriching the understanding of all IPCA members present. He covered major area such as introduction about PESO, requirement of PESO license/certificate, classification of petroleum products salient point of petroleum rules 2002, definition of bulk and non-bulk solvent, solvent license procedure and documentation, solvent license issuance authority and poison license procedure and documentation. After the lecture Mr. Nagori was duly felicitated and thanked for creating due awareness on the various developments in this sphere.

Table space was duly provided to all the event supporters and there was a continuous buzz and vibration in the designated zone. The concept was very well received by all delegates as one to one interaction on new products, technologies, price trends, innovations and future vision was discussed.

A lucky Draw was sponsored by our lucky draw sponsor Mr. Alpesh Joshi (Jash Marketing) he was felicitated with a momento, four lucky draws were presented after each technical lecture. After the technical session all our 14 bronze sponsor, were felicitated with momento's for he event support.

Another attraction was Mega Lucky draw which was exclusive sponsored by IPCA Gujarat region. Three mega lucky draw were presented much to the delight of the audience who waited with abated breath to hear their names. At the end Mr. Tejas Patel Secretary IPCA Gujarat, gave the vote of thanks and concluded this seminar by thanking all the sponsors, delegates and the committee members for their collective efforts and dedication to make this event possible with great success. – Compiled by IPCA Gujarat Team.



Tejas Patel

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IPCA Kerala KSS - Delulu is the new Solulu

THE Knowledge Sharing Seminar (KSS) organized by the Indian Paint and Coating Association (IPCA) Kerala Region took place on 19th April 2024 at Elitepalazzo, Angamaly, Ernakulam. The seminar, which started at 2:30 PM, was a significant event with primary focus being the theme "Delulu is the New Solulu" emphasizing innovation and strategic growth in the paint industry.



Lighting the lamp by Mr. Rohan Bhasin President IPCA

Opening Ceremony

The seminar commenced with a silent prayer, setting a solemn and focused tone for the event. This was followed by a welcome speech from Mr. Subash Nair, Chairman of IPCA Kerala Region, who elaborated on the motto of the seminar, "Delulu is the new Solulu" emphasizing the need for new solutions in the industry.



Subash Nair

Inaugural Speech

Mr. Rohan Bhasin, President of IPCA, inaugurated the seminar by lighting the ceremonial lamp along with the office bearers of the IPCA Kerala Region. In his inaugural address, he discussed the upcoming programs and challenges facing the



Rohan Bhasin

industry, highlighting the crucial role of small-scale industries in shaping the future of the Indian paint sector. He elaborated on how the mindset and adaptability must transform before the MSME segment can make significant strides in their respective domain. The various government initiatives with special emphasis being made on the GeM portal (Government e-market place) to provide necessary fillip to the small and medium sector in playing a pivotal role and contributing more towards the growth of the economy.

Mr. Suji Kumar Mathew, Past and Founder Chairman, IPCA Kerala Region:

Highlighted the achievements of the Kerala region, including several innovative programs:

- Default Register : A precautionary measure to alert members about payment delays from paint dealers.
- PMI Family Benefit Scheme
- Paint Technical Advisors Panel

Presentations and Speeches

Mr. Sudeep Sebastian, Corporate Trainer:

- Delivered an engaging presentation titled "Chatto Chat GPT" exploring how AI-supported apps and websites can enhance business operations efficiently.
- He enumerated various examples of how AI has become necessary in conducting routine operations in any organization.
- The presentation was a very engaging and enriching experience for all delegates, wherein the speaker also showcased the bottlenecks of AI being more generic in nature than specific and how to eradicate the same.



Sudeep Sebastian presentation on Chat GPT

Mr. Jeson CJ and Mr. Vinod Kumar E, Legal Metrology Department, Ernakulam:

- Provided a comprehensive presentation on new Legal Metrology laws, focusing on the requirements for printing



IPCA KSS Kerala Group

MRP per litre/kg or per ml/gm on stickers, and their implications for the paint industry.

- Highly interactive session wherein lot many queries of paint manufacturers present were answered further adding to their basket of knowledge.

Mr. Sony Chacko, Tax and Financial Consultant:

- Presented on the "Impact of Section 43B(h) of Income Tax on MSME Transactions" discussing its significance and the resulting financial and legal implications for businesses. Many illustrations and case studies were presented to simplify the understanding of the new law and its implications, which was an eye opener for the august IPCA gathering.

Mr. Ajay Pareek, President –Sales, Loyalty Xpert:

- Delivered a presentation on "Growing Business Revenues through Strategic Technology Alignment," introducing digital token systems as a means to boost business and revenue in the digital age.
- He also laid stress on providing necessary technology support for implementation and monitoring of this system and how it has reaped rich dividends for all who have implemented the same.

Mr. Jagan M. Ohan Rao, CKK Polymers:

- Introduced new products, emphasizing their extensive



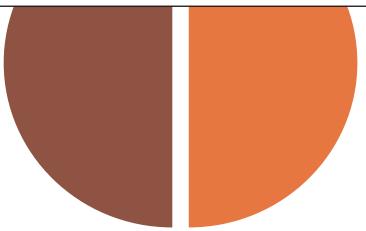
Ajay Pareek - President Loyalty Xpert giving presentation on "Growing Business Revenues through Strategic Technology Alignment"

experience in manufacturing metal drums for the paint industry.

Conclusion and Entertainment

The seminar concluded with an entertainment segment and dinner. The highlight of the entertainment was a captivating dance performance by Gina, daughter of Mr. George Stephen from Lumak Coatings, which received wide spread appreciation from the attendees.

Overall, the seminar was a resounding success, offering valuable insights, fostering knowledge sharing, and promoting camaraderie amongst industry professionals.



Paintistanbul Turkcoat

Turkcoat is an International Paint, Paint Raw Materials, Construction Chemicals, Adhesive Raw Materials, Laboratory and Production Equipment Fair, held in Istanbul, Turkey.

Paintistanbul Turkcoat hosted industry professionals at Istanbul Expo Center from 08-10 May 2024. The fair offered a unique platform for its participants and visitors to establish and develop new business connections and see the latest developments in the sector.

Paintistanbul & Turkcoat 2022 welcomed 7,211 Visitors in 2022! The fair took place at the Istanbul Expo Center for 3 days, from 8-10 May, 2024. It was organized in cooperation with the Paint Industrialists Association (BOSAD) and Artkim Fuarcılık.

The fair, which included more than 200 participating companies and opened with foreign participants from Europe, the Far East and neighbouring countries, hosted industry professionals from 80 different countries. While visitors had the opportunity to closely examine innovative products and services and the latest developments at the fair, they also had the opportunity to establish and strengthen business connections by coming together with local and national industry stakeholders.

IPCA took a big delegation to Turkcoat to Istanbul and then for a leisure break to Antalya.

The members had a gala time and while they had a great experience at the exhibition, Antalya's beautiful

landscapes left everyone in ecstasy!

Turkcoat was nicely organised and the promoters very graciously invited the IPCA delegation for dinner and drinks on the second day of the exhibition! Everyone had a great evening of fun and bonhomie.

Delegates enjoyed the Beauty and architecture of Istanbul and appreciated the unique Blue mosque, Hagia Sophia and other iconic monuments. The grandeur of Ottoman empire was evident everywhere.

Later there was a jaunt for two nights to Antalya, a beautiful city on the Mediterranean Sea .

People explored its old town, and the lovely sea views!

All in all it was a great trip, and IPCA travel partner, Dixit Holidays did a commendable job.

IPCA has always been in the forefront of organising such path breaking tours and the whole industry looks forward to any forthcoming event!



IPCA Delegation to TurkCoat 2024



Family Sojourn With IPCA at Istanbul



IPCA Delegates Bonding together

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IPCA Western UP Ghaziabad Region Knowledge Sharing Seminar (KSS)

Team IPCA Ghaziabad

THE IPCA Western UP Ghaziabad Region Knowledge Sharing Seminar (KSS) was held on July 27, 2024, bringing together industry professionals and experts for a day of learning, networking, and collaboration. The event, meticulously organized by the Indian Paint and Coating Association (IPCA), Western UP Ghaziabad Seminar Committee 2024, began with the invocation and lighting of the lamp, symbolizing the start of an enlightening day.



Lighting of the Auspicious Lamp

Opening ceremony

The event opened with a warm welcome address by Mr. Kapil Mohan Bansal, Chairman of the IPCA Western UP Ghaziabad Region. Mr. Bansal highlighted the importance of such seminars in fostering knowledge exchange and innovation within the paint and coating industry. Following his address, Mr. Rohan Bhasin, President, IPCA delivered an



Kapil Mohan Bansal



Rohan Bhasin

inspiring address at the Seminar. He emphasized the critical role of knowledge sharing and collaboration in driving innovation within the industry. Mr. Bhasin also highlighted IPCA's commitment to supporting industry professionals through events like this, which serve as valuable platforms for learning and growth. His address set a positive and forward-looking

tone for the seminar, underscoring the importance of staying ahead in a rapidly evolving market. Last but not the least he reiterated the continued focus on the mind and health of members through the KHELO IPCA initiative. This was also highlighted wherein IPCA organised Cricket and badminton leagues to foster and promote team building and leadership. Mr. S. Mahadevan, General Secretary of IPCA, provided an insightful briefing on the association's activities over the past two years under the new leadership team. He highlighted the successful execution of various initiatives and events that have strengthened the industry's network and promoted technological advancements. His overview reflected the dynamic efforts of IPCA in fostering growth and innovation within the paint and coating community.



S. Mahadevan



Jatin Aggarwal

Souvenir launch

A key moment of the seminar was the launch of the "Souvenir," a special publication that captured the essence of



Launch of Souvenir

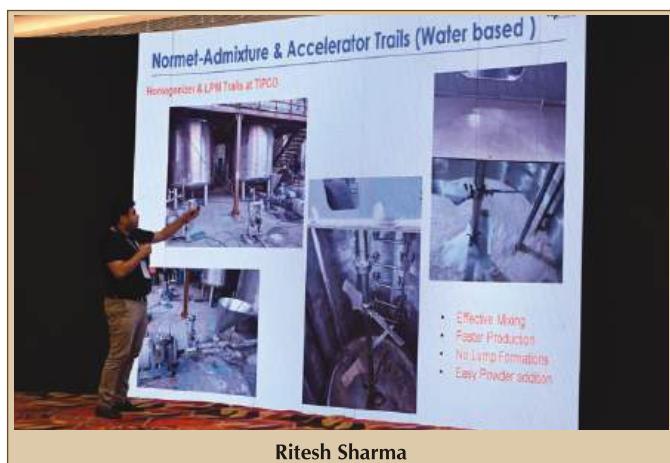
the event and the broader activities of the IPCA. The Souvenir was unveiled by the Seminar Committee Chairman, President, Past President & team, including Editor-in-Chief Mr. Varun Yadav and Co-Editors Mr. Sandeep Goyal and Mr. Saksham Goyal. The publication provided a comprehensive overview of IPCA, detailed information about the Ghaziabad region's initiatives, and showcased advertisements from event partners. The Souvenir's theme, "Life is a journey, and memories are souvenirs we take along the way," resonated with the audience, emphasizing the lasting impact of shared experiences.

Technical seminar sessions

The seminar featured a series of technical sessions that delved into various aspects of the paint and coating industry:

Water-Based Paint Plant & Automation

Presented by Mr. Ritesh Sharma from Tipco Engineering India Pvt. Ltd., this session focused on the shift towards water-based paints, driven by environmental regulations and consumer demand for sustainable products. Mr. Sharma discussed the latest advancements in paint plant automation, highlighting how automation enhances efficiency, reduces waste, and ensures consistent product quality. His insights into the integration of modern technologies in manufacturing processes were particularly valuable for attendees looking to adopt innovative practices in their operations.



Enhancing Paint & Coating Performance Using Functional Innovative Additives

Mr. Hemang Patel from 20 Microns Ltd. delivered an engaging session on the role of additives in improving the performance of paints and coatings. He explained how functional additives can enhance properties such as durability, weather resistance, and aesthetics. Mr. Patel provided examples of cutting-edge additives that are being developed to meet the evolving demands of the market, particularly in the areas of eco-friendly formulations and high-performance coatings.



Next Generation of HASE Rheology Modifier

In this session, Mr. Bernard Fernandes from Dow Chemical International Pvt. Ltd. introduced the audience to the next generation of Hydrophobically Modified Alkali Swellable Emulsions (HASE) rheology modifiers. These modifiers are crucial for controlling the flow and application properties of paints. Mr. Fernandes highlighted the benefits of these new modifiers, including improved thickening efficiency, stability, and ease of use. He also discussed how these advancements can lead to better paint performance, especially in waterborne formulations.

Keynote address

After a networking lunch, the seminar resumed with a much-awaited keynote address by Mr. Dilip Raghavan, Editor, PAINTINDIA. Mr. Raghavan provided a comprehensive overview of the paint industry's current landscape, including emerging trends, market challenges, and future growth opportunities. His insights into the global market dynamics and the shifting consumer preferences offered valuable perspectives for industry stakeholders. He mesmerized the august IPCA gathering with his insights on opportunities in the face of various adversities for the MSME sector. This included collaboration and coexistence with the bigger partners and ways and means to address the ongoing issues on human resource availability along with the right skill set.



Afternoon technical sessions

The afternoon was packed with more technical sessions, each offering deep dives into specialized topics:

MSME Paint Industry - Growth vs Survival

Mr. Ajay Pareek from Ecosmob Technologies Pvt. Ltd. addressed the challenges and opportunities faced by Micro, Small, and Medium Enterprises (MSMEs) in the paint industry. He discussed strategies for balancing growth and survival in a competitive market, emphasizing the need for innovation, cost management, and market differentiation. Mr. Pareek's session was particularly relevant for small-scale manufacturers looking to navigate the complexities of the industry. He spoke about digital tokens and various implementation initiatives undertaken by his team for the optimum efficiency of schemes and rewards designed by respective companies.





Driers and Additives – The Chemelyne Solution

Mr. Yogesh Singhal from Chemelyne Specialities Pvt Ltd, in this session focused on the role of driers and additives in paint formulations. Mr. Singhal explained how different types of driers influence the drying time and performance of coatings. He also highlighted the latest developments in additive technology, which can enhance the functionality and sustainability of paints. His technical insights were valuable for formulators and R&D professionals. His dynamic approach and thrust on opportunities existing for all even in challenging markets was received with positivity and enthusiasm.



Yogesh Singhal

Paints and Coatings Technology - New Frontiers of Coatings Additives

Dr. S.C. Srivastava, Director of K-Tech India Limited, captivated the audience with his session on the new frontiers in coatings additives. Dr. Srivastava blended his technical expertise with management and spiritual wisdom, making his presentation both informative and engaging. He discussed the latest advancements in additive technology, focusing on how these innovations are shaping the future of the coatings industry. His ability to connect with the audience on multiple levels made this session a highlight of the day. The



Dr. S.C. Srivastava



simplified correlation between technicality and understanding was the highlight of the event keeping the audience glued with his vivid illustrations.

Innovations in Titanium Additives

Mr. Ketan Dobarla from Titax Titanium provided insights into the latest innovations in titanium-based variants and their respective benchmarking with global brands. He discussed on the group activities of TITAX and the various tenants of partnership and collaboration with the customers his team thrives upon. He enumerated on how their range of products enhance the opacity, durability, and environmental performance of coatings. He shared the group vision and threw light on further products under development to be launched soon in the market platform. Mr. Dobarla's session was particularly relevant for manufacturers looking to improve the quality and sustainability of their products.



Ketan Dobarla

The respective technical session was concluded with a memento of appreciation to all the speakers followed by a lucky draw.

Regional and motivational sessions

In addition to the technical sessions, the seminar featured a short talk on the **IPCA Maharashtra KSS** by Mr. Jesal Parekh, Chairman of IPCA Maharashtra Region. This was followed by a session with Mr. Sanjeev Gupta, Patron and Past President, who shared updates on the **IPCA Residential Seminar in Ranthambore** and the **IPCA Ludhiana KSS**.



Jesal Parekh



Sanjeev Gupta



Open House

The final session of the day was a **motivational talk** by Mr. Rajesh Aggarwal on "Building a Brand." Mr. Aggarwal's talk provided valuable insights into branding strategies, emphasizing the importance of innovation,

consistency, and customer engagement in building a successful brand. His art of connecting with the audience and keeping the session interactive and engaging was well appreciated. He spoke at length on the various aspects on brand building and on how the right attitude goes a long way in establishing a brand in the memories of people.



Table space was duly provided to event supporters volunteering for the same. There was a continuous buzz and vibration in the designated zone and the concept was very well received by all delegates as one to one interaction on new products, technologies, price trends, innovations and future vision was discussed.

Closing ceremony and networking

The seminar concluded with a vote of thanks delivered by Mr. Vaibhav Gupta, Vice Chairman of IPCA. Following the formal proceedings, an awards ceremony was held to recognize outstanding contributions to the industry. The day ended on a high note with a networking cocktail and, sumptuous dinner with a lavish spread, providing attendees with an opportunity to connect, share experiences, and discuss potential collaborations.



The august IPCA gathering

Another attraction was Mega Lucky draw which was presented much to the delight of the audience who waited with abated breath to hear their names.



The Western UP Ghaziabad Region Knowledge Sharing Seminar (KSS) was a resounding success, offering valuable insights into the latest trends and technologies in the paint and coating industry. The event not only provided a platform for knowledge exchange but also fostered connections and collaborations that will drive future innovations. The seminar was a testament to the strength of the IPCA community and its commitment to advancing the industry through continuous learning and collaboration.



IPCA KSS Ghaziabad Team



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