



EXPERIENCE MAKERS^{LIVE}





Customer Experience Strategy in the COVID era

Deepak Bhosale | General Manager - IT at Asian Paints

Asian Paints at a Glance



#1
Paint Company
in India

Approx.
USD 2.7
Billion Group
revenue

3rd
Largest Paint
Company in Asia

5th
Largest Decorative
Paint Company
in the World

9th
Largest Coating
Company
in the World

Operations in
16
countries

27
Manufacturing
Plants

50
Years of Market
Leadership

Part of NSE
Nifty
50

Forbes Asia's Fab
50
Company; Four
times in a row

Servicing
Consumers in
over
65
Countries

7.5k⁺
Employees
worldwide

International Operations

Home Improvement

Bath Fittings & Accessories

THE KITCHEN SPECIALIST

Asian Paint is in a midst of a transformation



Paints

1942



Paint + Service

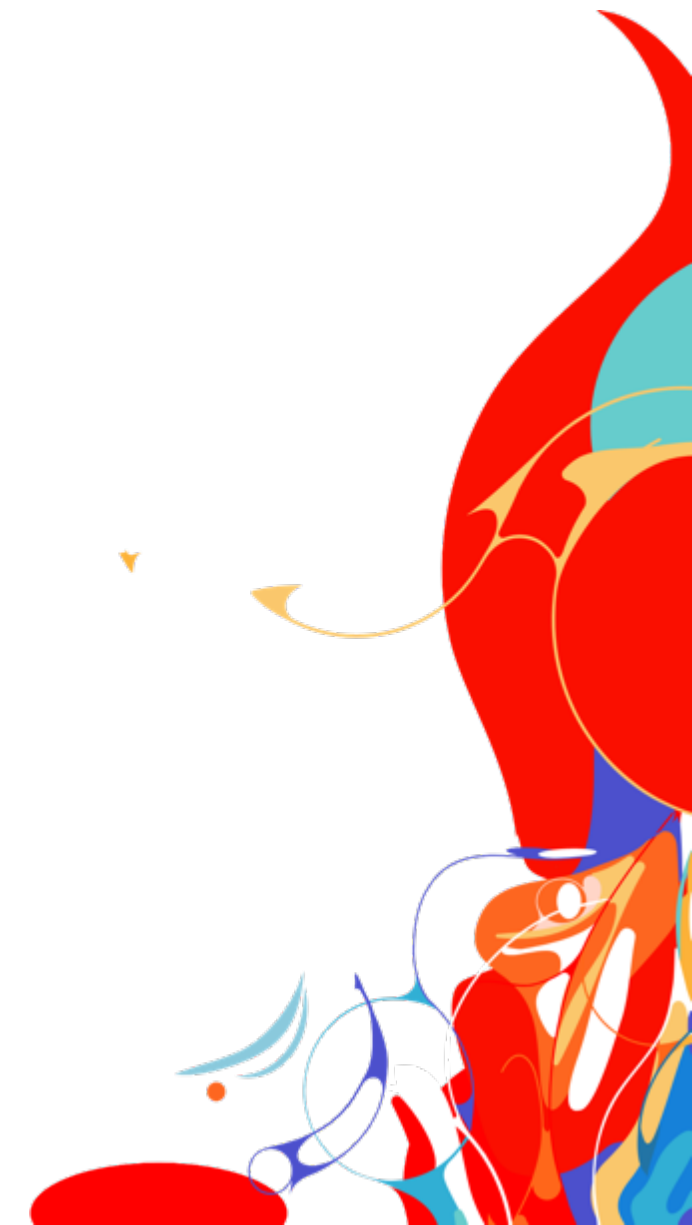
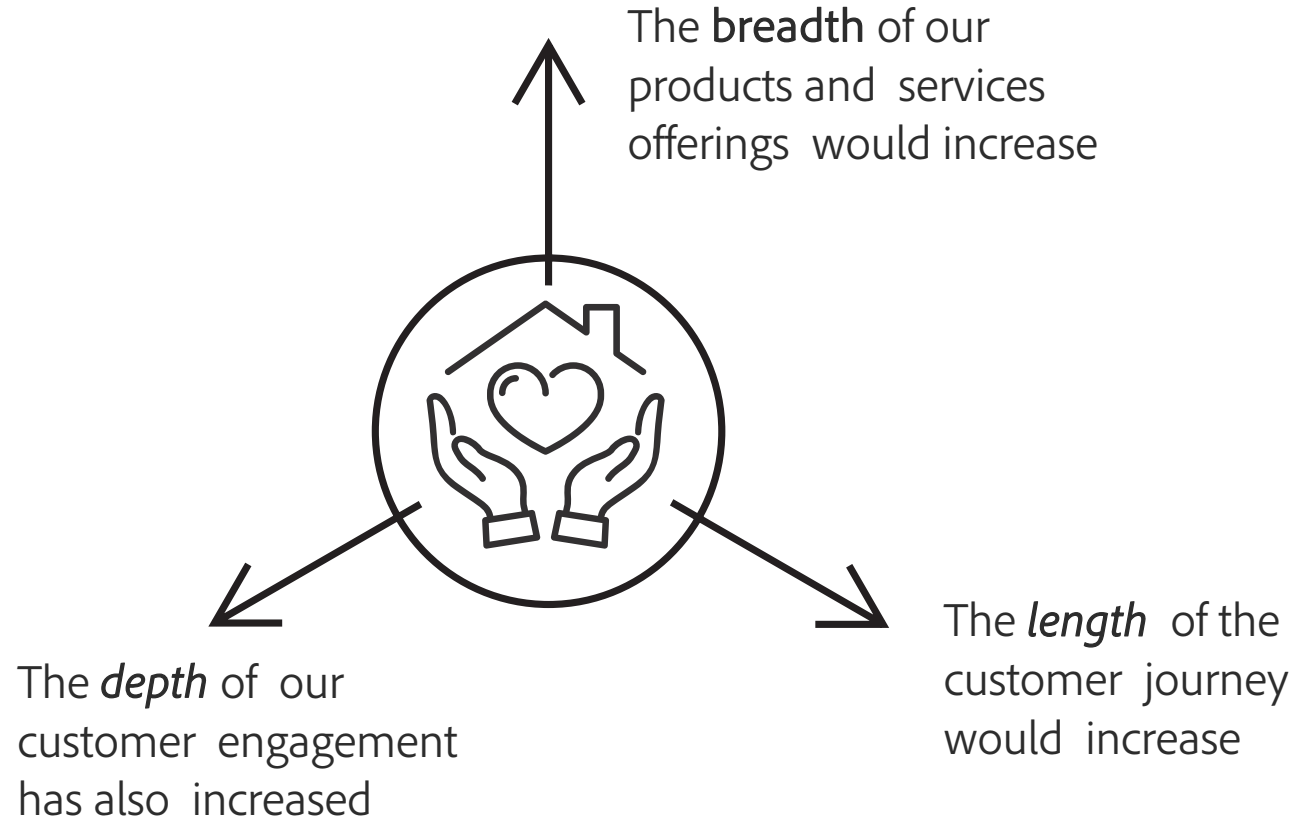
2000s



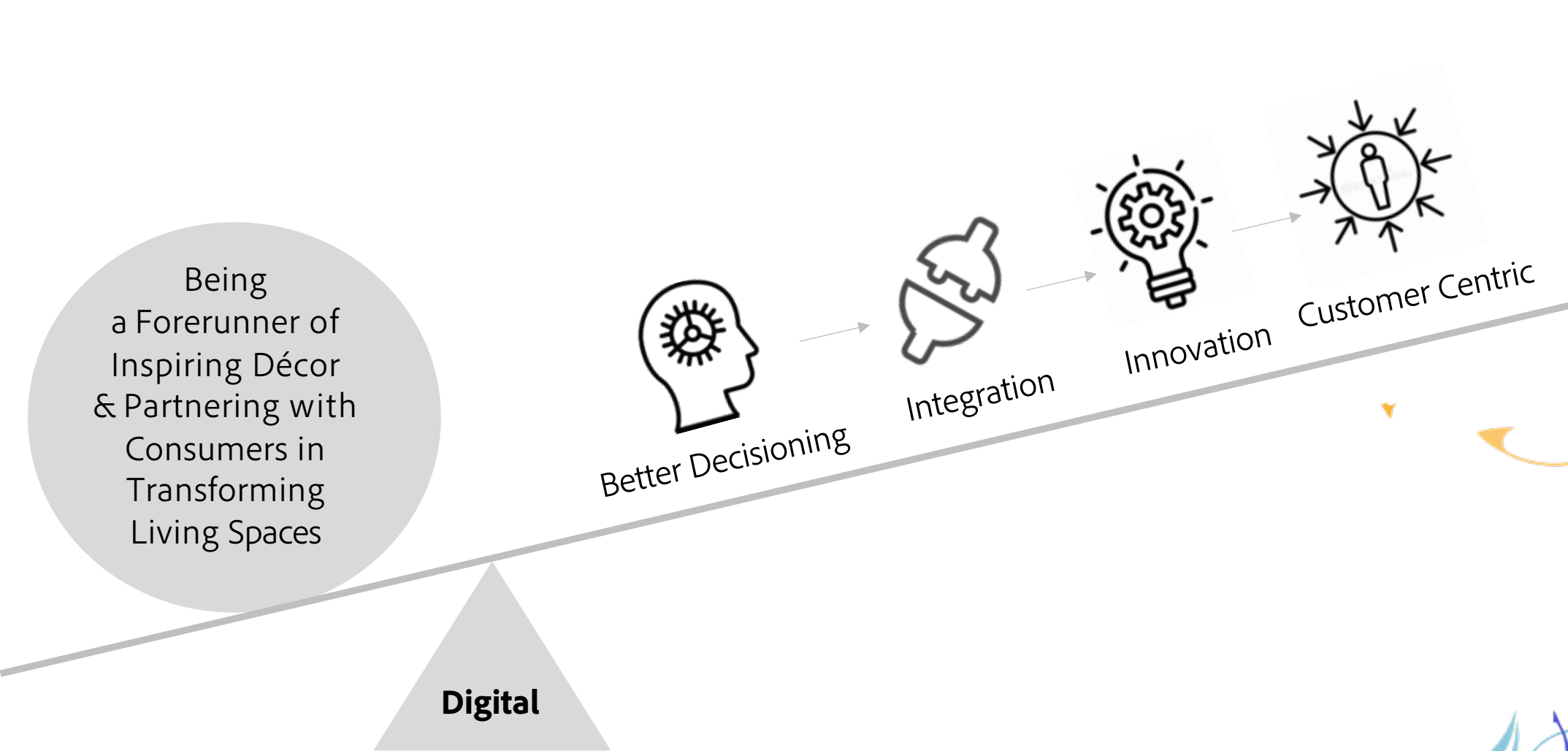
Home Decor

2025

Evolving business dimension

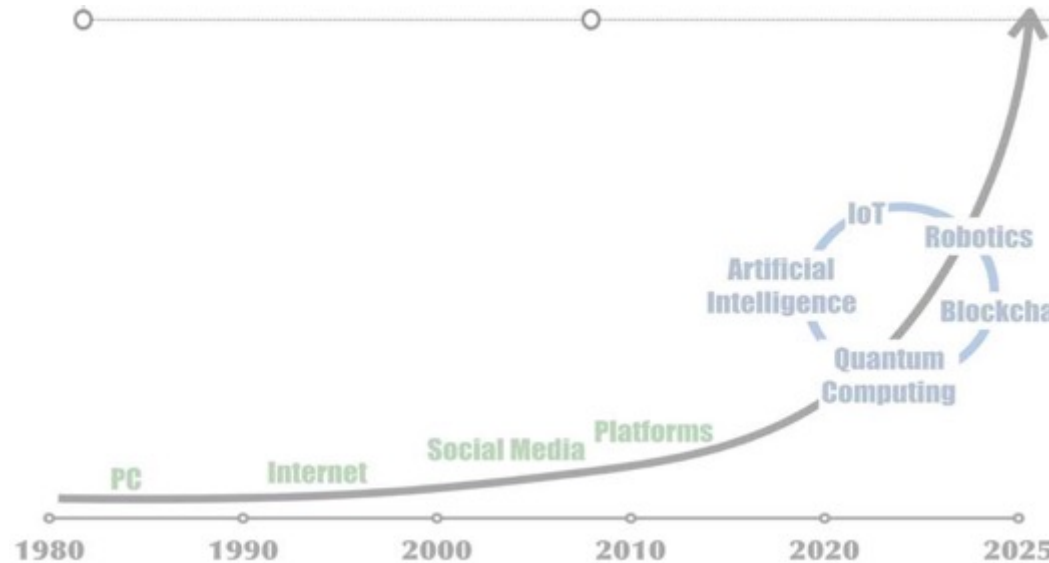


Strategic levers to achieve our Goal



DIGITAL fulcrum to drive transformation

Digital transformation is about accelerating transformation of business activities, processes, competencies and business models by leveraging the opportunities of **digital** technologies



Customer
Experiences



Products and Services



Operations

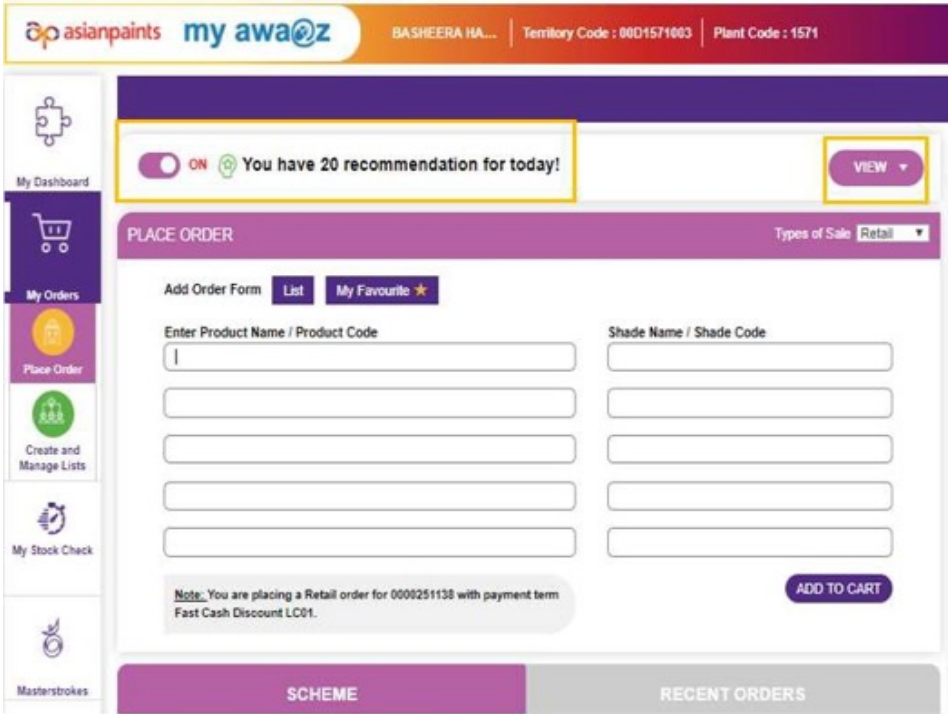
Digital 360 – “of”, “by” , “for” all functions



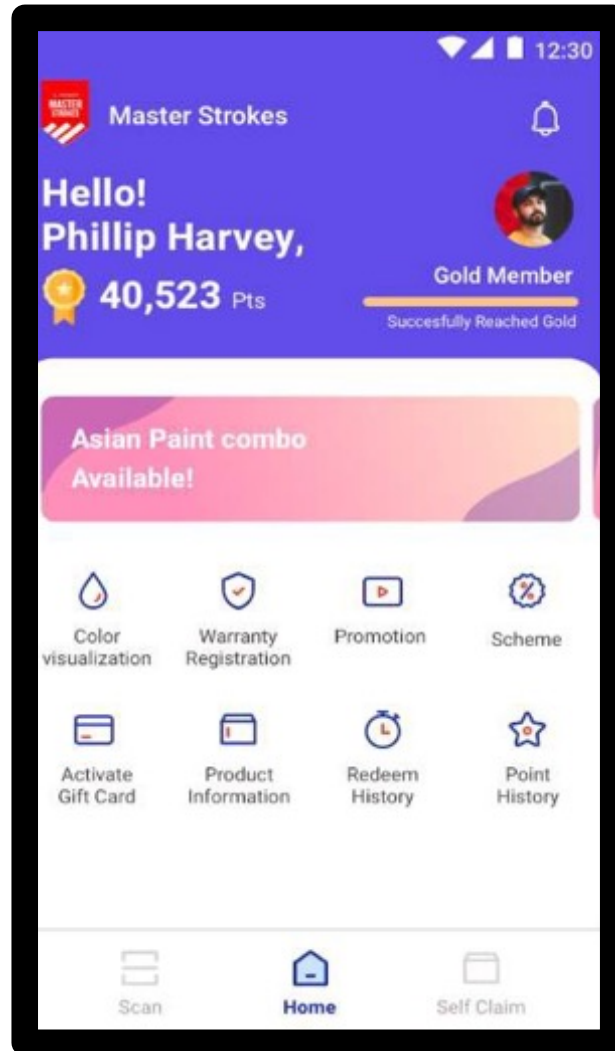
Customer Experiences in times of COVID - Retailers



Customer Experiences in times of COVID - Retailers

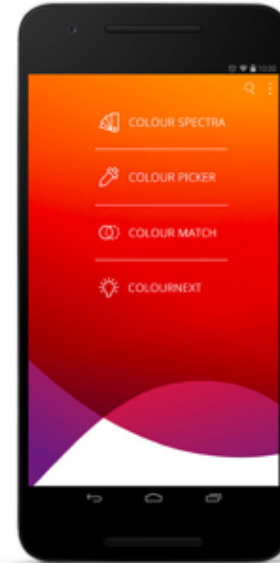


Customer Experiences in times of COVID - Contractors



Elaborating more on this drive, **Amit Syngle, CEO & MD, Asian Paints Limited** said, *“Contractors have always been a key stakeholder for Asian Paints. The Direct Bank Transfer drive has significantly helped the contractors and their families meet their immediate and essential family needs in these testing times. We stand committed to the safety of our applicators. We would also like thank our contractors for their unflinching support to Asian Paints and would urge them to stay indoors and stay safe.” ENDS*

Customer Experiences in times of COVID - Customers



EXPERIENCE MAKERS LIVE



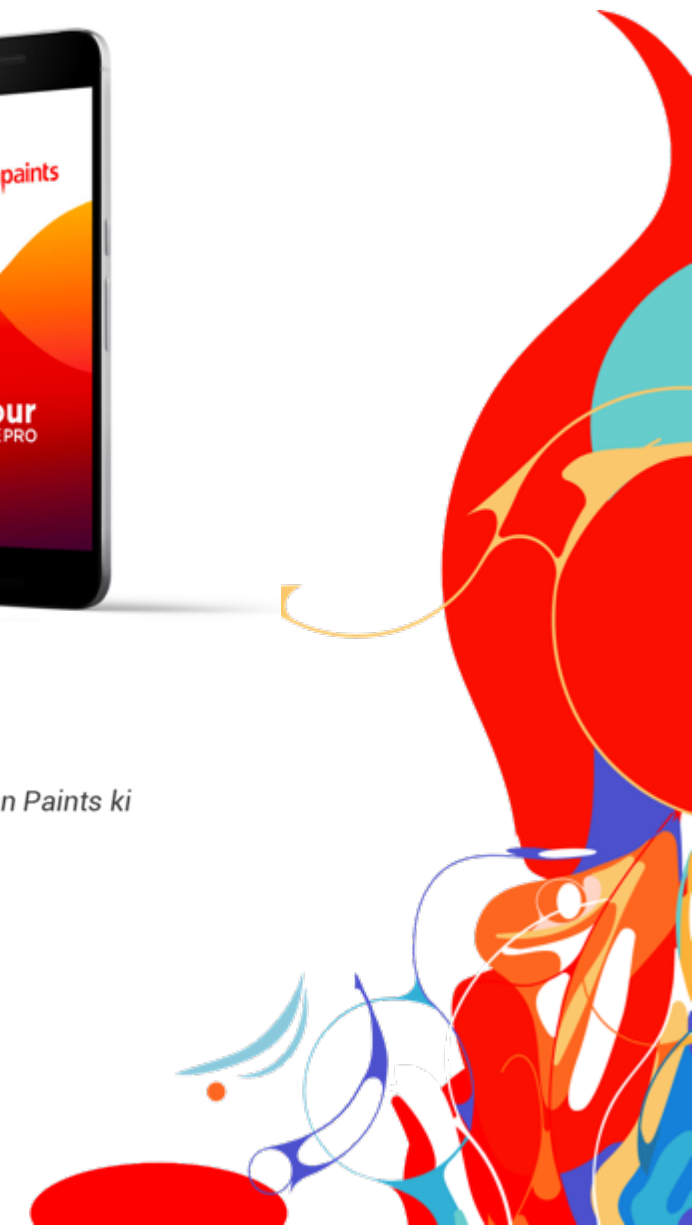
"Thinking of redoing
my living room walls"
Your home likes this.



Painting karao, toh sirf Asian Paints ki
#SafePainting team se.



Thank you @asianpaints for making
my home colourful & safe.



Experiences in times of COVID - Employees



Employee Morale



JARVIS BOT



Work From Home

How is digital going to help you bounce back



Understanding and respond to changes in consumers behaviours

- Data Analytics for better insights
- Launch newer digital offerings or channels (online/ecommm)
- Bring existing digital channels on parity

Newer Go-to-Market models to be explored

- Engaging@Home
- New face of sales force – SFA driven by Mobility

Binding the partner eco-system

- Upskilling and preparing for the future

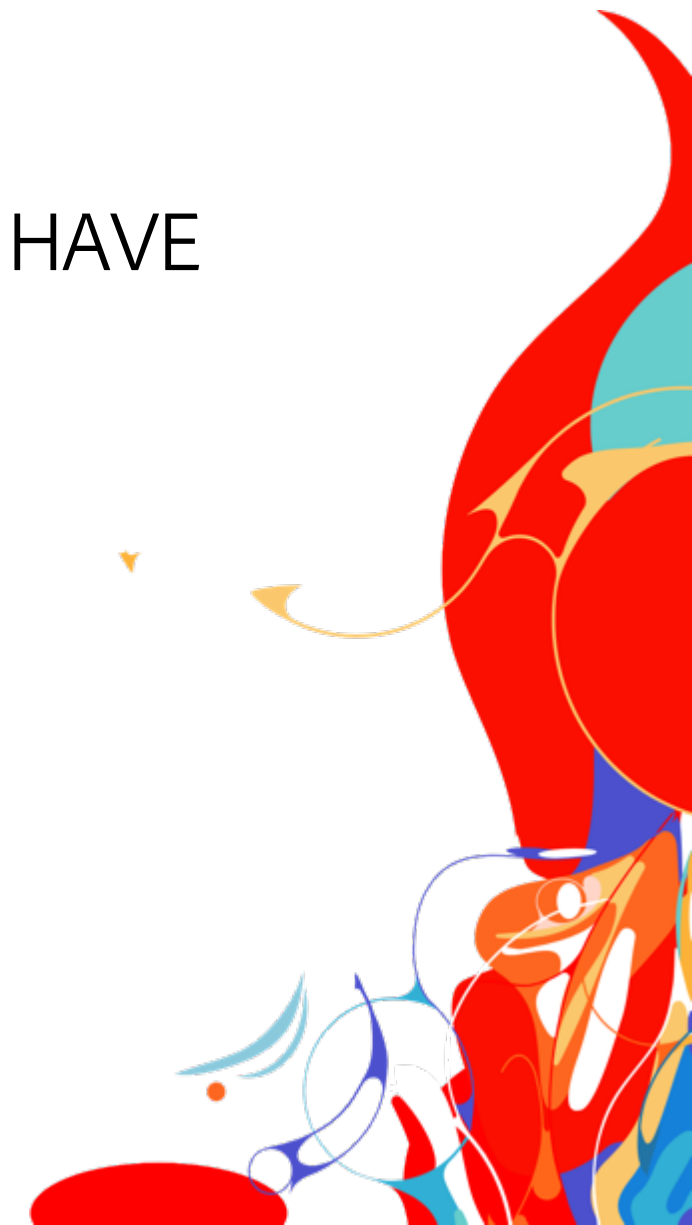


DIGITAL NOW IS NO LONGER GOOD TO HAVE

Its

HYGIENE

STAY SAFE!





Deepak Bhosale

Chief Product & Customer Officer
Tata CLiQ



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