



At a time when the paints industry is likely to experience intense competition as [Grasim Industries](#) announces its entry into the paints business with the establishment of enormous capacities, [Akzo Nobel India](#), the company that makes Dulux Paints, is concentrating on expanding manufacturing sites, enhancing capacity, and scaling up distribution. The company has a “strong pipeline” of cutting-edge items in a variety of categories and has been steadily increasing its market share thanks to consistent efforts in distribution expansion and new product releases. The company’s capacity for paints and coatings is between 200 million and 250 million litres, according to Rajiv Rajgopal, MD of Akzo Nobel India. It is utilising technology to increase capacity and efficiency.

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