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Growel: Offering custom-made paints of global quality



Sujit Sinha
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Growel's Paint Division offers tailor-made high-performance coating solutions for industrial, marine, underwater and OEM segments. Could you elaborate more on the business?

We make products according to the specification laid down by the consultant or end client or OEM customer and stick to the International Standard sought by the client. We have a competent and qualified R&D team as well as the latest testing equipment to formulate and test the products as per

Set up in 1957, Grauer & Weil (India) Ltd. (Growel) is a leading player in the country in the chemical, paint, engineering and lubricant sectors. The company's paint division offers a wide range of products which conform to international quality standards and are economical too. Mr. Sujit Sinha, President-Paint Division, Grauer & Weil (I) Ltd. explains.

the requirements of relevant specifications like ASTM, NACE, SSPC and IS.

What are the new range of products and services you offer? Could you share details about what make Growel's products unique?

We have developed various coatings for every challenging situation. Recently, we have launched a special rapid cure Epoxy paint which can be applied under water with minimal surface preparation. We have also developed chrome-free products conforming to MIL standards for the Aerospace industry.

Being a leader in paint industry, what are the challenges ahead in the Indian market? Tell us about the emerging trends in the industry.

We are working on Fluro-Polymers, Nano technology and products that will last for 25 years under saline con-

ditions. There are more such products which are being developed to meet the requirements of the Indian Space Research Organisation.

Who all are the major clients of Growel? What are the customer-centric activities taken up by your company to promote ease of doing business?

Our major clients are from the oil & gas segment, power segment, PHED, space research, auto OEM, defence, marine and many other sectors. We conduct a number of seminars and workshops to create awareness and educate our customers.

How strong is Growel's R&D division? Can you please shed some light on your business in marine sector?

Our R&D is recognized by Department of Science and Industrial Research, Government of India and is equipped with the latest testing equipment. We have technical tie-up with Transocean Coatings, Netherland for marine paints and manufacturing long-life antifouling paint systems for the shipping Industry.

Growel has branches in Thailand and Bangladesh. Can you elaborate on the company's international business?

Presently we are exporting paints to Bangladesh and African countries. Thailand is still being explored.

Growel has paint depots in all major cities in India. What are the expansion plans?

Looking at the growth rate and demand, we are coming up with one more manufacturing unit in Dadra with a production capacity of 2,000 KL per month. We are also expanding our market in the North East.

