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Grauer & Weil (India) Paint division President Sujit Sinha has been honoured with Lifetime Achievement Award

Mumbai, India: Mr Sujit Kumar Sinha, President, Paint division, Grauer & Weil (India) Ltd was recently honoured with the Lifetime Achievement Award by The Society for Protective Coatings (SSPC). Mr Sinha received the award for his seminal contribution in promoting corrosion protection through specialised coatings and growing the business to a higher scale. He has also been recognized for his efforts in bringing about improvements in paint systems in the country with new technology.



SSPC India, was founded in July 2004, as a non-profit professional society concerned with the use of coatings to protect industrial steel structures. SSPC India serves its members and advances the industry through standards, regulatory advocacy, education, and information exchange. It has a large membership of companies such as facility owners, paint manufacturers, painting contractors, architectural, engineering and construction firms, educators, industrial hygienists, environmental specialists, fabricators, consultants and inspectors, coatings testing labs, equipment suppliers, and raw material suppliers.

As President at Grauer & Weil (India), Mr. Sinha has been responsible for spearheading the company's growth strategy by working on the areas of brand building and placement along with managing the sales networks and marketing channels and key account management.

Prior to joining Grauer & Weil (India) Ltd, he headed the Sales and Marketing team at Shalimar Paints in the industrial segment and was responsible for generating an annual turnover of ₹ 220 crore for the company. He has also headed the Sales and Marketing division at Asian Paints Ltd where he was known to provide valuable inputs for growth in the changing market scenario and new emerging markets for active diversification to gain the market share and profitability. In 2001, while working as General Manager-Sales and Marketing at Jenson & Nicholson (I) Ltd, Mr. Sinha was responsible for developing steel guard –Protective Coating & Megatuff, a powder coating that went on to become the number 2 powder coating brand in the country.

As President, Mr. Sinha is the profit centre head of the Paint Division; and is responsible for the Sales and Marketing portfolio along with Production and R&D. He leads his team in identifying the market segments, selecting target markets for business growth, and working towards improving the company's existing as well as new range of products.

Mr. Sinha holds to his credit a rich experience of more than four decades in the industry encompassing the prime areas of planning, sales, brand, and business development. He holds a B.Tech from Harcourt Buttler Technological Institute, Kanpur.