

Shalimar Paints expands HERO product line with innovative solutions

Shalimar Paints has launched an advanced collection of waterproofing solutions featuring cutting-edge technology

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Shalimar Paints Ltd celebrated the success of their flagship product, HERO, and introduced innovative products that expand their extensive portfolio at a dynamic event in Kolkata. At the heart of the event was the HERO 5-in-1 Super Premium Interior Emulsion's triumph, accompanied by the launch of HERO Super Premium Exterior Emulsion and HERO Interior Exterior.

These introductions were part of the trailblazing campaign 'Upgrade Kiya Kya', which inspires consumers to enhance their homes with paints formulated using superior technology. Shalimar Paints leverages robust research and development capabilities to deliver innovative products.

Kuldip Raina, Director- Sales and Marketing at Shalimar Paints said, "This event underscores Shalimar Paints' relentless pursuit of innovation and excellence. We are overwhelmed by the success of HERO Supr Premium Interior Emulsion which has become the preferred choice among consumers within a year."

Shalimar Paints has launched an advanced collection of waterproofing solutions featuring cutting-edge technology with elastomeric properties and fiber reinforcement. These ensure superior crack-bridging capabilities, effectively sealing even the smallest cracks to prevent water seepage and structural damage.

The company's commitment to durability is exemplified in products like Zero Damp Advance and Zero Damp Smart, offering dual seepage resistance ideal for homes exposed to high moisture or heavy rainfall. Additionally, their comprehensive range of wood coatings including Melamine, NC Lacquer, sealer, and 1k PU finishes, is meticulously crafted to meet all customer needs for preserving and enhancing wooden items.

Raina added, "We are thrilled to introduce new additions that underscore our commitment to delivering superior products, exceeding customer expectations. These innovations result from robust research, promising long-lasting wall aesthetics. Additionally, our comprehensive range includes wood coatings and ZERO Damp waterproofing products, ideal for safeguarding walls from moisture and damage, especially as the monsoon approaches. We are confident these latest offerings will be warmly embraced and valued by our customers."