

Asian Paints

Address	#Asian Paints Limited, Asian Paints House 6A, Shantinagar, Santacruz (E)
Contact Person	Customer Care
Mobile Number	
Email	customercare@asianpaints.com

Asian Paints with its intent to enter the Home Improvement and Décor space in India had acquired 51% stake in Sleek group, a kitchen solutions provider in August 2013. Sleek is a major player in the organized modern kitchen space and is engaged in the business of manufacturing, selling and distribution of modular kitchens as well as kitchen components including wire baskets, cabinets, appliances, accessories etc. Recently, the company has launched 'Smart Kitchen' range for easy installation and design under the Sleek brand. Sleek has also introduced wardrobes in its portfolio since FY17. In December 2017, Asian Paints acquired the balance 49% in sleek from its erstwhile promoters. Sleek is now a wholly owned subsidiary of the company.

In June 2014, Asian Paints acquired the entire front and sales business including Brands, Network and Sales Infrastructure of Ess Ess Bathroom products Pvt Ltd. Ess Ess is a prominent player in the bath segment in India and has high quality products in this segment. Recently, the company has introduced 'Royale' – premium range of bath fittings as well as 'Bathsense' – sanitary ware range of products for the evolving consumer.

Both, the Kitchen and Bath business have been co-branded with Asian Paints.

For more details, please visit <https://www.istructureglobal.com/detail/asian-paints-mumbai-2>
