



Berger Paints,  
your first choice

# TOWARDS A SUPERIOR EXPERIENCE

Providing a superior experience to home owners is no longer a simple task; today it is much more about delivering the full gamut of product and services for people who are looking for bright colors and new patterns giving a unique look to their home.

Paint being one of the elite interior decorative techniques to bring a room to life, it plays a major role in all interior elements. Colors give that essential character to any space, be it living rooms, kitchens or bedrooms. Colors help to define a space before any other element of décor is chosen. At Berger, they look at the painting activity as a décor extension of the design and not just a paint color to cover the walls. They are talking about selections of the right

combination of colors, finishes and patterns and not just one color for the entire room; quoted by Aseem Doshi, General Manager at Berger Paints.

Berger Paints is the Kingdom's number one paint manufacturing company and has created an array of innovative and convenient solutions for its consumer's needs, working towards increasing consumer engagement while choosing exquisite finishes and patterns.

Raghupathi Ramiah, Sales & Marketing Manager at Berger, proudly reveals one of these initiatives implemented in the Kingdom's retail market. Creating a high level of consumer engagements while going through the paint selection process, Berger Counters offer a place where home owners can choose impressive designs, colors, visual depth, dimensions and stunning effects. Textural finishes offered at Berger include the Berger Royale, Royale Play range & Berger Weathercoat Brands. AH

