



**ALLURE**  
PALETTE OF CHARM AND INNOVATION  
32ND INDIAN PAINT CONFERENCE

# THE 32<sup>ND</sup> INDIAN PAINT CONFERENCE

**DATE: 10<sup>TH</sup> – 12<sup>TH</sup> JANUARY, 2025**

**VENUE: ITC ROYAL BENGAL, KOLKATA**

# CONVENER'S MESSAGE

We are delighted to announce the **32nd Indian Paint Conference** organised by the **Indian Paint Association** to be held in **Kolkata in January 2025**.

The Indian Paint Association traditionally holds its highly anticipated Conference once every two years, creating a vibrant platform for professionals across the globe to converge, share insights, and foster collaboration. The previous Conference, hosted with grandeur in Goa, was celebrated as a resounding success, drawing attendees from various facets of the Paint industry to engage in enriching discussions, networking opportunities, and the sharing of innovative ideas. Building on the momentum of the past event's achievements and the positive feedback received from our esteemed participants, we are propelled by a sense of excitement, enthusiasm, and a strong commitment to furthering our mission of connecting professionals worldwide. Therefore, it is with immense pleasure and a sense of anticipation that we announce the forthcoming **Indian Paint Conference** slated to be held in the rich and vibrant city of Kolkata.

## VENUE & DATES:

The signature Conference is scheduled to take place on **January 10th, 11th and 12th, 2025**, and will be hosted at the splendid **ITC Royal Bengal in Kolkata**. Nestled at the core of the city, this majestic edifice stands as a beacon of elegance and opulence, towering over the city's skyline. The ITC Royal Bengal is renowned for its sumptuous spaces that offer a perfect setting for conference sessions, meetings, accommodations, and dining experiences, making it an ideal venue for our grand event.

## CONFERENCE THEME:

Introducing '**Allure-Palette of Charm and Innovation**' for the 32nd Indian Paint Conference! Defined by its power to entice and attract through personal charm, Allure encapsulates a captivating blend of elegance and charisma within the paint industry. Much like the magnetic appeal associated with allure, this name symbolises the IPA's commitment to enchanting aesthetics, commitment to sustainability and compelling tech innovation. As it takes the spotlight at the 32nd Indian Paint Conference, Allure serves as a testament to the industry's ability to enchant and allure. By paving the way for a visually compelling and sustainable future, it proclaims a new era of possibility and progress within the paint industry.

## EXPERIENCE:

We are dedicated to crafting a distinctive, personalized experience that meets the highest standards, designed to encompass all aspects of **hospitality, accommodation, cuisine, business discussions, and entertainment**. Our aim is to create an event that offers memorable touchpoints in every area, ensuring a comprehensive and enriching experience for all attendees.

We aim to dazzle your senses through our dedication, sparking a profound feeling of euphoria and enthusiasm for the conference, and ensuring you depart with cherished memories of our shared moments. Ultimately, we envision this conference as a moment of Allure for our industry, steering us towards a **Palette of Charm and Innovation** for a thrilling voyage into the future. We eagerly await your enthusiastic participation and invite you to play a pivotal role in bringing this event to life!

## BUSINESS PROGRAM:

This year, we are excited to introduce a series of business programs meticulously crafted to address the dynamic challenges and opportunities within our industry:

**Innovation in Paint Technology:** Explore cutting-edge technologies that are setting new standards in product quality and environmental safety.

**Marketing & Branding Workshops:** Gain insights into the latest marketing strategies and branding techniques that are driving consumer preference and loyalty in the competitive market.

**Regulatory Compliance and Safety Standards:** An essential program for understanding the global and regional regulatory frameworks affecting paint manufacturing and distribution.

**Supply Chain Innovations:** Learn about innovations in supply chain management that can reduce costs, improve efficiency, and enhance the sustainability of operations.

**Networking Roundtables:** Structured networking events designed to facilitate meaningful connections among industry peers, potential collaborators, and thought leaders.

**Market Expansion Panels:** Discuss the challenges and strategies for entering and expanding in emerging markets.

Warm Regards,  
**VIKESH SAIGAL & ANUPAM KEDIA**  
Conveners



# SPONSORSHIP LETTER



Imagine a canvas, vast and vibrant, yearning to be splashed with the colors of innovation and success. Now, envision your esteemed brand taking center stage at the **32<sup>nd</sup> Indian Paint Conference**, a kaleidoscope of industry leaders and visionaries.

Themed "**Allure: Palette of Charm and Innovation**" this prestigious event promises to be a masterpiece of connection, knowledge exchange, and groundbreaking ideas. With over 500 distinguished delegates poised to attend, it presents an unparalleled opportunity for you to unveil your brilliance to the paint industry's most influential figures.

Your legacy of excellence has cemented your position as a trusted partner, and your unwavering dedication to progress aligns perfectly with the conference's core values. As a sponsor, you wouldn't merely participate; you would become a vibrant brushstroke, shaping the very essence of the event.

- **Beyond Visibility: A Spectrum of Benefits**

We understand the importance of more than just exposure. Your sponsorship of the 32<sup>nd</sup> Indian Paint Conference would open doors to a spectrum of benefits, including:

- **Brand Elevation:** Carve your name into the hearts and minds of industry leaders.
- **Leadership Recognition:** Be hailed as a trailblazer, championing innovation and shaping the future of paint.
- **Targeted Audience Engagement:** Connect directly with decision-makers, fostering meaningful relationships that translate into success.
- **Relationship Building:** Unleash the power of networking with potential clients and partners.
- **Creative Brand Integration:** Partner with us to craft a customized sponsorship package that showcases your unique brand personality and resonates deeply with the audience.

Join us in creating a masterpiece!

By becoming a sponsor, you contribute to the allure of this event and illuminate the path for a brighter, more innovative future within the paint industry.

Warm Regards,

**VIKESH SAIGAL & ANUPAM KEDIA**

Conveners

# SPONSORSHIP CHART

Types of Sponsorship	Rate (Lakhs)	Sponsorship For	No. of Free Rooms	Types of Rooms	Other Offerings
Title	40	Title	3	2 Double Occupancy 1 Single Occupancy	<ul style="list-style-type: none"> <li>Tailored highlighted branding in prominent spots for high exposure</li> <li>Exclusive 4 mins slot in the business session</li> <li>Exclusive 2 mins slot in the entertainment session</li> <li>1 full session in the technical session</li> <li>Company video between sessions</li> <li>1 exclusively designated enclosure in the pre-function area for private meetings</li> <li>1 full-page colour ad in the souvenir</li> </ul>
Elite	30	<ul style="list-style-type: none"> <li>Lunch</li> <li>Dinner</li> <li>Cocktails</li> </ul>	2	1 Single Occupancy 1 Double Occupancy	<ul style="list-style-type: none"> <li>1 speaker slot in the technical session (20 mins)</li> <li>High exposure branding</li> <li>Single slide display in between sessions</li> <li>Technical article in the souvenir</li> <li>Felicitation during sponsorship event</li> <li>Digital display in the location of the event</li> <li>1 exclusively designated enclosure in the pre-function area for private meetings</li> </ul>
Premier	18	<ul style="list-style-type: none"> <li>Delegate Kit</li> <li>Gifts</li> <li>AM PM Tea</li> </ul>	1	1 Twin Sharing	<ul style="list-style-type: none"> <li>1 speaker slot in the technical session (20 mins)</li> <li>High exposure branding</li> <li>Single slide display in between sessions</li> <li>Digital display in the location of the event</li> <li>Technical article in the souvenir</li> <li>1 full-page colour ad in souvenir</li> <li>Felicitation during sponsorship event</li> </ul>
Classic	12	<ul style="list-style-type: none"> <li>Sponsorship of various awards</li> </ul>	1	1 Twin Sharing	<ul style="list-style-type: none"> <li>Branding</li> <li>Single slide display in between sessions</li> <li>Digital display at the location of the event</li> <li>1 half-page colour ad in the souvenir</li> <li>Felicitation during sponsorship event</li> </ul>
Deluxe	7	<ul style="list-style-type: none"> <li>General Sponsorship</li> </ul>	1	1 Twin Sharing	<ul style="list-style-type: none"> <li>Branding</li> <li>1 half-page colour ad in the souvenir</li> </ul>

Other Branding	Rate (Lakhs)
1 exclusively designated enclosure in the pre-function area for private meetings (3 side closed, 1 side open)	10
In-room Conference Branding Coffee mugs placed on a table in the room with your subtle branding	10

- Email advertisement file to [info@ipaconference2025.com](mailto:info@ipaconference2025.com)
- Last Date of Acceptance of advertisement: 31st October 2024
- Mode of Payment: RTGS/NEFT
- Please make payment & update UTR details on [payment@ipaconference2025.com](mailto:payment@ipaconference2025.com)
- For more information contact: Papiya Chatterjee (+91) 98303 21965 or email on [info@ipaconference2025.com](mailto:info@ipaconference2025.com)
- GST @5% to be added extra to the above rates

## RTGS/NEFT-

**Account Name:** The Indian Paint Association Conference 2025 Kolkata  
**Bank Name:** Standard Chartered Bank  
**Branch:** 19, N. S. Road, Kolkata – 700001  
**Account Type:** Current Account  
**Account No.:** 33105909612  
**IFSC Code:** SCBL0036008  
**MICR No.:** 700036012  
**SWIFT Code:** SCBLINBB