

Asian Paints Ltd (APL) in Home and Garden (India)

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Abstracts

Asian Paints expanded rapidly during 2015, by adding 70 new Colour Ideas stores, which was the highest ever for the company. With this, the total number of Colour Ideas stores has increased to more than 200. The company has expanded its distribution network by adding 3,000 Colour World dealers taking the total tally to 30,000. With these expansions, the company is trying to strengthen its distribution channel.

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