



THE  
MEHTA®  
GROUP

**Snowcem**  
P A I N T S  
TRUE COLOURS OF LIFE

# SNOWCEM

# News

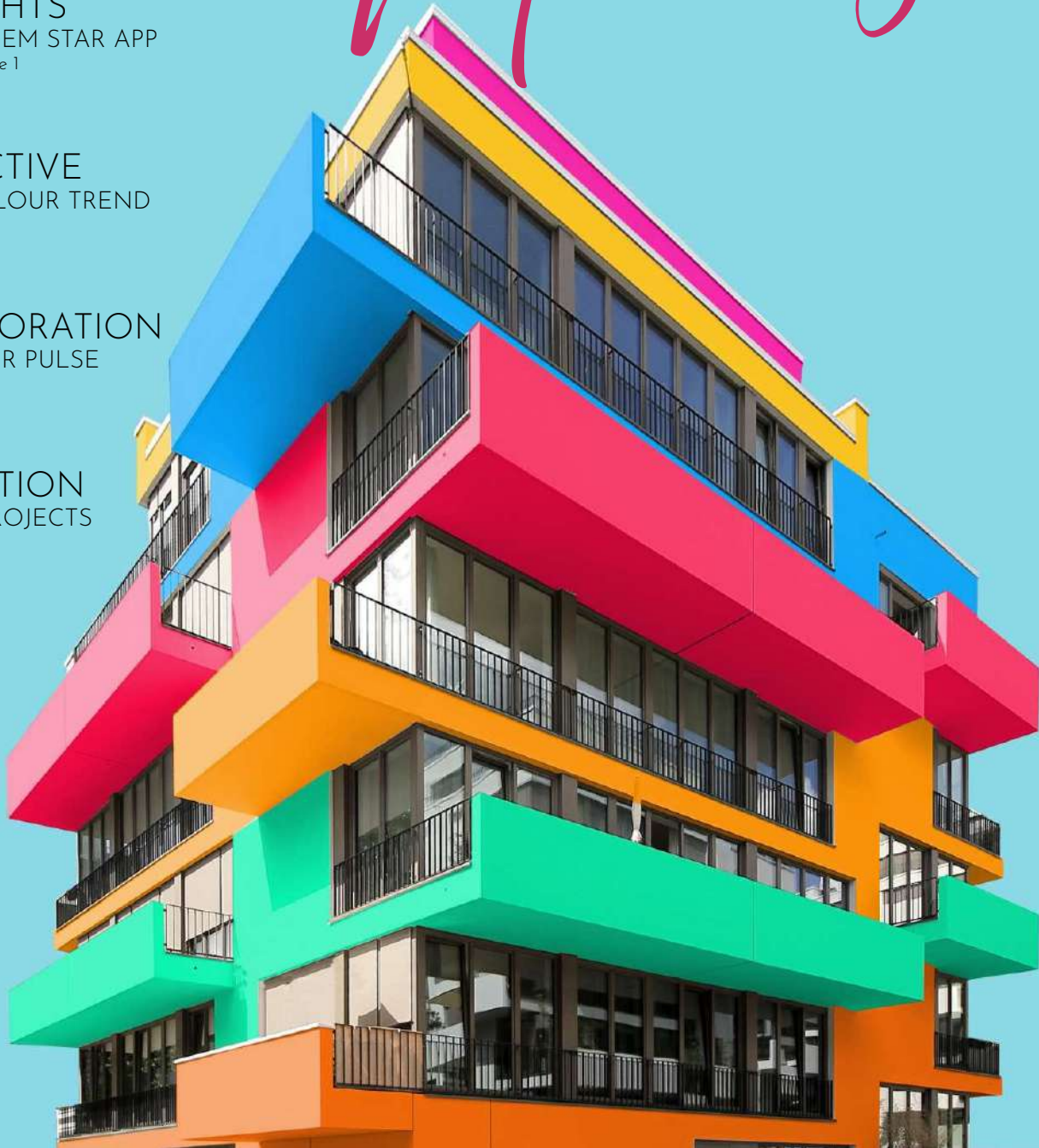
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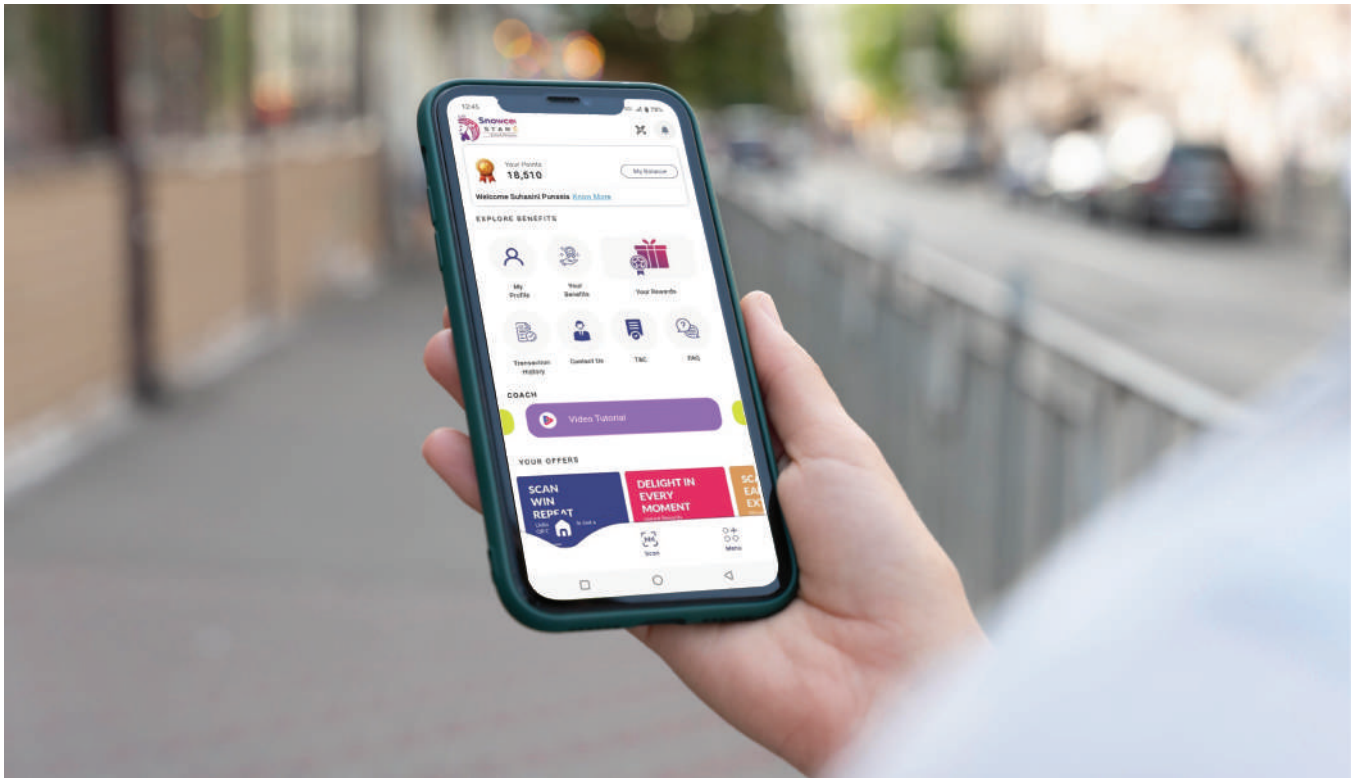
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# An App Empowering Painters THROUGH REWARDS AND LEARNING



Snowcem Paints has always believed that painters are at the heart of its success. Strengthening this valued partnership, Snowcem Paints has introduced the Snowcem Star App, a dedicated loyalty program designed exclusively for painters. The app is a step forward in recognising the contribution of painters while offering them an opportunity to earn rewards and enhance their professional knowledge.

The Snowcem Star App provides painters with a seamless platform to register, complete their KYC process, and begin earning rewards. The registration requires essential verification through Aadhaar, PAN, and bank details, ensuring a secure and transparent process. Once the KYC is successfully verified, painters become eligible to participate in the program and start earning benefits through QR code scanning.

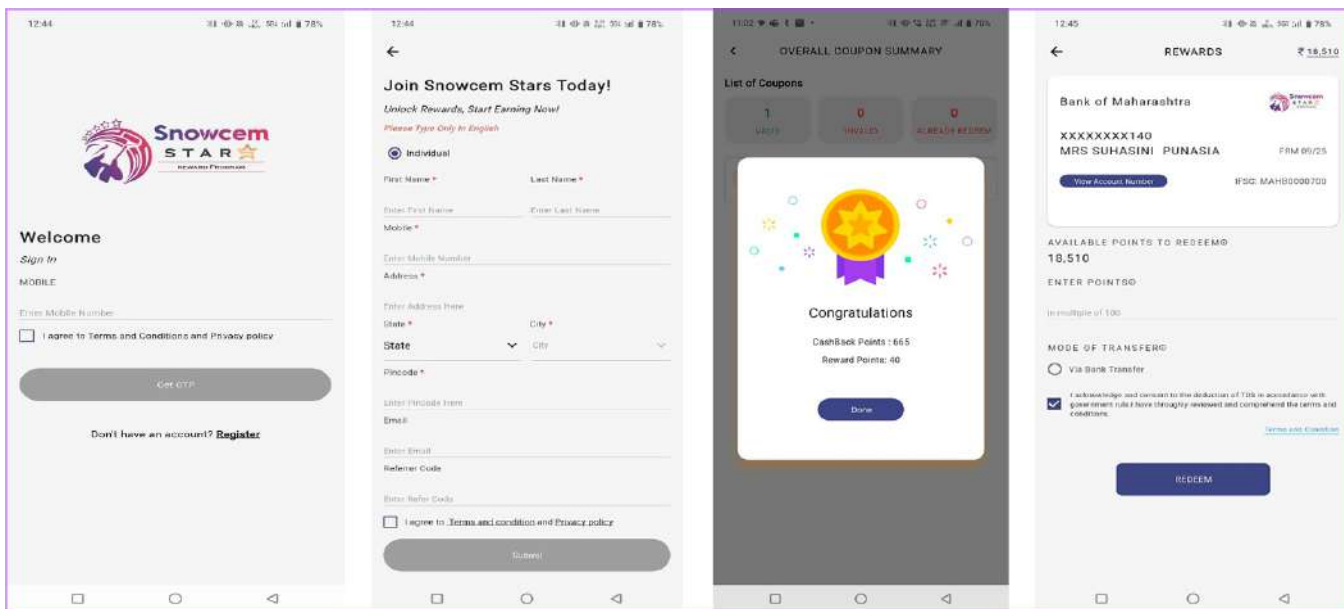
## IN A GLIMPSE

-  Earn Direct Cashback: Get instant monetary benefits through QR code scanning.
-  Collect & Redeem Points: Scan QR codes to accumulate reward points and redeem them easily.
-  Track Earnings Easily: View points, cashback, and redemptions on a simple, user-friendly platform.
-  Learn & Grow: Access in-app videos to stay updated on products and maximise rewards.

The app operates through a simple and effective mechanism. Painters can scan QR codes available on Snowcem paint buckets to earn cashback and reward points. While DBT QR code scanning provides both cashback and reward points, normal QR code scanning adds reward points to the painter’s balance. These points can be conveniently redeemed, providing direct financial benefits and additional incentives for continued engagement with Snowcem products.

One of the key strengths of the Snowcem Star App is its user-friendly interface, which allows painters to easily track their earnings, monitor accumulated reward points, and manage redemptions. This transparency ensures that painters can fully utilise the program and stay motivated to participate actively.

Beyond rewards, the Snowcem Star App also focuses on skill enhancement and product awareness. The app features an integrated video section where painters can access informative and engaging content. These videos provide valuable insights into new Snowcem products and offer guidance on how painters can maximise the benefits of the loyalty program.



The App Interface

Snowcem Star App is more than just a loyalty initiative—it is a comprehensive platform that combines rewards, knowledge, and professional growth. By encouraging painters to engage with Snowcem Paints products while offering them meaningful benefits, the program reinforces Snowcem Paints’ commitment to building long-term partnerships. As participation continues to grow, Snowcem Star App is set to become an essential tool in supporting and empowering the painter community.

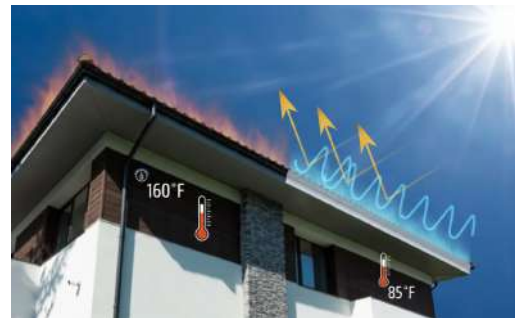
# Emerging Paint & Colour Trends for the Upcoming Season

## AN INDIAN MARKET PERSPECTIVE

Seasonal colour preferences in India are influenced by climatic diversity, architectural styles, and evolving consumer lifestyles. With customers now prioritising durability, performance coatings, and aesthetic longevity, understanding technical colour trends has become essential for painters, dealers, and distributors. The following trends are expected to dominate the upcoming season:

### Climate-Responsive Earthy and Heat-Reflective Shades

India's tropical and semi-arid climate is driving demand for colours that minimise heat absorption while maintaining aesthetic warmth. Shades such as terracotta, sandstone beige, desert brown, and olive green are increasingly preferred, particularly in independent homes and low-rise residential structures. These colours perform well when paired with exterior coatings formulated with UV-resistant pigments and heat-reflective technologies, helping improve colour retention and surface longevity in high-sun exposure regions.



### Low-Undertone Pastels for Urban Residential Interiors

Modern Indian apartments are witnessing a shift toward soft pastel shades with neutral or grey undertones. Colours such as muted sage, dusty rose, mist blue, and warm ivory are gaining acceptance due to their ability to enhance natural lighting and create visually spacious interiors. Technically, these shades perform best when applied with high-opacity emulsions offering superior washability and stain resistance, which is critical for high-traffic urban households.



### PRODUCT IN FOCUS

*Uni-gloss Ultimate Surface Protection Exterior Emulsion Paint*

Uni-gloss Exterior Emulsion Paint, a solar reflective premium quality multi surface paint system formulated to protect from external factors like UV radiation, high humidity, rain and industrial pollution. Its unique formulation gives a glossy finish and very good flexibility. Uni-gloss can be used as an alternate for enamels and can be used for interiors also.



### High-Durability Accent Finishes for Premium Spaces

Feature walls remain a strong design element across metros and Tier-2 cities. Customers are opting for high-depth shades such as indigo blue, forest green, burgundy, and textured charcoal finishes. These shades demand coatings with enhanced pigment stability, scrub resistance, and uniform film formation to avoid patchiness. Special effect finishes, including textured and metallic coatings, are also witnessing increased demand in hospitality, retail, and premium residential segments.



### Performance-Driven Exterior Neutrals and Stone Finishes

Exterior colour selection in India is increasingly influenced by maintenance cycles and environmental exposure. Warm whites, concrete greys, stone textures, and pastel yellows remain popular due to their ability to mask dust accumulation and weathering marks. When supported by elastomeric and waterproof exterior coatings, these shades help prevent micro-cracking, water seepage, and fungal growth, especially in coastal and high-humidity zones.



### Rising Demand for Sustainable and Low-VOC Coating Systems

Regulatory awareness and customer education are accelerating the adoption of environmentally responsible paint solutions. Low-VOC emulsions, water-based coatings, and anti-bacterial interior paints are gaining traction across residential, healthcare, and institutional projects. Additionally, colour palettes focusing on calming greens, muted blues, and warm neutrals are aligned with wellness-driven design preferences, supporting improved indoor comfort and occupant well-being.

The Indian paint industry is witnessing a balanced shift toward aesthetics supported by performance engineering. By recommending technically suitable coatings along with seasonally relevant colour palettes, industry professionals can deliver enhanced durability, customer satisfaction, and long-term value across diverse Indian climatic and architectural conditions.

## The Partner Pulse

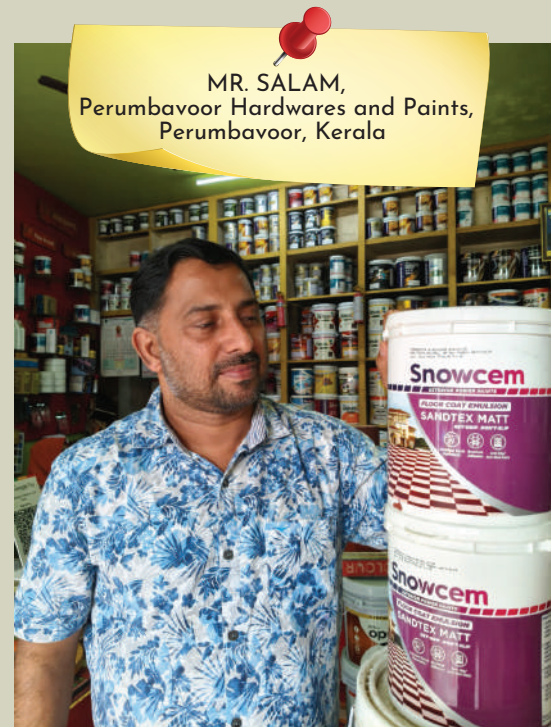
# CREATING A LEGACY THROUGH COLLABORATION



**MR. SHANKAR,**  
Sri Venkateshwara and Co.  
Salem, Tamil Nadu

Snowcem has a very good range of products. They also come up with very good offers and deals for the retailers. The quality of the products is very good and the results and finish is satisfactory. We are an exclusive dealer for Snowcem products for the last two years and I am really happy with our association. There are several projects that we have completed using various Snowcem products in these years like some government buildings, an engineering college and also a religious building along with several residential projects. The products are easy to apply and have shown consistent performance across different types of surfaces and weather conditions. Snowcem also provides timely support and guidance, which helps us execute projects smoothly and efficiently. Our customers have given positive feedback regarding durability and long-lasting finish. Overall, our experience with Snowcem has been reliable and rewarding, and we look forward to strengthening this partnership further.

We have been associated with Snowcem Paints for many years, retailing products such as Sandtex Matt, Snowcem Powder, and others. After some gap in the market, the brand has regained strong momentum following its acquisition by Saurashtra Cement Ltd. Since then, our business performance has improved significantly. The product quality is excellent, with no complaints to date, and customer feedback has been consistently positive. Overall, we are highly satisfied with Snowcem's products and the renewed direction of the company under its new management.



**MR. SALAM,**  
Perumbavoor Hardwares and Paints,  
Perumbavoor, Kerala

We at Modi Paints and Marble House have been extremely happy to associate with Snowcem Paints since 2017. Their wide product range caters to all types of customers, and the quality has consistently remained excellent, with no compromises. Over the years, we have seen our family grow steadily and meaningfully with Snowcem.

We also truly appreciate Snowcem's efforts in building strong dealer relationships through thoughtfully organized domestic and international tours. I had the pleasure of joining Snowcem on a trip to Dubai and Abu Dhabi in July 2025, and the arrangements were impeccable. During the International Awards ceremony, the company launched its new product, 'Easy to Wash'. The packaging design was instantly captivating, and the overall product launch reflected a fresh, innovative, and forward-thinking approach—truly a benchmark in the paint industry.

Snowcem Paints stands out as a company that continues to uphold uncompromising product quality, even in today's challenging market conditions.



**MR. MANOJ MODI,**  
Modi Paint and Marble House,  
Muzaffarnagar, Uttar Pradesh



**MR. JAY GOHIL,**  
Shree Gayatri Marketing  
Kodinar, Gujarat

I am an exclusive dealer of Snowcem Paints, and my association with the company has been truly rewarding. Snowcem's product range stands out for its high quality and competes strongly with any brand in the market.

Being an exclusive dealer has also given us the opportunity to contribute to several prominent projects in my town and nearby villages. Some of the most memorable ones include the newly built library in Rakhej, a few schools and a hotel project in Kodinar, and a large temple project in Petawada.

Other than my work, I have one passion—travelling. I make it a point to plan at least one international trip every year. Last year, I travelled to Japan with my family for an 11-day holiday, and this year, we are looking forward to visiting Canada.

I can confidently say that my association with Snowcem Paints has played a significant role in helping me achieve and enjoy these milestones in life.

# Strengthening the Community

## ENGAGEMENT ACTIVITIES



Cricket Match with Snowcem Dealers, Cuttack Depot, Odisha



Birthday Celebrations with Mr. Parag Jain of New Sai Business Combine, Nashik, Maharashtra



Painters Contractors Meet at Rengali Dam, Anugul, Odisha



Puri Trip in December with Snowcem Odisha Dealers



# Your Vision, Our Innovation

## NOTABLE PROJECTS

During the renovation of NEERI (National Environmental Engineering Research Institute) department building in Nagpur, Snowcem products - Special CW Primer and Unigloss were used. The building premise has come alive with the bright fresh paint. NEERI is devoted to research and innovations in environmental science and engineering.



# Driving Visibility and Growth

## SNOWCEM AT LIFB EXPO 2026

Snowcem Group proudly participated in LIFB Expo 2026, held at the Jio World Convention Centre from 30th January to 1st February 2026. The prestigious expo brought together entrepreneurs, startups, investors, and industry leaders across key sectors including finance, healthcare, technology, and real estate, creating a dynamic platform for networking and collaboration.

At the exhibition, Snowcem presented its complete bouquet of products, highlighting innovative and reliable paint solutions tailored to evolving market needs. As a group, we showcased our comprehensive solutions portfolio, featuring Snowcem Paints alongside Hathi Cement and Siddhi Cement—demonstrating our integrated capabilities across the construction and infrastructure spectrum.

The stall was inaugurated by the Snowcem CEO, Mr. Surendar Bhatia, along with the Marketing Head, Mr. Vijay Gohate, marking a strong leadership presence at the event. We were also honoured by the visit of Mr. Bhushan Gagrani, IAS, Municipal Commissioner, BMC among other dignitaries.

Our presence at LIFB Expo 2026 resulted in strong brand visibility among industry stakeholders and enabled meaningful engagement with developers, institutional buyers, and key decision-makers. Participation in such a high-profile industry platform reinforced the credibility of Snowcem and our group brands. The expo generated quality leads and opened promising discussions for future collaborations, strengthening our growth outlook for the year ahead.



# Fun Zone

FIND THE 24 WORDS



- AIRPORT
- BEACH
- CASINO
- CRUISE SHIP
- HOTEL
- ISLAND
- ITINERARY
- LAKE HOUSE
- LEISURE
- LUGGAGE
- MEMORIES
- MOTEL
- PASSPORT
- PHOTOGRAPH
- RELAXATION
- RESORT
- ROAD TRIP
- SIGHT-SEEING
- SOUVENIRS
- SUITCASE
- SUNSET
- SWIMSUIT
- TICKETS
- TRAVEL AGENT

FIND 12 DIFFERENCES



With Snowcem News, every page is shaped by the people who bring our journey to life, our employees, partners, dealers, contractors and associates. Your experiences, insights and perspectives help us reflect more honestly, learn continuously while growing stronger together.

Each story shared and every suggestion offered plays a meaningful role in refining how we communicate, collaborate and evolve as an organization.

We invite you to be an active part of this conversation. Share your feedback, improvement ideas, success stories, photographs or moments that deserve to be celebrated. Your voice matters and your participation helps make this publication richer, more relevant and truly representative of our collective spirit.

You can share your thoughts at [snowcemnews@mehtagroup.com](mailto:snowcemnews@mehtagroup.com)  
Let's continue building, learning and progressing together.



Your Feedback Matters, and It Could Win You ₹500!  
Simply scan the QR code and share your valuable feedback with us.  
It takes just a few minutes and as a token of appreciation, you stand a chance to win Amazon vouchers worth ₹500!  
Your voice makes a difference. Scan, share and win today!

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