

**Infrared Reflected (IR)
Paint Manufacturing
Industry.**

**New Paint Technology:
Infrared Reflective
Coatings**

Introduction

Infrared technology is different than the old fashioned way of just applying heat to paint. It used to be that painters would use a torch to strip old paint. It worked great, except that it caused a ton of house fires and vaporized the lead paint, which is a serious health hazard.

There has been a revolution in the paint industry with the emergence of heat reflective paint, which improve buildings' insulation properties in an eco-friendly way. These paints are generally available in light colours because they can reflect up to 80% of solar radiation.



The heat reflective paint lessens the ‘urban heat islands’ effect, which allows cooler buildings. A cooler building means lesser use of air conditioners and lower carbon dioxide emission. This way, heat reflective paints are the best option for those who believe in caring for the environment and longevity of the building.



Uses and Application

A number of industrial coating manufacturers are already employing this new paint technology for their customers' applications. In North America, IRR pigments are utilized in metal roof coatings to reflect heat from a building's roof. Because more heat is reflected away from the structure's surface, less energy (and money) must be expended on cooling the interior. In large buildings, the savings on cooling costs can be significant over time.

IRR coatings are also used for other building applications, such as in the manufacture of windows and doors, where IRR pigments help limit deformation of door and window frames. In Europe, coatings producers also utilize IRR pigments in building facade coatings such as stucco.

IR-Reflective Coatings Benefits:

General Benefits

- **Longer potential life-cycle due to less polymer degradation and thermal expansion due to lower temperature.**
- **Aesthetically pleasing colors.**
- **Cooler to the touch for better ergonomics.**
- **Improved system durability and less thermal degradation**



Roofing Benefits

- **Less heat to transfer into buildings.**
- **Reduced heat island effect.**
- **Lower peak energy demand.**
- **Reductions in air pollution due to lower energy usage, power plant emissions, and a reduction in urban air temperatures.**
- **Installation crews can work longer into the day before roof gets too hot to work on.**

Market Outlook

The heat reflective paints & coatings market has been analyzed by utilizing the optimum combination of secondary sources and in-house methodology along with an irreplaceable blend of primary insights.

Infrared-reflective coatings can be formulated with various pigments, metals (such as aluminum) or other materials to produce an IR-reflective barrier. The paints industry in India has been growing at the rate of around 12% a year. The paints market has crossed the Rs. 135 bn mark. By volume, the market is estimated at 1.4 mn tonne which is growing at an average annual growth of over 6 to 8% (12% by value). The global IR Reflected coating market is expected to reach USD 5.41 billion by 2025.

The automotive sector is one of the major contributors toward the heat reflective paints & coatings market. The high growth in economies and the increasing per capita income among consumers in the developing countries are increasing the demand for automobiles. This, in turn, is increasing the demand for heat reflective paints & coatings in this area. This trend is expected to continue in the automotive sector, thus leading the market during the forecast period. In the emerging economies, such as China, India, and Brazil, industrial infrastructure & equipment market is growing, which is expected to impact the heat reflective paints & coating market positively. Further, the use of heat reflective paints & coatings is increasing in building & construction, industrial, consumer goods, and oil & gas industries.

Demand for paints comes from two broad categories:

Decoratives: Major segments in decoratives include exterior wall paints, interior wall paints, wood finishes and enamel and ancillary products such as primers, putties etc. Decorative paints account for around 75% of the overall paint market in India. Asian Paints is the market leader in this segment. Demand for decorative paints arises from household painting, architectural and other display purposes. Demand in the festive season (September-December) is significant, as compared to other periods. This segment is price sensitive and is a higher margin business as compared to industrial segment.

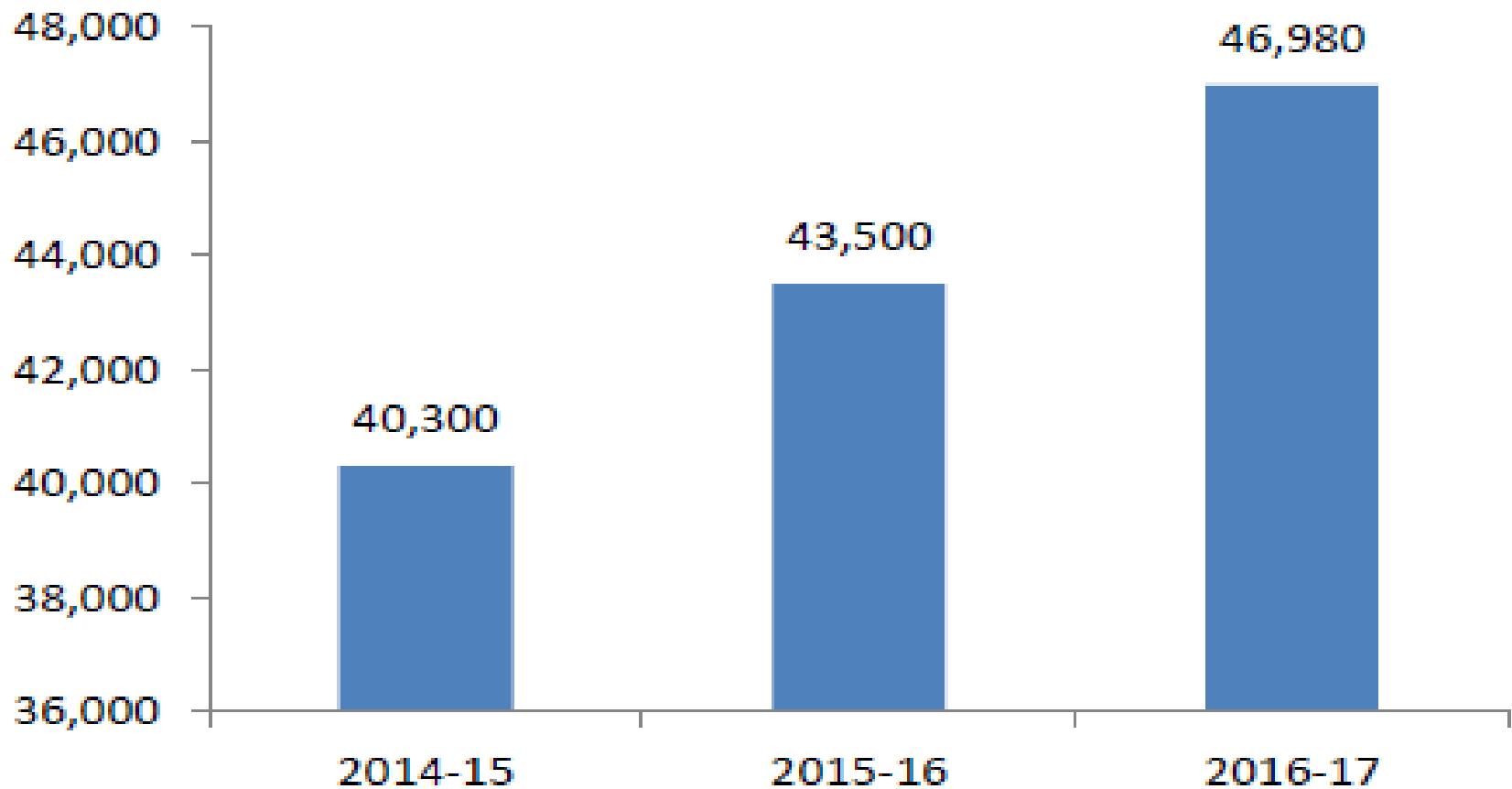
Industrial: Three main segments of the industrial sector include automotive coatings, powder coatings and protective coatings. User industries for industrial paints include automobiles engineering and consumer durables. The industrial paints segment is far more technology intensive than the decorative segment.

The paints sector is raw material intensive, with over 300 raw materials (50% petro-based derivatives) involved in the manufacturing process. Since most of the raw materials are petroleum based, the industry benefits from softening crude prices.

The paint industry in India has moved forward from a predominant decorative paints market to a more diversified market with seasonal fluctuations. Several factors that have contributed to the rapid growth of the Indian paint industry include adoption of latest technologies and innovative products launch.

Over the last few years, India has been experiencing a major growth in paint sales. Increasing levels of income, education and increasing urbanization has helped the paint market to grow considerably. In addition to this, usage of enamel and emulsion paints over traditional white wash, increasing penetration in the rural market and digitalization are also driving the paint industry.

Value of paints industry (in Rs. crore)



The paints industry is largely dominated by organized players accounting for about 65% of the industry's value and the unorganized players accounting for the rest 35%.

Of the two segments in the paints industry, the industrial paints segment mainly comprises organized players whereas the decorative segment also involves some component of unorganized players as the decorative paints segment is not significantly dependent on technology compared to the industrial paints segment that involves higher technical know-how.

The unorganized segment involves selling of low end products like low end distemper, cement paints etc.

Moreover, the growth in the Indian paint market is driven by rapid urbanization, emergence of the middle class, increase in disposable incomes, growing infrastructure, increase in the tendency to spend extravagantly and growing young population inclined towards leading a lavish lifestyle.

The growth of the paint industry in India has been consistent with the GDP growth rate over the years. There is a shift in the market in terms of growing stress upon the usage of environment friendly paints. The companies have introduced various paints products which are ecofriendly and less harmful to the environment in recent years. The market has also witnessed inflow of a gamut of innovative products which serve to the changing decor styles and improving aesthetic tastes of growing urban population.

Machinery Photographs



Ball Mill Fitted with Pump



High Speed Disperser



Weight Scrubbability Tester



Compressor

Project at a Glance

PROJECT AT A GLANCE

(` in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	101.50	101.50	Capital	0.00	49.22	49.22
Buildings	0.00	12.00	12.00	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	33.80	33.80	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	24.00	24.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	147.65	147.65
Preliminary & Pre-operative Exp	0.00	1.00	1.00	Debentures / Bonds Unsecured	0.00	0.00	0.00
Provision for Contingencies	0.00	3.30	3.30	Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	5.26	5.26				
TOTAL	0.00	196.86	196.86	TOTAL	0.00	196.86	196.86

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS				Per Share	Per Share				
1-2	7.08	9.27	17.08	24.00	0.00	100.00	7.08	0.00	7.08	1.00	0.00
2-3	9.74	11.67	26.82	18.00	0.00	100.00	9.74	0.00	9.74	1.00	0.00
3-4	12.38	14.08	39.20	12.00	0.00	100.00	12.38	0.00	12.38	1.00	0.00
4-5	14.97	16.48	54.17	6.00	0.00	100.00	14.97	0.00	14.97	1.00	0.00
5-6	17.51	18.84	71.68	0.00	0.00	100.00	17.51	0.00	17.51	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)	%	%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.35	1.35		1.41	1.41	1.62		38.05%	23.81%	15.73%	139.93	63.20%	1.05	0.83
2-3	1.66	1.50		0.67	0.67	0.83		40.24%	28.80%	18.56%	161.84	62.66%	1.10	1.39
3-4	2.02	1.66	2.02	0.31	0.31	0.43		41.73%	32.38%	20.64%	184.93	62.65%	1.10	2.11
4-5	2.46	1.83		0.11	0.11	0.21		42.76%	34.99%	22.19%	208.02	62.64%	1.05	2.97
5-6	2.99	2.02		0.00	0.00	0.08		43.46%	36.91%	23.35%	231.11	62.63%	0.98	7.84

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	38.12%
Total BEP (% of Installed Capacity)	40.97%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	26.45%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	2.515

Major Queries/Questions Answered in the Report?

- 1. What is Infrared Reflected (IR) Paint Manufacturing industry ?**
- 2. How has the Infrared Reflected (IR) Paint Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Infrared Reflected (IR) Paint Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Infrared Reflected (IR) Paint Manufacturing plant ?**

- 5. What is the structure of the Infrared Reflected (IR) Paint Manufacturing Business and who are the key/major players ?**
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- 10.3. IS: 1477 (PART II): 1971: CODE OF PRACTICE FOR PAINTING OF FERROUS METALS IN BUILDINGS PART II PAINTING.
- 10.4. IS: 3585 – 1966: SPECIFICATION FOR READY MIXED PAINT, ALUMINIUM, BRUSHING, PRIMING, WATER RESISTANT, FOR WOODWORK.
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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Infrared Reflected (IR) Paint.” provides an insight into Infrared Reflected (IR) Paint market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Infrared Reflected (IR) Paint project. The report assesses the market sizing and growth of the Indian Infrared Reflected (IR) Paint Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Infrared Reflected (IR) Paint sector in India along with its business prospects. Through this report we have identified Infrared Reflected (IR) Paint project as a lucrative investment avenue.

Tags

Infrared Reflected (IR) Paint, IR Paint, Formulating Infrared Coatings, Infrared Reflective Pigments, IR-Reflective Pigments, I.R. Reflecting Paint, IR Reflecting Wall Paint, Infrared-Reflective Coating, Infrared Reflective Paint, Heat Reflective Coatings, /IR Reflective Coating, Infrared Reflective Coating Composition, IR Reflective Paint, Highly Infrared Reflective Paint, Infrared Reflective Coating Construction, Heat Reflective Paint, Highly Durable Infrared-Reflective Coatings, Project Report on Infrared Reflected (IR) Paint Industry, Detailed Project Report on Infrared Reflected (IR) Paint, Project Report on Infrared Reflected (IR) Paint, Pre-Investment Feasibility Study on Infrared Reflected (IR) Paint, Techno-Economic feasibility study on Infrared Reflected (IR) Paint, Feasibility report on Infrared Reflected (IR) Paint, Free Project Profile on Infrared Reflected (IR) Paint, Project profile on Infrared Reflected (IR) Paint, Download free project profile on Infrared Reflected (IR) Paint

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NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



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- **Project Costs and Payback Period**

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



Contact us

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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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