



# The Colour Society International Seminar 2010 Innovation: The Key To Sustainable Growth

4-6 June 2010, Hotel Fariyas, Lonavala



## TECHNICAL SESSION - I

### Lecture - VI

# Marketing Initiatives in Selling Paint

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Jagdish Acharya, B.Sc (honours), P.G.D.M is an Associate Member of the Australian Institute of Management.

Currently he is the Chief Executive, Asian PPG Industries Limited.

He has worked at various levels of Asian Paints (India) Ltd Bombay, India, as Branch Executive of Agra Branch; Marketing Executive of Patna Branch of Asian Paints Limited; Branch Manager of Calcutta Branch; Asian Paints (South Pacific) Ltd Lautoka, Fiji, South Pacific; Commercial Manager of Asian Paints (SP) Ltd; Asian Paints (Vanuatu) Ltd Port Vila, Vanuatu, South Pacific and Chief Executive of Asian Paints (Van) Ltd and Alternate Director of Asian Paints (Vanuatu) Ltd.