



Soujanya Color Unveils New Brand Identity At PAINTINDIA 2018

Brand

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S O U J A N Y A



Soujanya Color, a global leader in color dispersions, has been at the forefront of innovation in colorant manufacturing and research. Based in Mumbai, India, they operate from a state-of-the-art facility, Asia’s largest, that includes an ultra modern office and a world class highly engineered automated manufacturing plant.

As part of their rebranding launch, Soujanya has partnered with GoPhygitai, an award- winning Mumbai based venture, which is focused on providing immersive, experiential solutions using Augmented Reality, Virtual Reality, and Mixed Reality. This alliance marks Soujanya’sforay into the rapidly growing Augmented Reality (AR) and Virtual Reality (VR) space. The first of many innovative uses of these emerging technologies will be showcased at Soujanya’sbooth (Hall 5, P2) at PAINTINDIA 2018 being held at the BEC Mumbai from 8th to 10th March, 2018.

Speaking about the association and their foray into AR and VR, **Priya Bhumkar, MD of Soujanya** says, “*At Soujanya, we are committed to being a total color solutions provider. We differentiate ourselves by partnering with our customers to understand their needs and customize our product offerings to these needs. We have always set trends in adopting and developing new technologies. By encompassing Augmented Reality & Virtual Reality technologies in to our business practices, we aspire to set an industry standard for customer engagement and loyalty across the globe. Our partnership with GoPhygitai will help us achieve this vision.*”

Speaking about their association with **Soujanya Color, Ninad Chhaya, Co-Founder** and **CDO of** GoPhygitai said “*We are proud to be associated with Soujanya, who over the years have redefined the rules of the game when it comes to the paint industry. For this project, we took Soujanya’s‘Color-to-Product’ philosophy and created a unique Augmented Reality experience for their guests to experience. We look forward to working closely with the Soujanya team in creating AR and VR experiences that take their brand engagement, and customer satisfaction to the next level.*”

Drop by Soujanya’s booth at PAINTINDIA 2018, and see how they are leveraging the power of these emerging technologies.



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