वास्तुकला परिषद्
Council of Architecture
(वास्तुविद् अधिनियम, 1972 के अंतर्गत भारत सरकार का एक स्वायत्त् सांविधिक निकाय)
(An Autonomous Statutory Body of Govt. of India, under the Architects Act, 1972)

Ref. No. CA/467/2025/Advisory
December 31, 2025

TO ALL THE ARCHITECTS REGISTERED WITH THE COUNCIL OF ARCHITECTURE

Subject: - Advisory to Architects regarding Loyalty Programme (Creative Connect Program) launched by Birla Opus Paints-reg.

Dear Sir/ Madam,

It has come to the notice of the Council of Architecture that Birla Opus Paints, a division of Grasim Industries Limited, has launched a Loyalty Programme titled *"Creative Connect Program"*, wherein rewards are being offered to architects for registering at their sites and for using and/or recommending products of Birla Opus Paints, such as Textures, Emulsion Paints, Wallpapers, and Allwood Base Coat.

Such programmes are contrary to the provisions of the Architects Act, 1972 and the Architects (Professional Conduct) Regulations, 1989 framed thereunder. The Council has also taken up the matter with Grasim Industries Limited, Birla Opus Paints, advising them to discontinue such marketing practices intended to induce architects to recommend their products.

In view of the above, all architects are hereby advised **not to register themselves with such companies/firms or participate in such programmes**, as participation in these schemes is in violation of the Architects (Professional Conduct) Regulations, 1989. It may further be noted that these programmes are purely promotional in nature and involve the provision of points, monetary benefits, or gifts as rewards to architects, which may lead to unethical practices, conflict of interest, and unfair professional conduct. Such practices are detrimental to the dignity of the profession and bring disrepute to architects at large.

All architects are, therefore, advised **not to fill in any forms or register themselves with such loyalty or incentive-based schemes**.

Thanking you,

Yours faithfully,

R. K. Oberoi
Registrar

India Habitat Centre, Core - 6A, 1st Floor, Lodhi Road, New Delhi - 110003 India
भारत पर्यावास केन्द्र, कोर - ६ए, प्रथम तल, लोधी रोड, नई दिल्ली-११०००३, भारत
Phone/ फोन : +91-11-49412100 (30 Lines), Fax/फैक्स : +91-11-24647746, Web/वेब : www.coa.gov.in