





# ASIAN PAINTS

Asian Paints is India's leading paint company with a group turnover of Rs 158.5 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth and building shareholder equity. Asian Paints operates in 19 countries and has 26 paint manufacturing facilities in the world, servicing consumers in over 65 countries. Besides Asian Paints, the group operates around the world through its subsidiaries: Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco.

In decorative paints, Asian Paints is present in all four segments: Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers waterproofing, wallcoverings and adhesives in its product portfolio.

In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings sections and offers various products under the Sleek and Ess Ess brands respectively.

# NILAYA

Global Indian. Creator. Curator. Surface specialist.  
Or simply all of Asian Paints' expertise and experience in surfaces in one luminous offering: Nilaya.

Nilaya does more than just clad – a Nilaya wall is an intimate expression - beautiful, atmosphere enhancing and enjoyable. And, therefore, necessarily, made of the best in design, technology, material, pattern and texture.

An Indian soul that wanders the world, Nilaya celebrates design in every form, handpicking designs from global artistic traditions and curating from the world's most renowned designers. With our in house Signature Series we create an anthology of Indian-International patterns, eclectic and versatile. In this way, the world's finest surfaces are brought to your doorstep - wallcoverings, decals, borders and paintables.

Long an expert on Indian conditions, Asian Paints creates climate proof products. Hence the existence of a specialized, ready to use Nilaya wallcovering adhesive and Asian Paints trained applicators equipped with the latest tools.

So, welcome to Nilaya - to the wonders of walls transformed into the visions you dreamed of.



Good Earth is a twenty year story that began in Mumbai in 1996, quite suddenly and delightfully, giving the Indian home maker a whole new design language to enhance their personal space - objects of beauty and function in vivid colours, sensuous yet with a delicacy of design. All this through an Indian prism.

With an artisan oriented approach to promote the revival of skills of craft communities of India, Good Earth has had an endless romance with nature and heritage. Its original designs offer an aesthetic that is at once Indian, global, traditional and modern.

Good Earth, has over the years, become more than a lifestyle brand, going far beyond trends in ornamentation; it reflects a continuously evolving culture, both mirroring our finer sensibilities and shaping them.

## C H A R B A G H

Originating in Persia, this charming style of gardens also known as paradise gardens spread from Morocco across Central Asia and to India through the Mughals. The Charbagh series of wallcoverings feature delicate florals within architectural elements such as latticed jaalis and chevrons that typically decorated pillars and walls inside the Charbaghs. Bagh means garden and this is a collection of gardens in bloom.



Stone  
W079W005S75



Argent  
W079W006S75



Bagh e Fiza | Stone | W079W005S75

The flowers greet me with bowed heads and a delightful fragrance, this garden is where I shall stay.







Bagh e Noor | Indigo | W079W008S75

Step lightly into a Mughal garden and breathe in the soft scented air.  
Delicate, sweet and tranquil.







Leaf  
W079W007S75



*Coral*  
W079W002S75



*Sky*  
W079W004S75



Isfahan | *Coral* | W079W002S75

Do flowers sing? A melody and a medley? Here they are,  
gathered together like a choir in song.





Argent  
W079W011S75



Aqua  
W079W010S75



Charcoal  
W079W009S75



Qila | Aqua | W079W010S75

Leave the world you know for this fortress of beauty.  
Surround yourself with light and the colours of the sky.





**Argent**  
 W079W014S75



**Aqua**  
 W079W013S75



**Rosa Bagh | Argent | W079W014S75**

The queen of flowers dancing on a vine. I drift towards them,  
 towards their incomparable beauty.







Rosa Jaal | Argent | W079W012S75

If music had a form it would be a rose. Turn to the rose for perfection, the delicate symmetry, the endless beauty.



Samarqand | Ivory | W079W003S75

Silk Road, take us to Samarqand. Where there are gardens of paradise and flowers sway to a soft music.



## P A L M Y R A

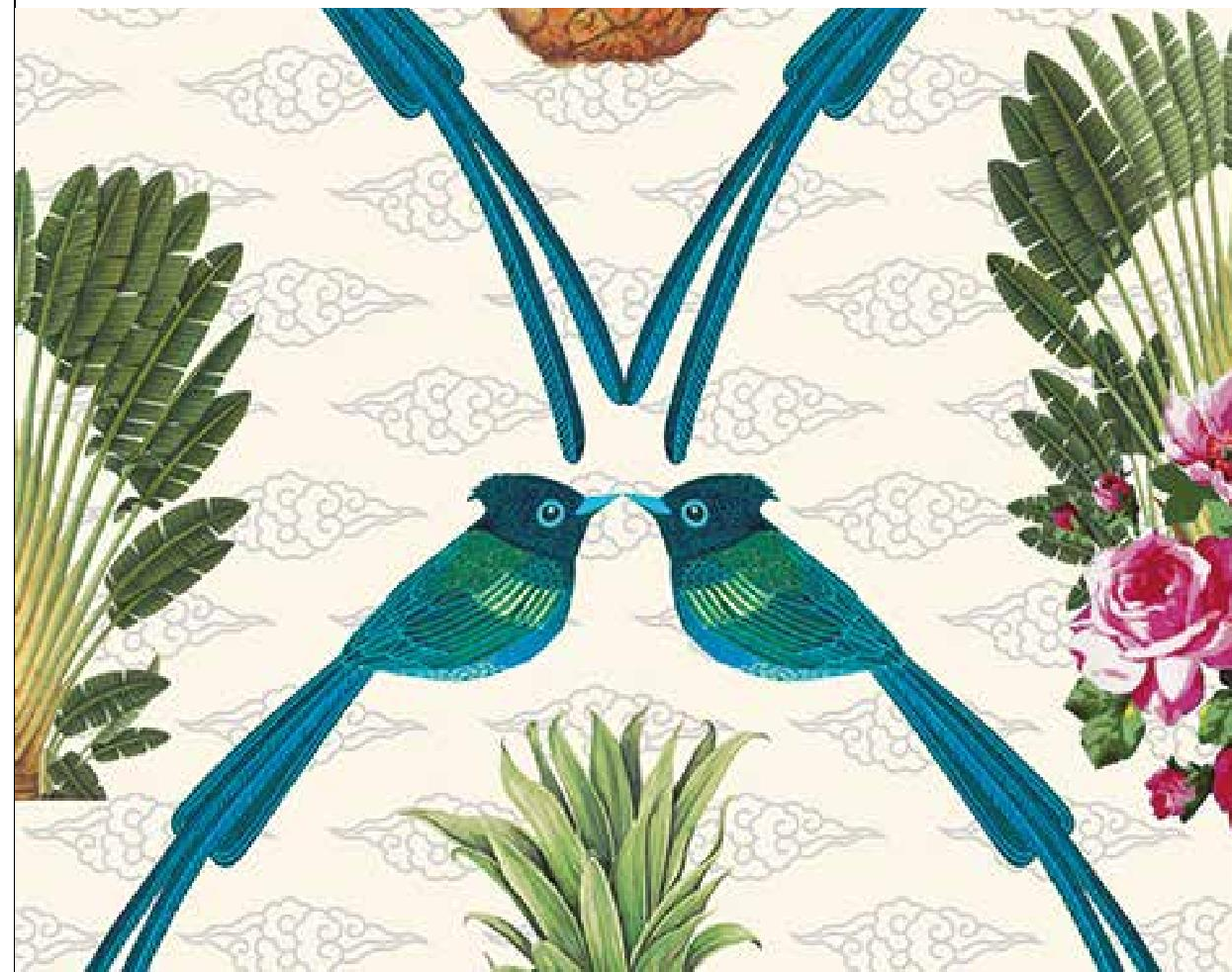
Along the grand Silk Road lay varied and often difficult terrain that included high mountains and unending vast deserts, dotted with an occasional verdant oasis that must have felt like **paradise**.

The Palmyra collection named after the **oasis** city in the Syrian Desert, features a mix of spectacular **foliage**, date palms, outsized birds, and luscious fruits and flowers in a style that evokes a desert paradise.



*Lapis*  
 W080W016S75

*Ivory*  
 W080W015S75



Bird Song | *Lapis* | W080W016S75  
 Gleaming birds robed in riches,  
 a world of floating fruit and blissful skies.





Botanica Champa | *Taupe* | W080W017S75

There is a soft melody here, within these lyrical groves of branches laden with fruit and flower and a linen softness.

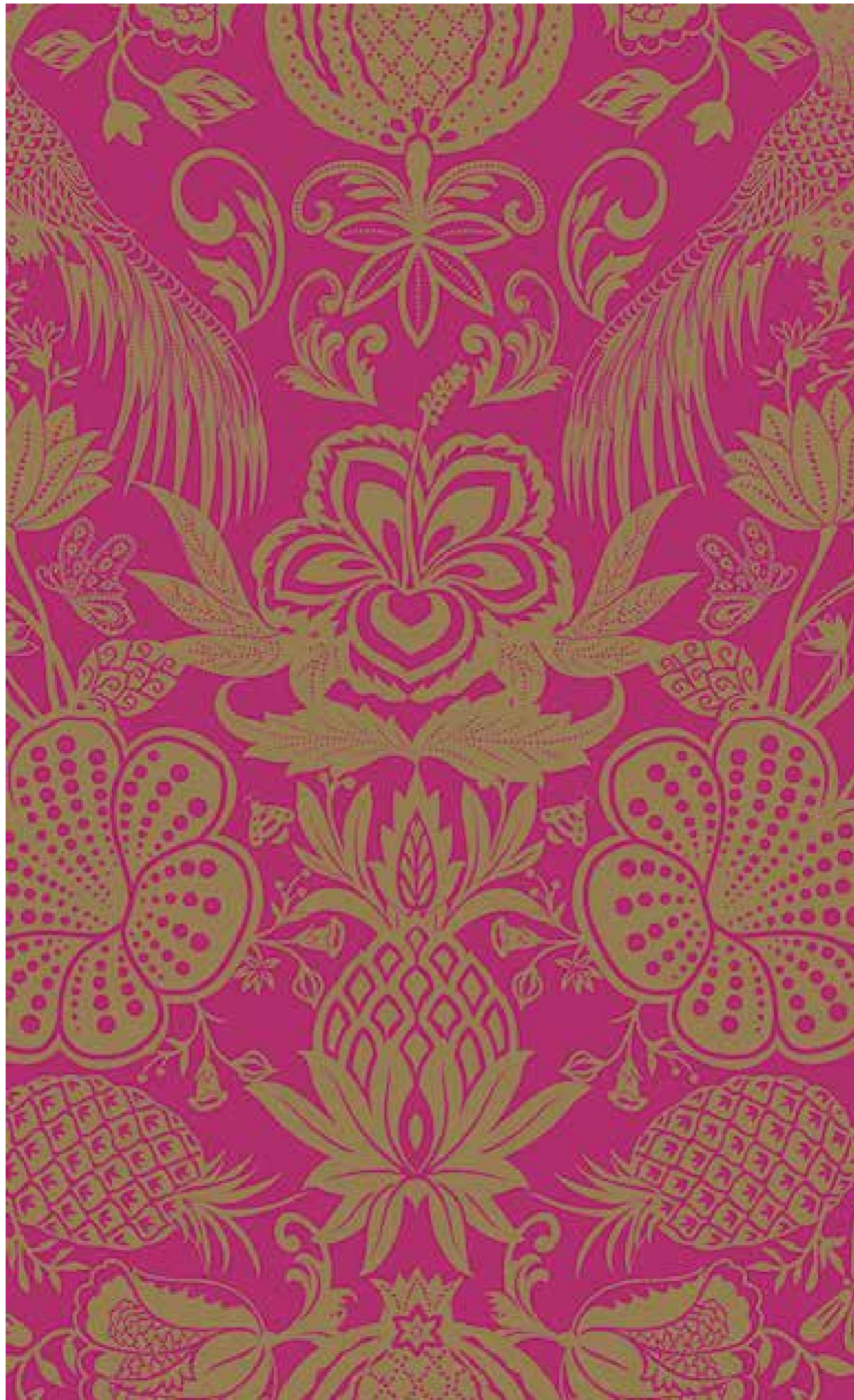




**Palm Grove | Ivory | W080W021S75**  
 Travellers' Palm, show me the way - east and west,  
 to the tropics and dune coloured lands.



Crimson  
W080W022S75



Damascus | Sand | W080W023S75

Blooming hibiscus, lotus and dragonflies,  
humming bees and royal pheasants.









*Verdigris*  
W080W019S75

Dune | *Coral* | W080W020S75  
Sea shells on magical desert sand.  
Somewhere we've never been before.





Paradise | Charcoal | W080W018S75

What a clamour of beauty. The languid air is filled. Flying parakeets, shadowy palms, jewelled fruits, butterflies and the hum of bees.

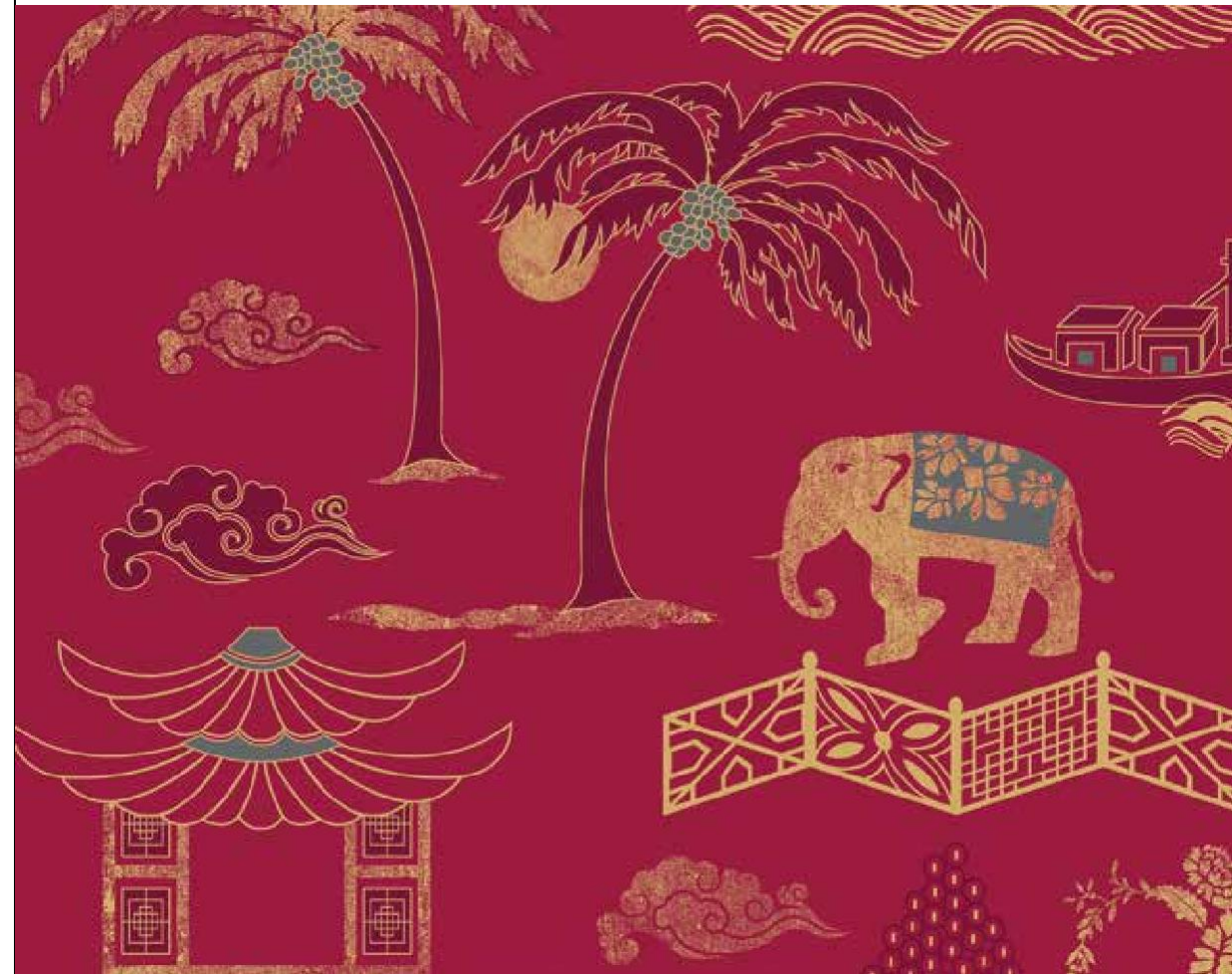


## X A N A D U

North of the Great Wall of China was Xanadu, the legendary summer capital of emperor Kublai Khan, grandson of Genghis Khan - the greatest conqueror along the Silk Route. Fantasy of the Orient is the inspiration behind this whimsical collection that evokes travel and adventure though the scenic charm of multitiered pagodas and sailboats under an august moon, elephants on a moonlit promenade, giant lilies along with delicate peonies and exotic birds of paradise.



Cinnabar  
W081W025S75



Aqua  
W081W026S75

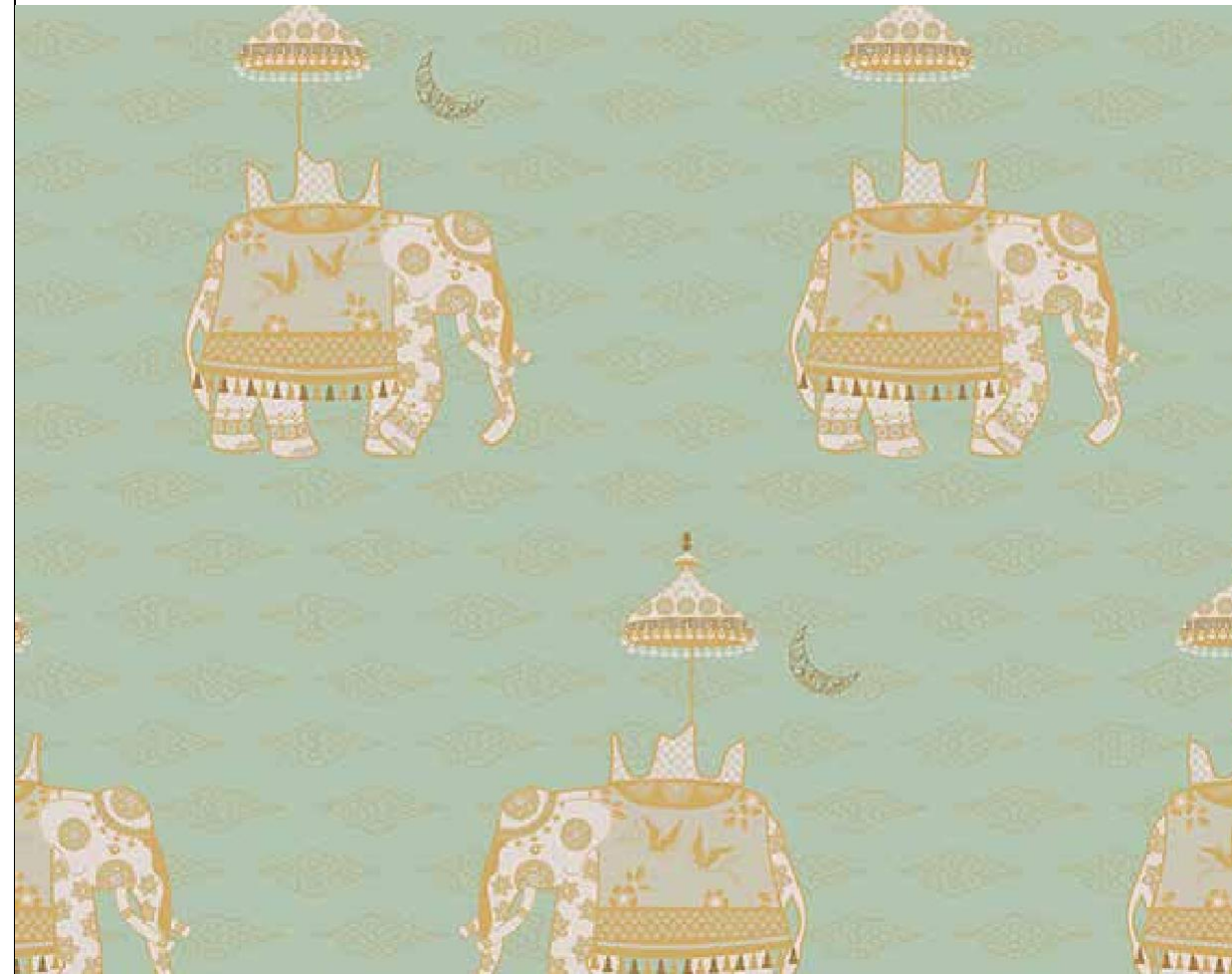


August Moon | Cinnabar | W081W025S75

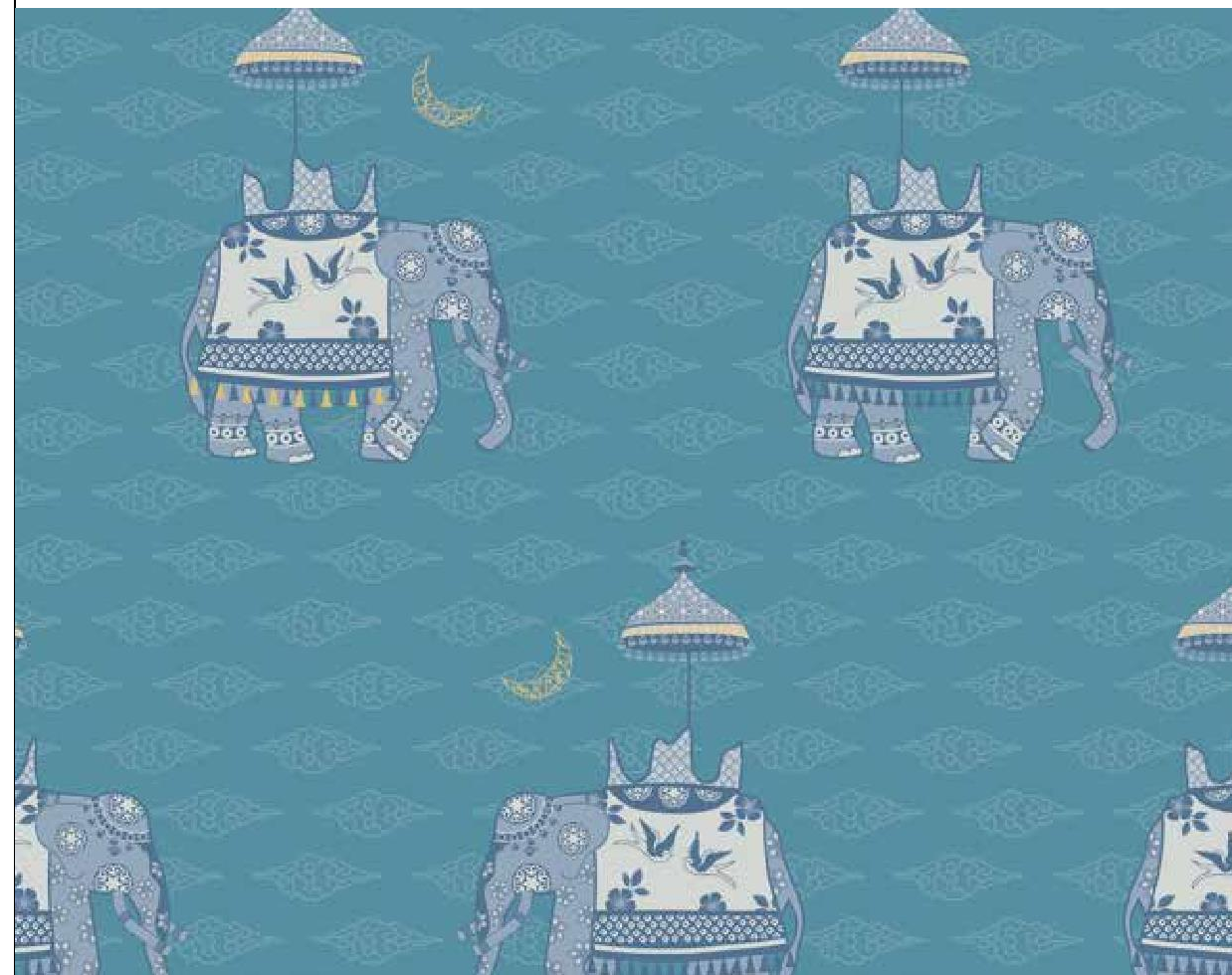
The winds drive our boats to Mandalay. A jewelled land of great pavilions and pagodas, swaying palms and swaying elephants.



Celadon  
 W081W028S75



Indigo  
 W081W027S75



Indechine Promenade | Indigo | W081W027S75  
 A half dream of parading elephants and umbrellas  
 under a crescent moon of gold.





*Argent*  
W081W030S75



*Azure*  
W081W029S75



Peony Garden | *Argent* | W081W030S75

Is it blue? Green perhaps. Silver flowers dancing and  
in a moment everything is like a dream.







**Shangri La | Pearl | W081W024S75**  
 Faraway land. The pelicans are pink and the pagodas float and lilies fly. Magic is in the air.



# N I L A Y A   E C O S Y S T E M

## P A T T E R N   S E L E C T I O N

Our dedicated institutional sales team can help pick the right pattern for each project. We have colour consultants who can help you navigate the world of pattern books and colour combinations. In case you cannot find the right product, we can also help match your sample from the extensive library available with our manufacturing partners. The Nilaya digital catalogue is an easy reference to shortlist patterns and co-ordinates.

## S A M P L I N G   &   M O C K   U P S

We are happy to provide you with sample swatches of shortlisted patterns that can be incorporated into client presentations or mood boards. We have a dedicated team of installers who can execute mock up rooms or spaces perfectly and on time.

## P R O J E C T   P L A N N I N G &   M A T E R I A L   D E L I V E R Y

For large projects a dedicated relationship officer will help you in material estimation, budgeting and delivery. Most of our product range is stocked locally and our nationwide distribution network can ensure that the material is delivered on site no matter where it is located.

## I N S T A L L A T I O N

### *- Surface preparation:*

Preparing the surface well for installation can determine the life of the wallcovering. This is why we recommend the use of Asian Paints Sealer as a primer coat- it seals the surface well and prepares it for the adhesive coat.

### *- Adhesive:*

The Nilaya wallcovering adhesive has been specially designed by us to perform well in Indian conditions. It is water based, ready to use and works with a variety of substrates. Moreover, it has anti-microbial properties and zero VOC, making it the perfect choice for all installations.

### *- World class installation tools:*

Nilaya offers a range of specially chosen tools to ensure accurate measurement, clean and precise cutting and seamless application. This is available as a complete tool kit to all our trained Nilaya Applicators. In case the installation is being executed by your contractors, we recommend that they use the Nilaya tool kit for best results.

### *- Trained installers:*

Our team of applicators have many years of experience in the industry and have been trained by US and UK based specialists. We can also train your installation team so that they are able to deliver the site on time and as per your expectations.





*Studio Allure*

*Design Personified...*

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