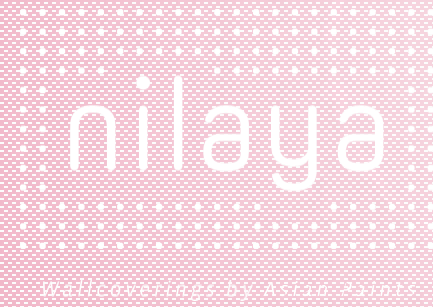


3 Dimensional Artistry



A S I A N P A I N T S

N I L A Y A

Asian Paints is India's leading paint company with an international reach of over 65 countries. Its subsidiaries include: Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco. In decorative paints, it represents every segment: Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes, while also offering water proofing, wallcoverings and adhesives. In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings sections offering various products under the brands, Sleek and Ess Ess, respectively.

Nilaya wallcoverings from Asian Paints allow you to experience the world's finest surfaces - wallcoverings, decals, borders and paintables, and handpicked patterns from internationally renowned designers, from collaborations with Indian creative artists and from our own Signature Series created by Lab Nilaya designers. Nilaya wallcoverings are supported with care products from Asian Paints, an expert on Indian conditions, so installations are as perfect as the visions that transform your spaces.

3 DIMENSIONAL ARTISTRY

Beautiful, modern patterns are created with **geometric shapes** and structural contours that are so **dimensional** you can almost **touch** them. Light and shadow create an **atmosphere of drama**. Enjoy the excitement they bring to a room.



W128WY01Y75

W128WY02Y75

W128WY03Y75

Moon Flower | W128WY01Y75

The illusion of depth is created from a geometric arrangement in a floral pattern, lending a space a contemporary look.

W128WY04Y75

W128WY05Y75

Moon Flower | W128WY04Y75

The illusion of depth is created floral shape created from a geometric arrangement lending a space a contemporary look.

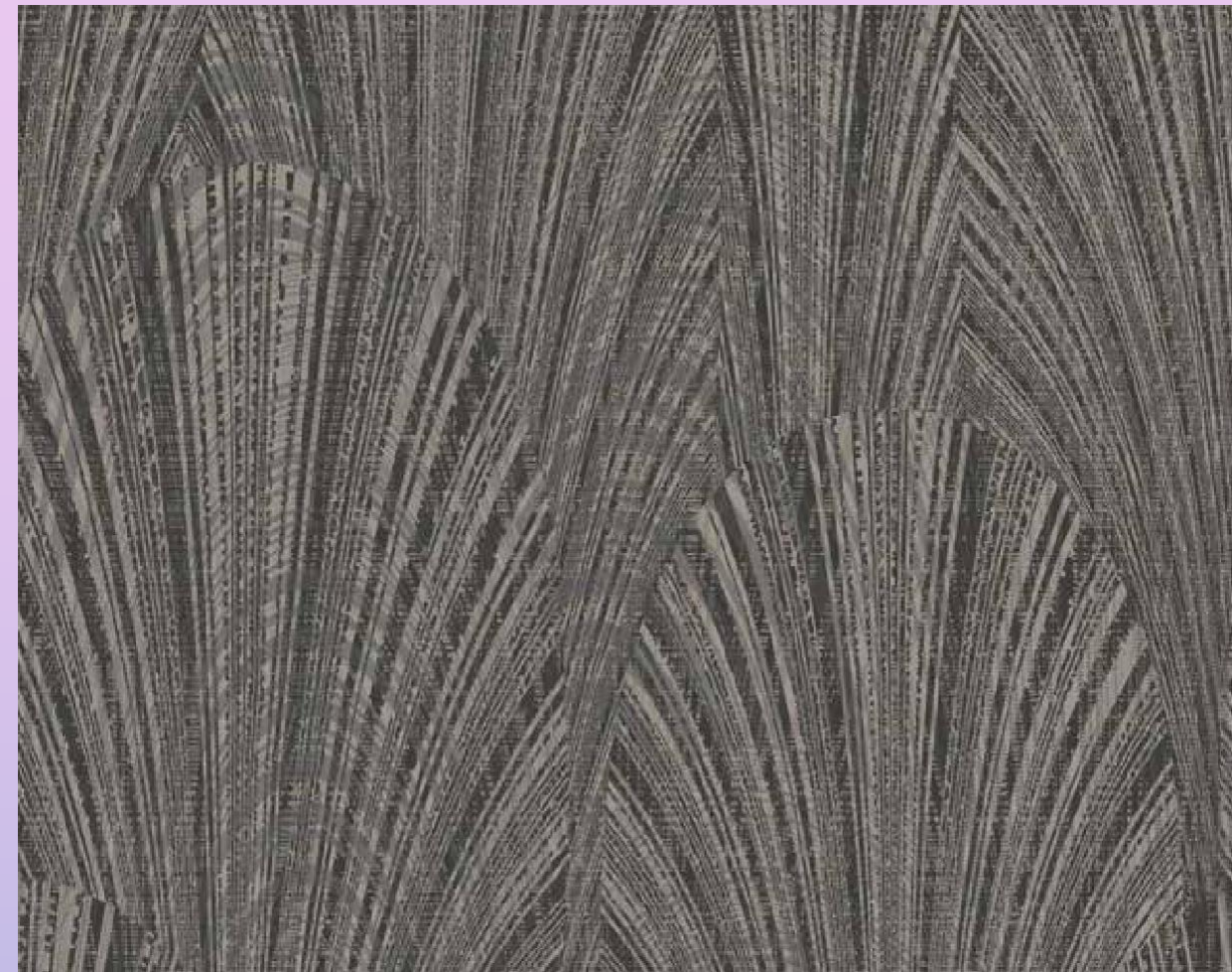
W128WY06Y75

W128WY07Y75

W128WY08Y75

Venus Shower | W128WY06Y75

A beautiful otherworldly abstract pattern made of fanned out lines, creates a sense of movement and modernity.



W128WY09Y75



W128WY10Y75



Venus Shower | W128WY10Y75

A beautiful otherworldly abstract pattern made of fanned out lines, creates a sense of movement and modernity.

W128WY11Y75

W128WY12Y75

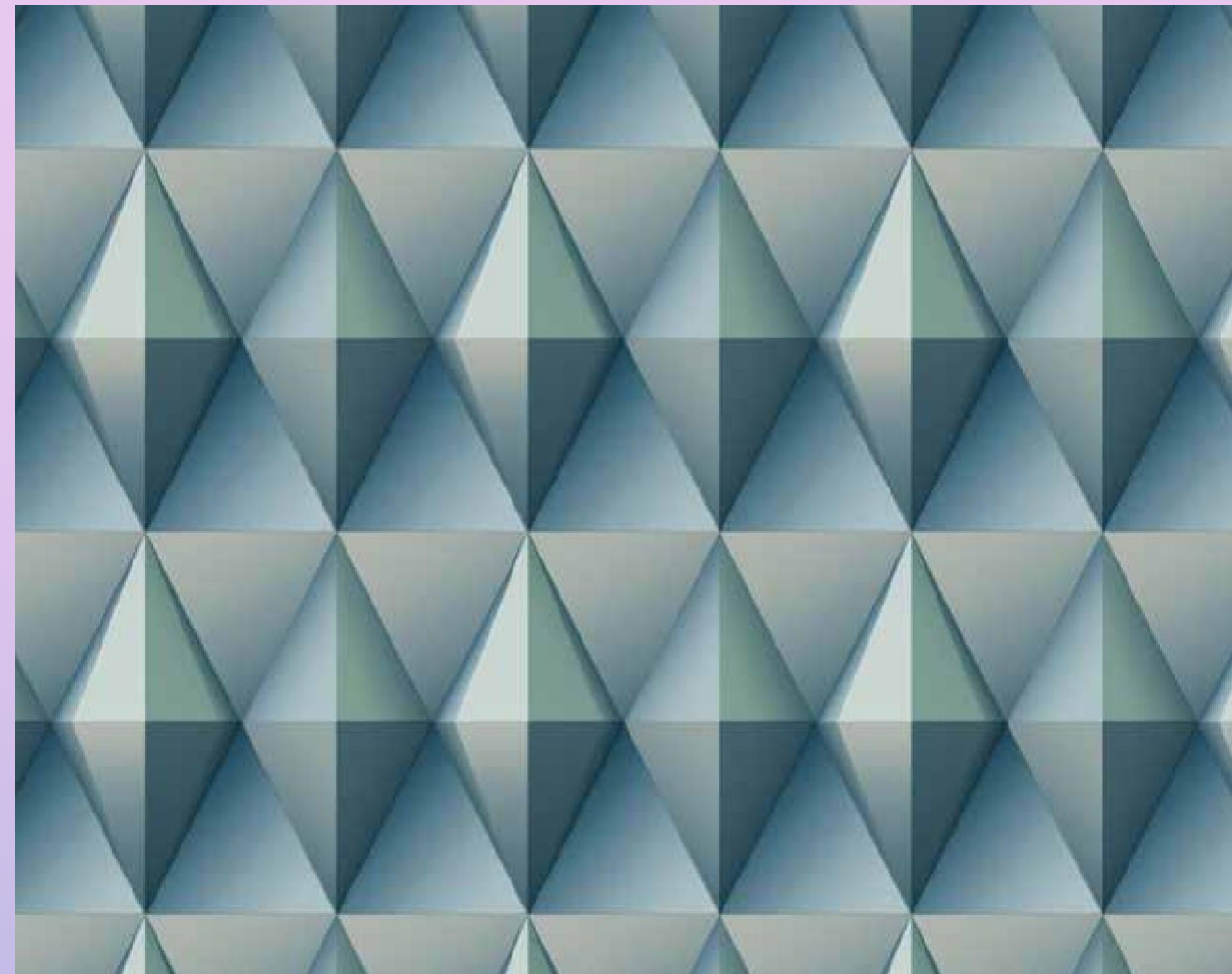
W128WY13Y75



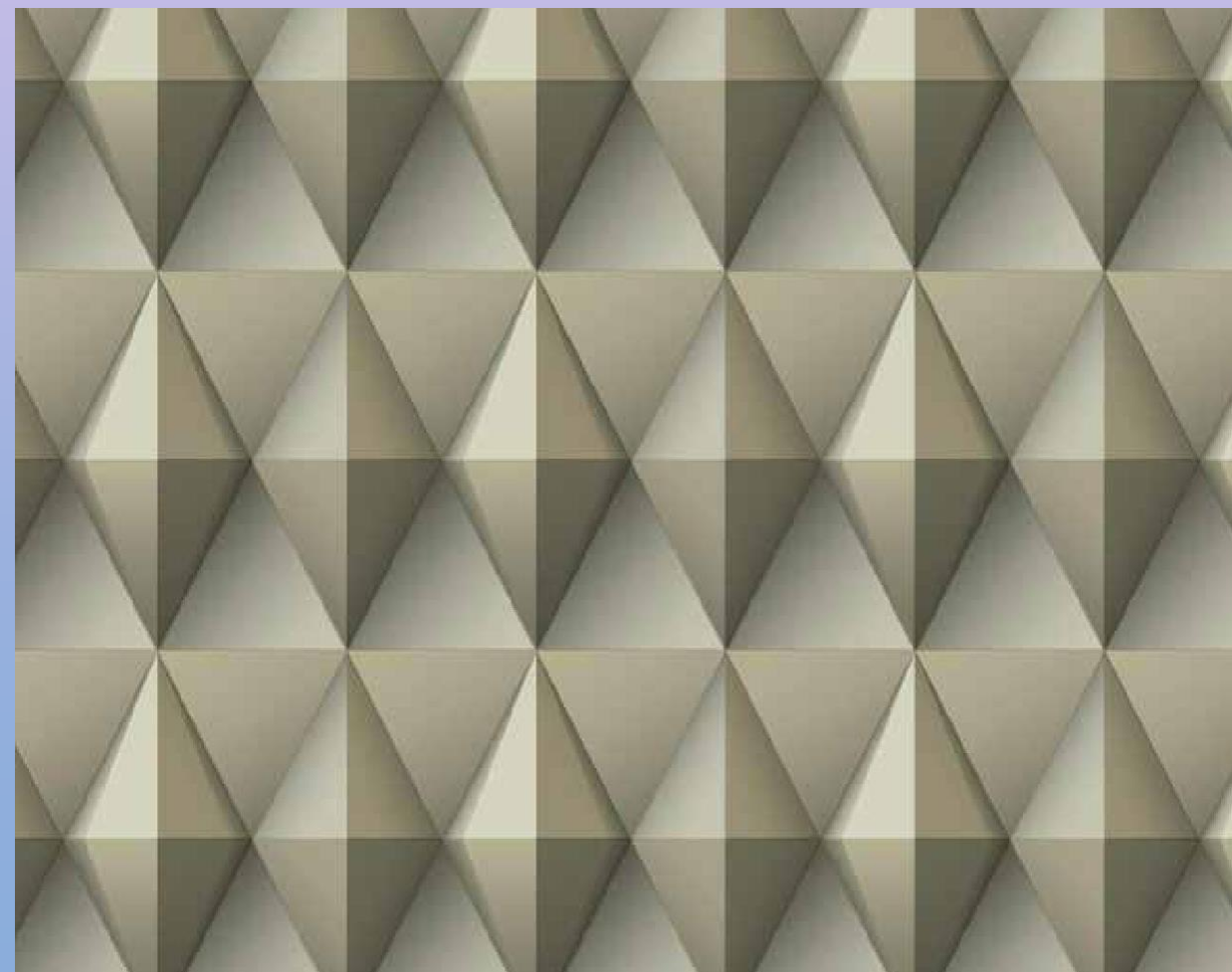
Paper Diamond | W128WY12Y75

Inspired by diamond shapes created from folded paper, this pattern has a dynamic and vibrant look.

W128WY14Y75



W128WY15Y75



Paper Diamond | W128WY14Y75

Inspired by diamond shapes created from folded paper, this pattern has a dynamic and vibrant look.



W128WY16Y75

W128WY17Y75

W128WY18Y75

Chinese Puzzle | W128WY17Y75

Inspired by Chinese puzzle boxes this dimensional pattern has a lively personality and a modern look.

W128WY19Y75

W128WY20Y75

W128WY21Y75

Chinese Puzzle | W128WY19Y75

Inspired by Chinese puzzle boxes this dimensional pattern has a lively personality and a modern look.

W128WY22Y75

W128WY23Y75

W128WY24Y75

Apollo's Steps | W128WY22Y75

Inspired by stone masonry this rugged pattern injects a strong, masculine appeal into a space with a contemporary style.

W128WY25Y75

W128WY26Y75

Apollo's Steps | W128WY25Y75

Inspired by stone masonry this rugged pattern injects a strong, masculine appeal into a space with a contemporary style.

W128WY27Y75

W128WY28Y75

W128WY29Y75

W128WY30Y75

Diamond Jazz | W128WY29Y75

These concentric diamonds lend character in a fun, trendy way and increase the overall tempo of a room.

W128WY31Y75

W128WY32Y75

W128WY33Y75

Galactica | W128WY31Y75
Formidable octagons create a sense of depth and drama and lend incredible personality to a space.

W128WY34Y75



W128WY35Y75



W128WY36Y75



Galactica | W128WY35Y75
Formidable octagons create a sense of depth and drama and lend incredible personality to a space.

W128WY37Y75



W128WY38Y75



W128WY39Y75



W128WY40Y75



Belvedere | W128WY38Y75
Bevelled rectangles mimic solid wood panels to usher in a sturdy classic library feel and a dignified atmosphere.

W128WY41Y75

W128WY42Y75

W128WY43Y75

Halo Song | W128WY41Y75

Contrasting shades and concentric shapes form a dynamic and lively pattern with an abstract yet cheery effect.

W128WY44Y75



W128WY45Y75



Halo Song | W128WY45Y75

Contrasting shades and concentric shapes form a dynamic and lively pattern with an abstract yet cheery effect.

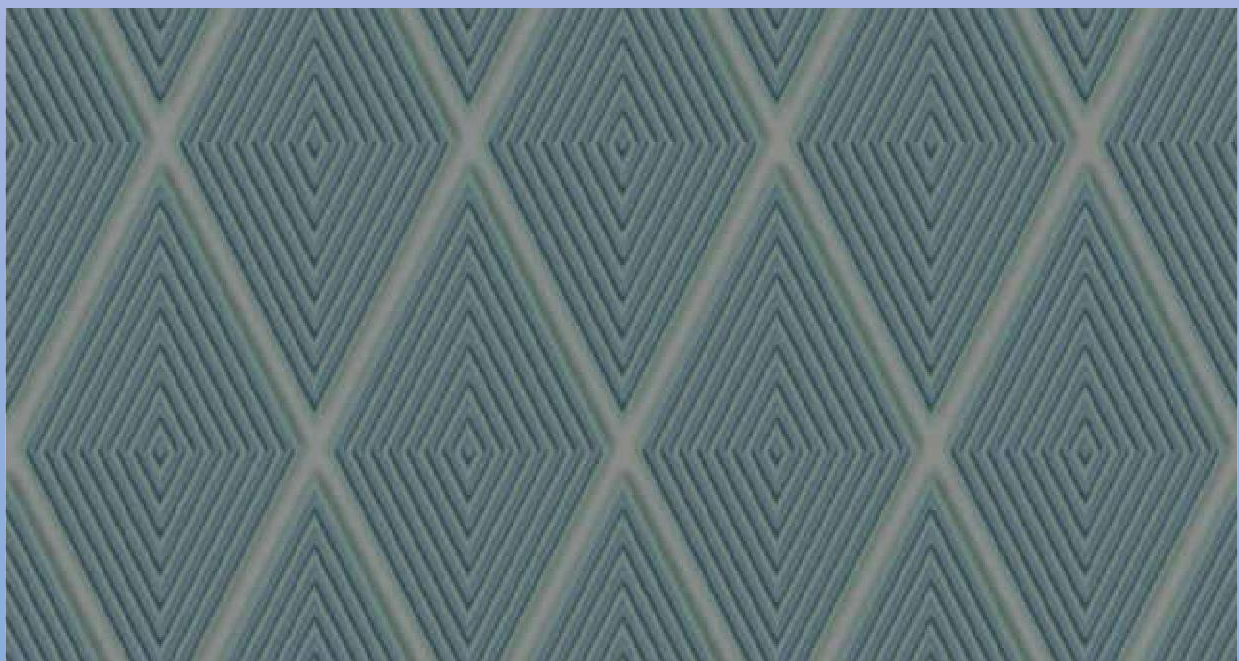




W128WY46Y75



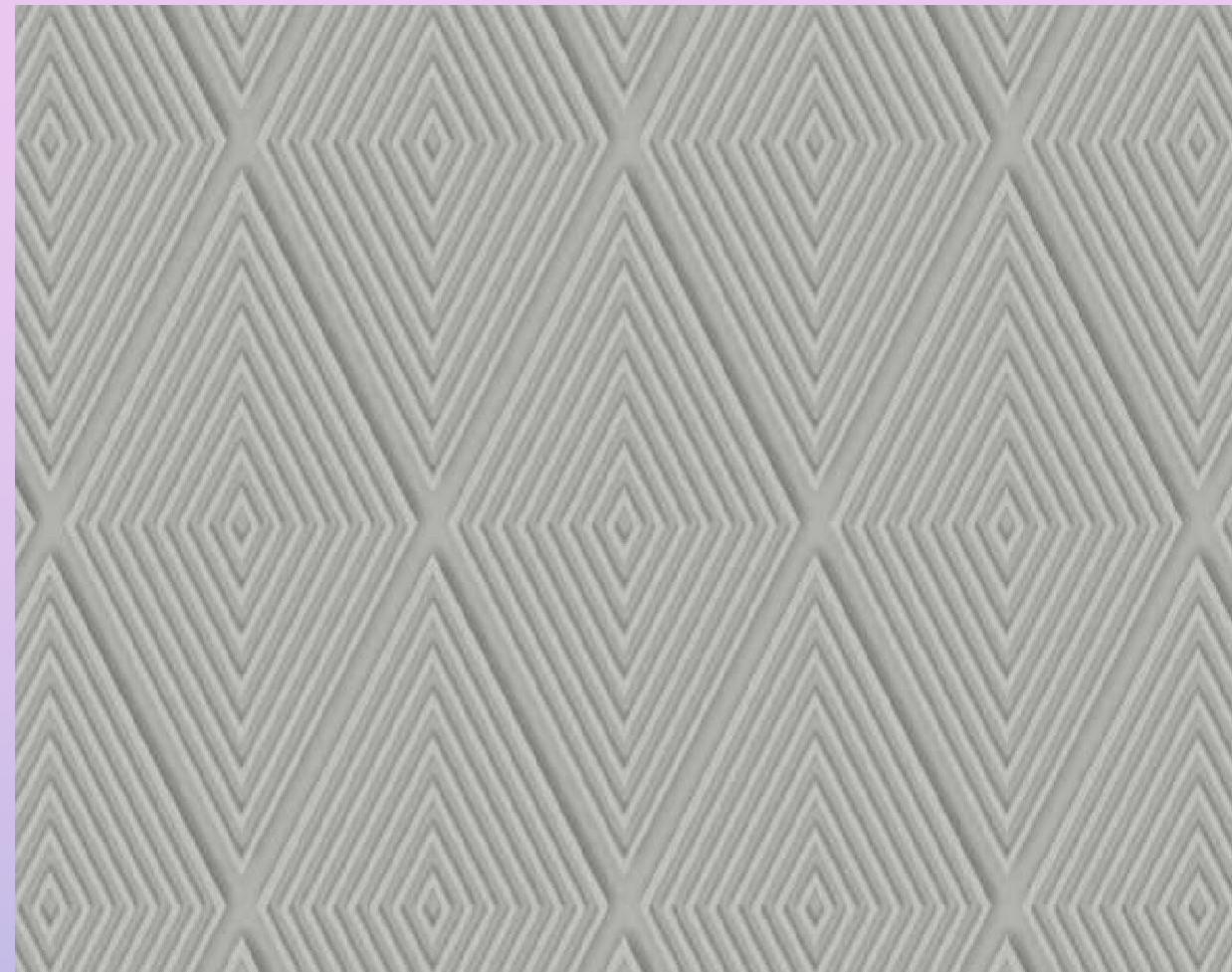
W128WY47Y75



W128WY48Y75

Diamond Leaves | W128WY48Y75

A series of concentric diamonds recede one into the other and an attractive visual energy is created with a modern appeal.



W128WY49Y75



W128WY50Y75

Diamond Leaves | W128WY50Y75

A series of concentric diamonds recede one into the other and an attractive visual energy is created with a modern appeal.

W128WY51Y75

W128WY52Y75

W128WY53Y75

Metropolitan | W128WY51Y75

Bands of slanted lines of varying lengths bring dimension and energy into a space and form an attractive visual puzzle.

W128WY54Y75

W128WY55Y75

Metropolitan | W128WY55Y75

Bands of slanted lines of varying lengths bring dimension and energy into a space and form an attractive visual puzzle.

W128WY56Y75

W128WY57Y75

W128WY58Y75



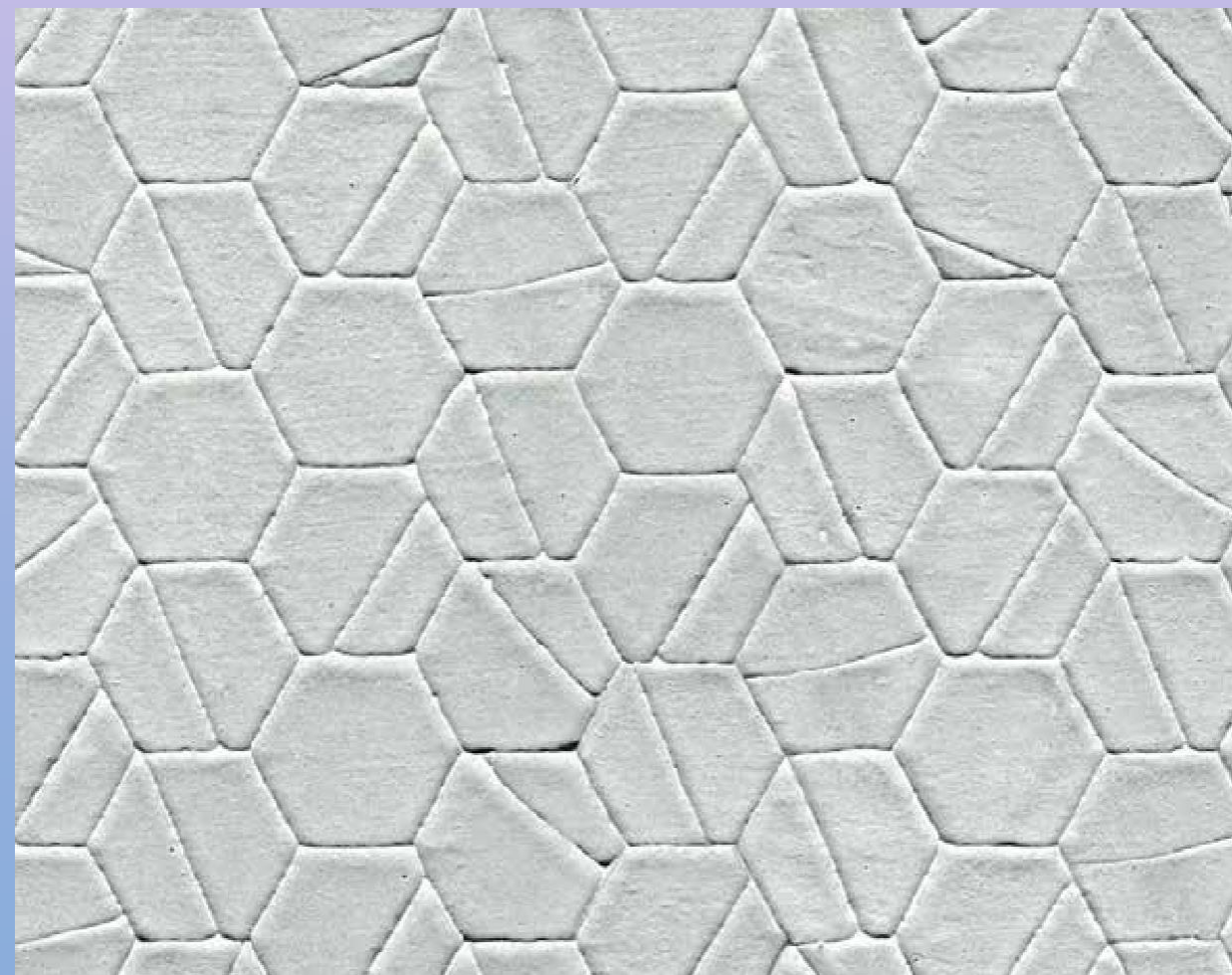
Europa | W128WY58Y75

Broken six-sided tiles in a baked clay effect have a modern yet strangely soothing, otherworldly vibe, just perfect for a new age scheme.

W128WY59Y75



W128WY60Y75



Europa | W128WY60Y75

Broken six-sided tiles in a baked clay effect have a modern yet strangely soothing, otherworldly vibe, just perfect for a new age scheme.



NILAYA 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 ~~75000~~ meet your expectations.



"Archbishop Casimir Complex" No. 127, Casimir Complex,
1st floor, TTK Road, Alwarpet, Chennai - 600 018.
Mobile: +91 9840165000 | 99406 77778
Email: studioallureint@gmail.com | Web: www.studioallure.in