



# IMPERIAL

nilaya

Wallcoverings by Asian Paints

## ASIAN PAINTS

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

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.





## I M P E R I A L

Supreme luxury comes home with aristocratic emblems and the language of grandeur. Create splendid spaces, resplendent and gracious and for an elevated atmosphere look no further than royal design.



W099WD63B75



W099WD64B75



W099WD65B75



W099WE21B75



W099WD66B75



### Splendour | W099WD64B75

Joyous and abundant, a carpet of leaves floods a space with its natural beauty and stylised shading. Perfect for a dramatic scheme.







Studio Allure  
*Design Personified.*

W099WD68B75



W099WD69B75



W099WD70B75



W099WD71B75



W099WE17B75



Grandeo | W099WD67B75

Quiet dynamism characterizes this pattern of bands  
instantly filling a space with grandeur.





W099WD72B75



W099WE20B75



W099WD86B75



W099WD87B75



**Sovereign | W099WD72B75**

Create a supremely luxurious space that revisits the Imperial age.  
Complement these royal motifs with plush, extravagant furnishings.





W099WD73B75



W099WD74B75



W099WD75B75



W099WD76B75



### Glitter | W099WD74B75

A coat of glitter generates an ultra-eyecatching look and a burst of energy and visual drama. Use in spaces meant for fun and entertainment.





W099WE10B75



W099WE11B75



Alexander | W099WE09B75

Visually arresting, bold and dramatic, this take no prisoners patterning is meant to create an extravagant setting. This sort of modern abstraction invites contemporary decor stylings.





W099WD92B75



W099WD93B75



W099WD94B75



W099WE18B75



Jewel | W099WD94B75

Party up with thin abstract, retro design and create an upbeat and stylish look. Complement with modern pieces.





W099WD95B75

W099WD96B75

W099WD99B75

W099WD97B75

W099WE19B75

W099WD98B75

### Empress | W099WE29B75

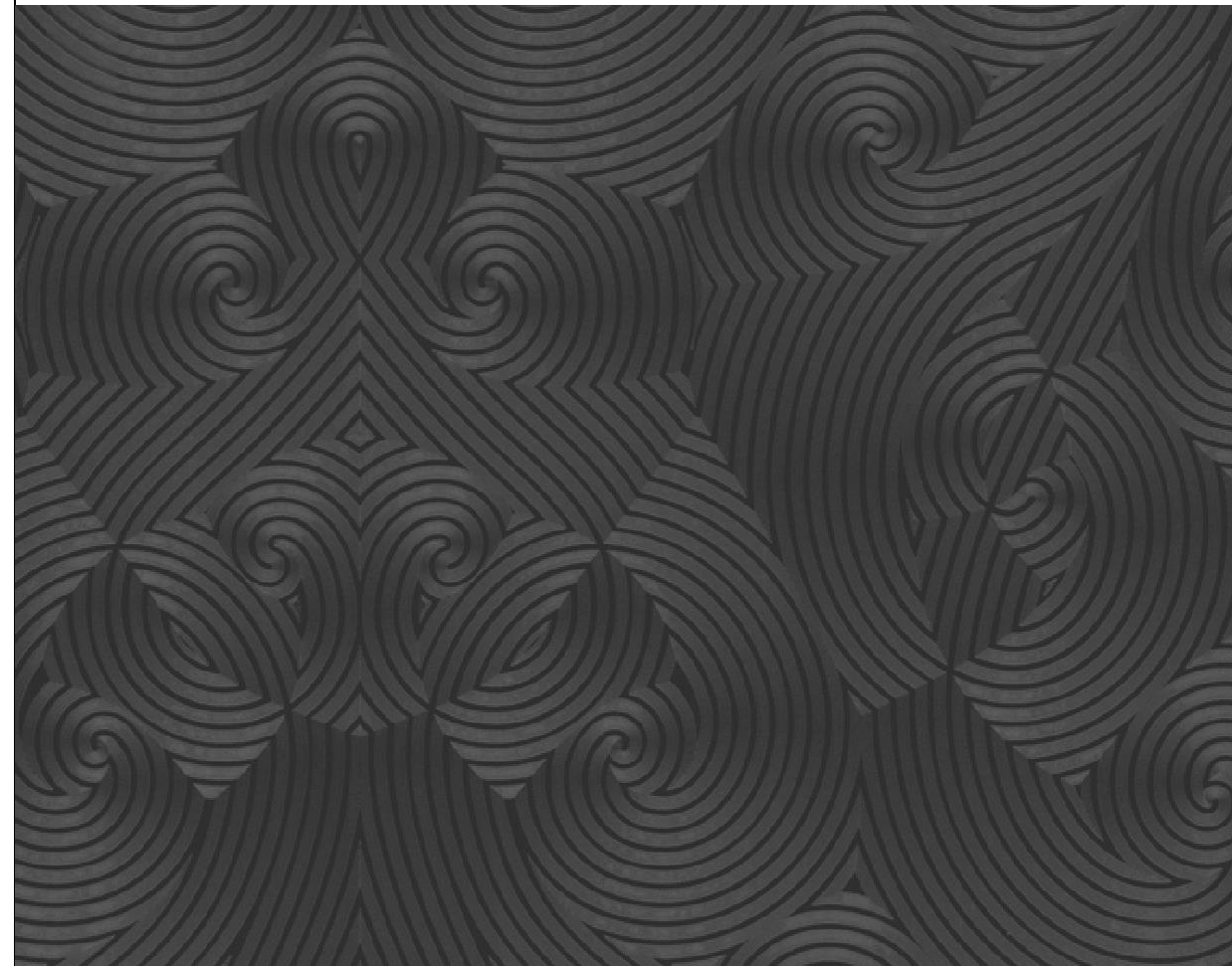
Ornate scrollwork recreates palatial style and sets a rich, royal tone.  
Accompany with plush furnishings.



W099WE12B75



W099WE13B75



Cesaro | W099WE13B75

A sophisticated and sculpted texture lends atmosphere and partners a varied range of decor preferences.





W099WD77B75

W099WD78B75

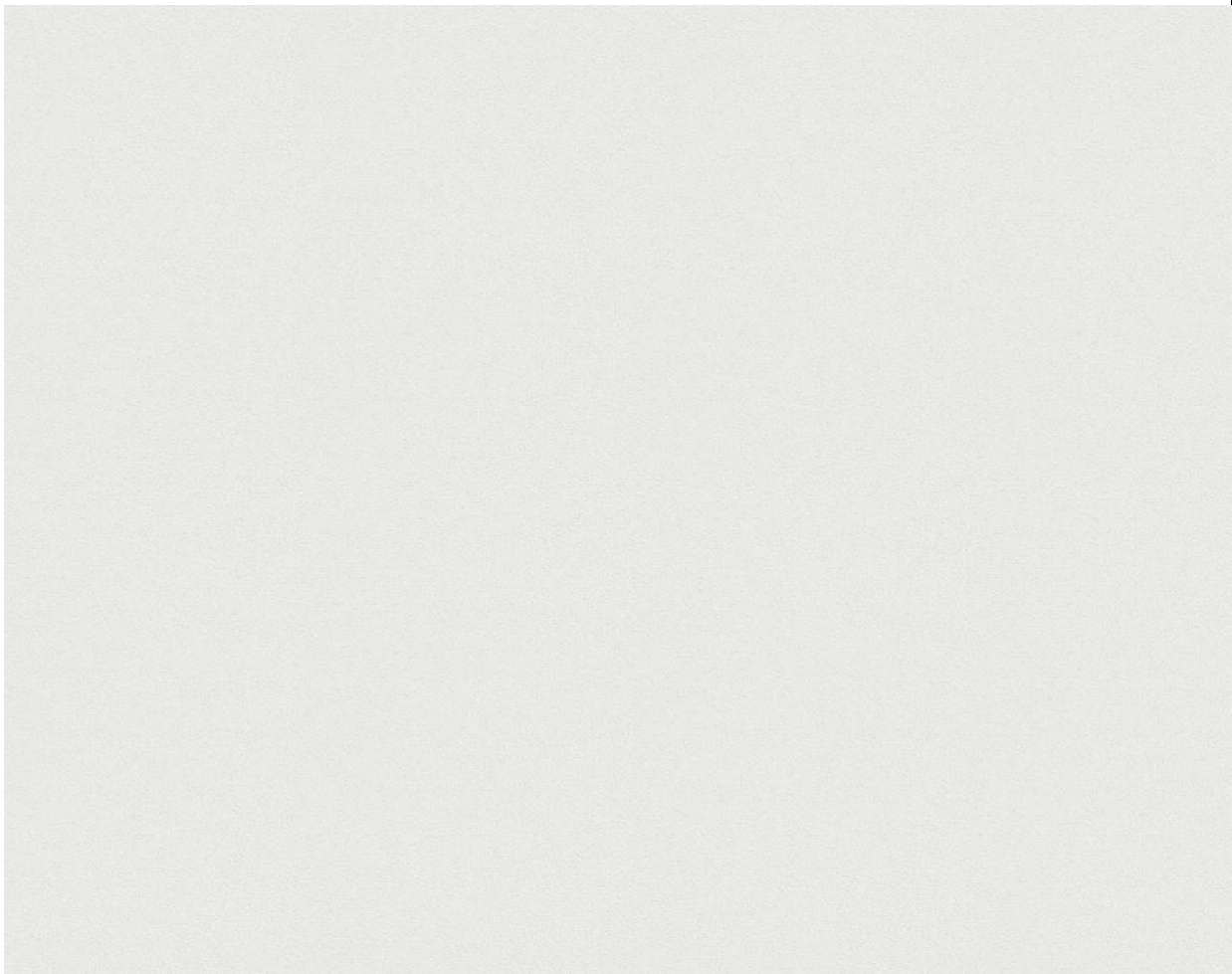
W099WD79B75

Empire | W099WD80B75

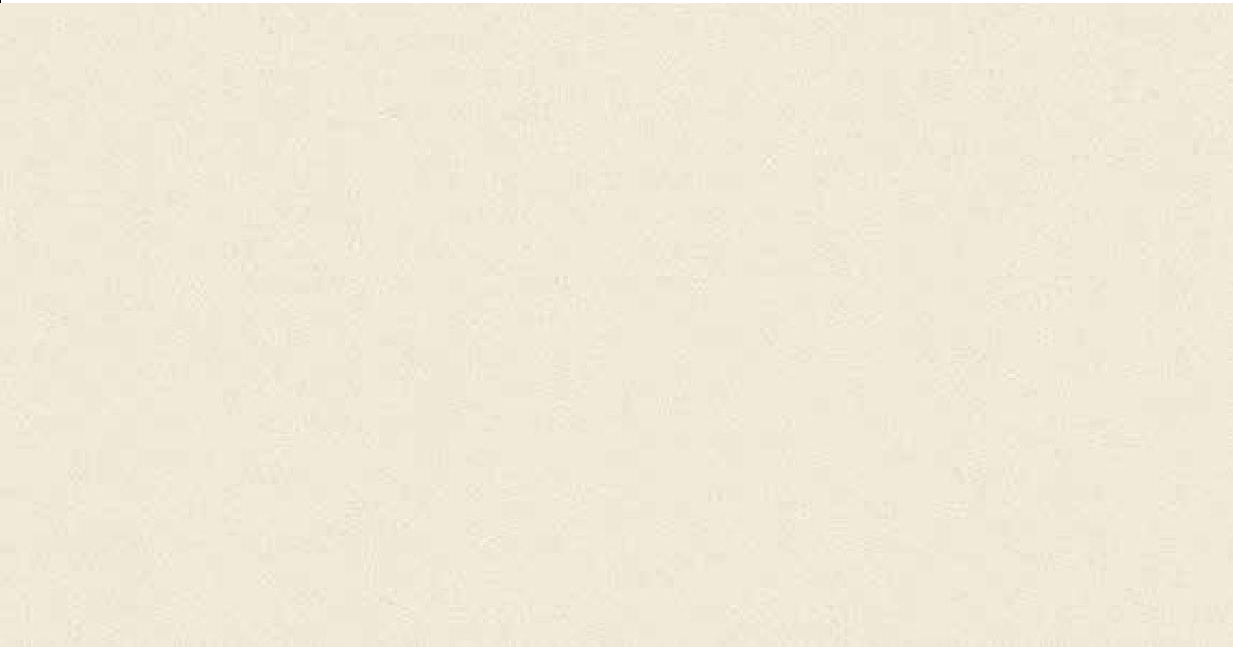
You don't need an entire work of art to create a majestic atmosphere - this imperious pattern is enough. Creates a perfect canvas for elaborate appointments.



W099WD82B75

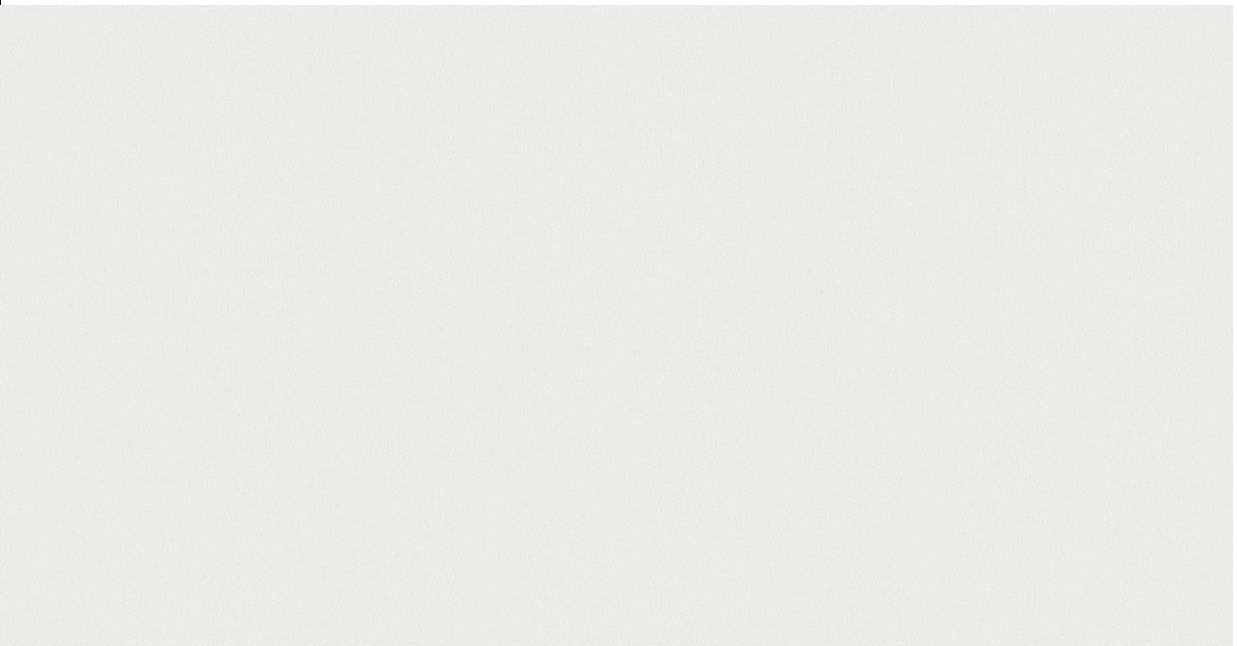
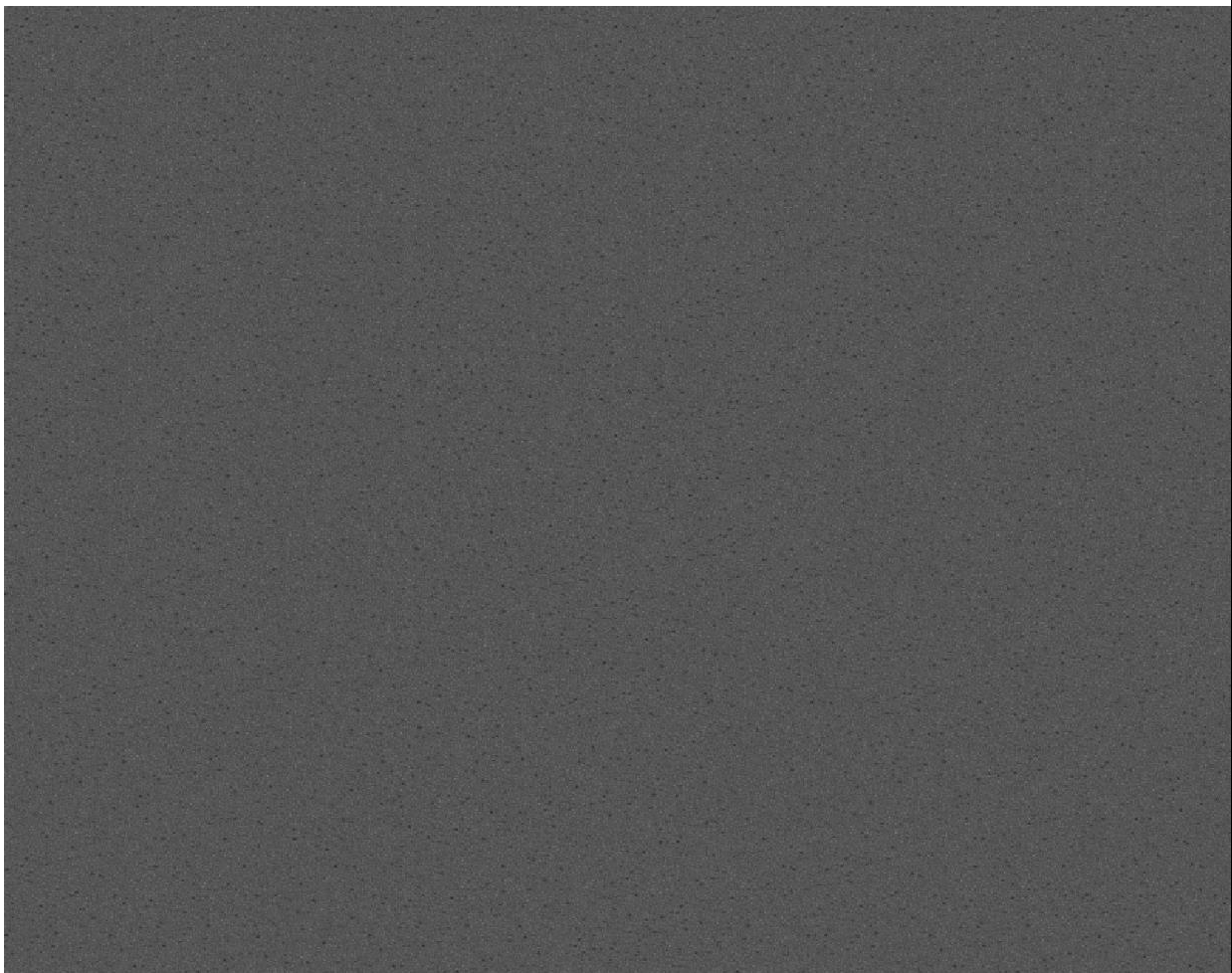


W099WD83B75



W099WD88B75

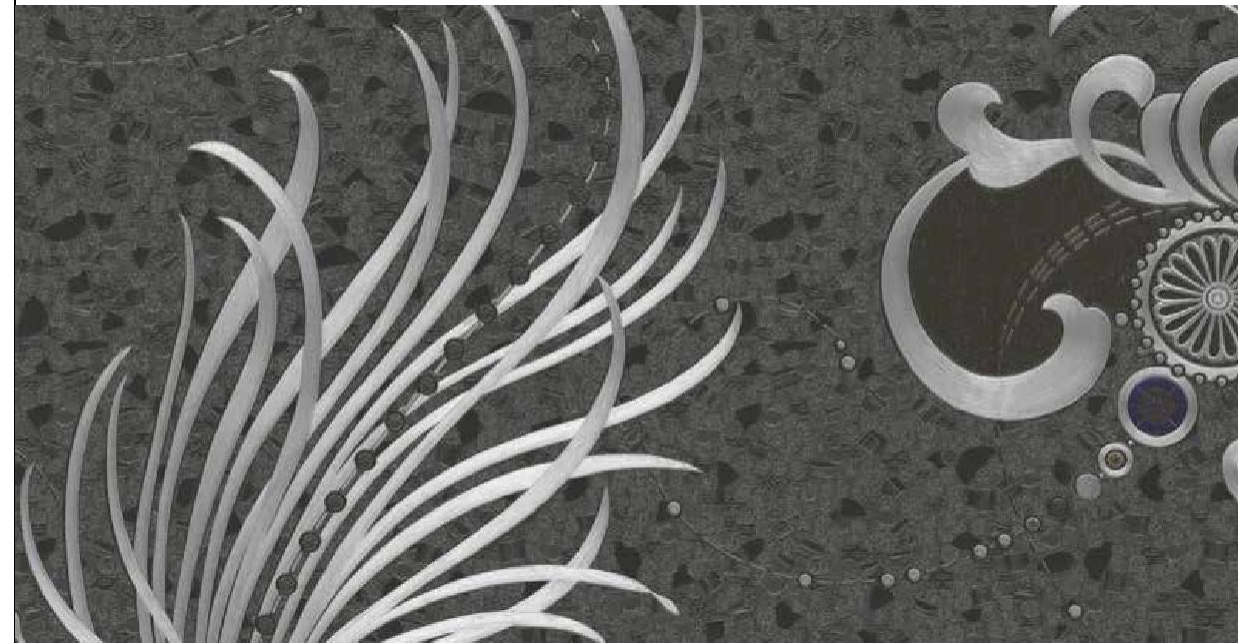
W099WD81B75



W099WD84B75



W099WE14B75



W099WE23B75



W099WE24B75



Lady Day | W099WE23B75

Ethereal, elegant, easy and playful, this lovely pattern fills a space with charma and grace and goes well with an easy and aristocratic setting.





W099WE06B75

W099WE07B75

W099WE08B75

Emperio | W099WE05B75

Delicate with just the right amount of pattern to enrich a space,  
this muted pattern is perfect for almost any decor choice.



W099WE31B75



W099WE32B75



W099WE33B75



W099WE35B75



W099WE34B75



### Coronation | W099WE32B75

An all-over pattern of crowns is a simple but effective way to lend a space a regal and authoritative note. Classic furnishings would work well with this look.





W099WE03B75

W099WE27B75

W099WE04B75

W099WE28B75

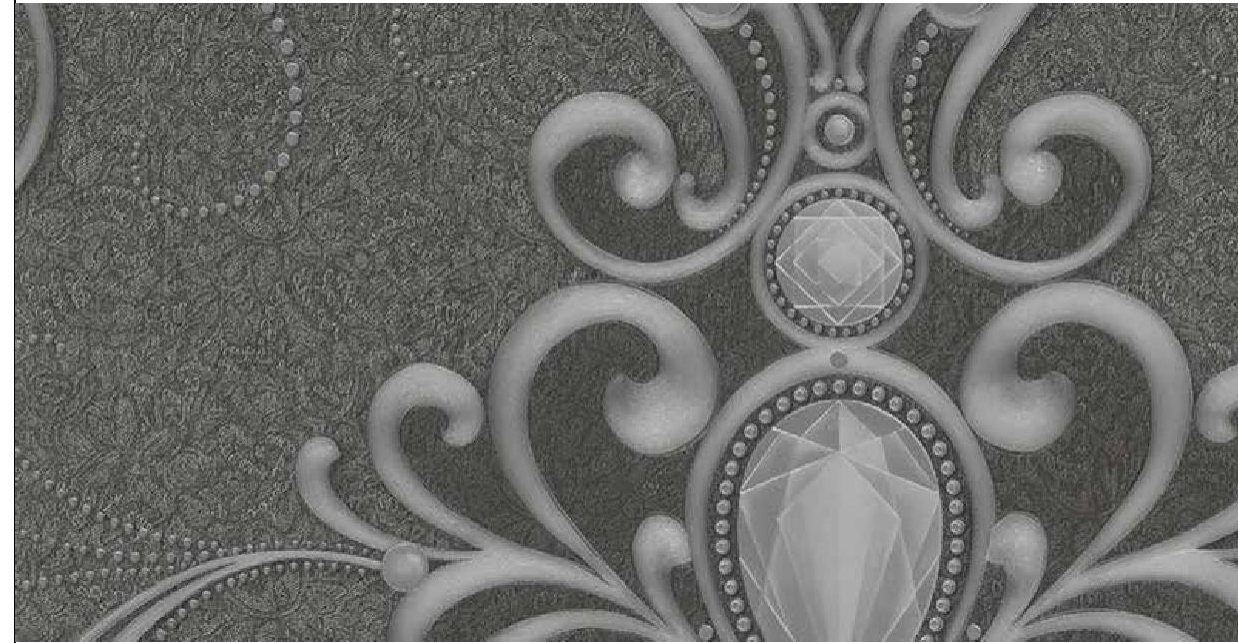
W099WE22B75

Roma | *W099WE02B75*

A whisper soft pattern designed to complement and not overpower,  
offering a stylish backdrop for an elegant scheme.



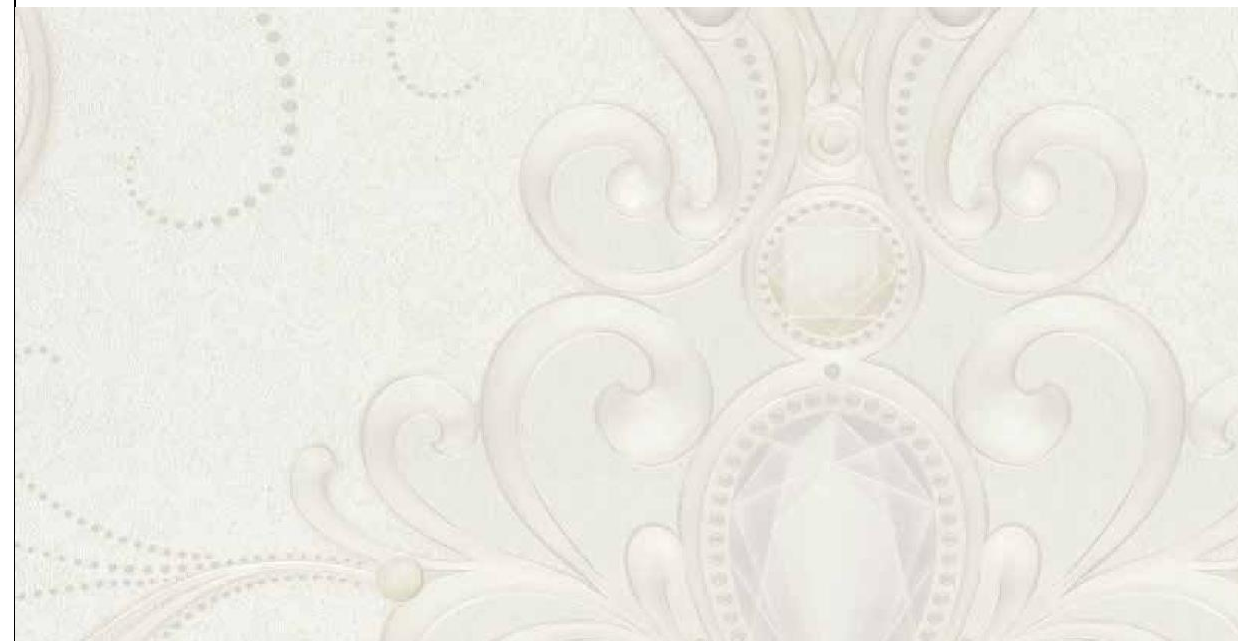
W099WE30B75



W099WE00B75



W099WE01B75



Cleo | W099WE30B75

Tradition mixes with trendy to produce a striking pattern that lends a space sophistication with a contemporary flair.





W099WE16B75

W099WE25B75

W099WE26B75

Celestia | W099WE15B75

A deep and dense pattern that infuses a space with a modern allure.  
Works beautifully as an accent or feature wall.



# 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 ~~your~~ <sup>meet</sup> expectations.



Imperial



*Design Personified...*

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