

DAZZLING DIMENSIONS



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 water proofing, 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.



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Inspired by the designs of nature in Art Deco interpretations: natural cork backgrounds, bold sculptural graphics, striking fanned out leaves and artistic botanicals in an evocative palette.

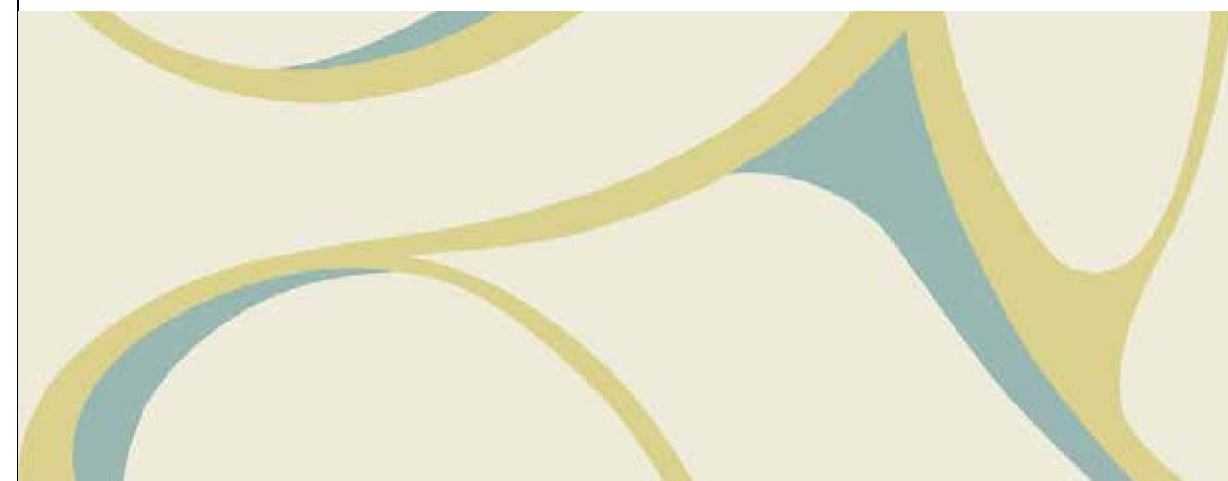
W069D3YMY75



W069D3YNY75



W069D3YOY75



W069D3YQY75



Elliptical | W069D3YPY75

Abstract patterns lead the way with their ever fresh appeal. A burst of meandering lyricism fills a room with romance and atmosphere.



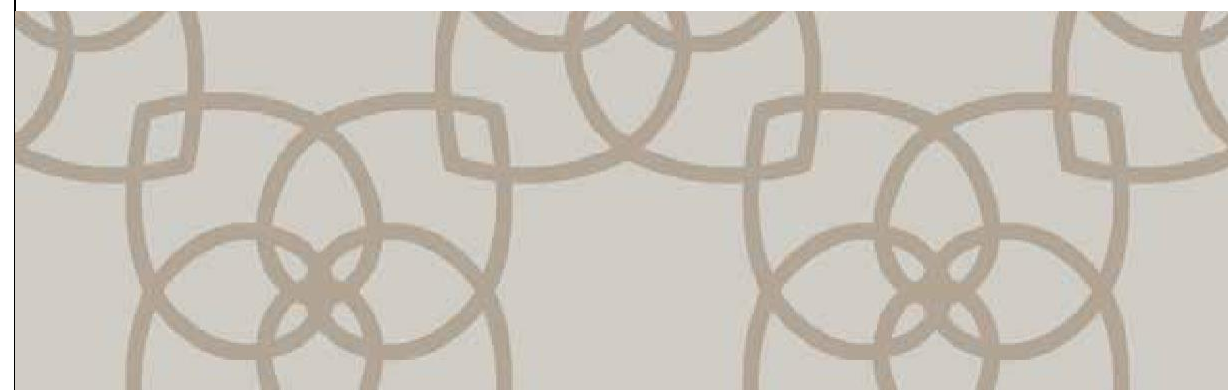
W069D3YRY75



W069D3YUY75



W069D3YTY75



W069D3YVY75



W069D3YWY75



Serendipity | W069D3YSY75

Soft impressions of a rich pattern fill a space with an expressive beauty which should be complemented with a subtle décor scheme.



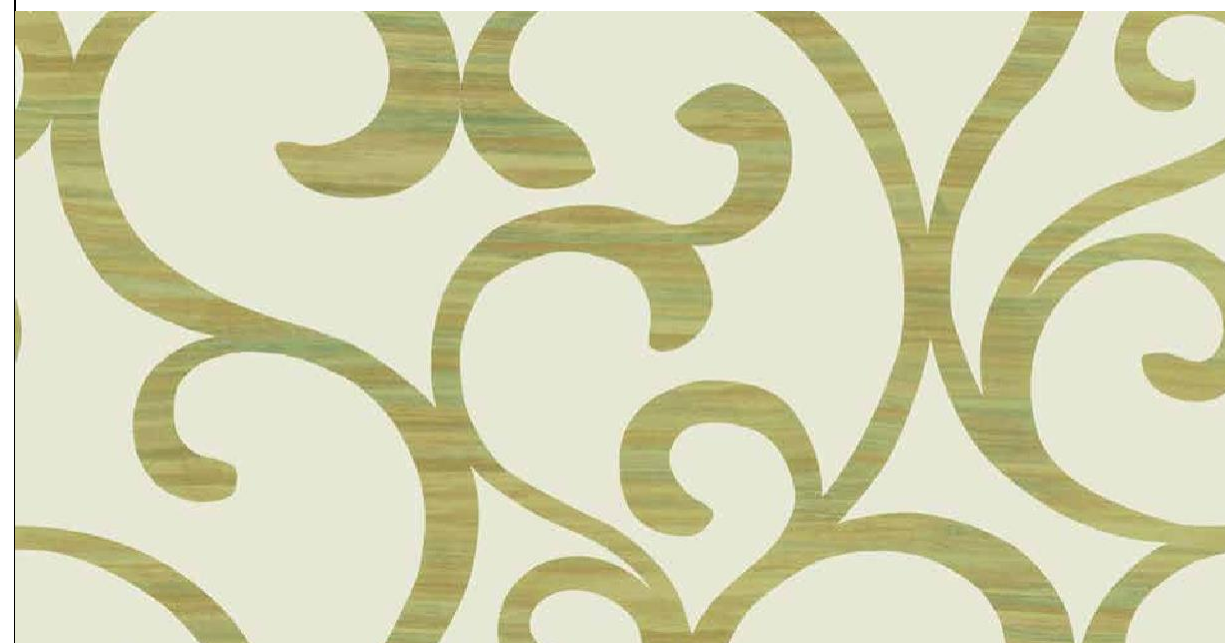
W069D3YXY75

W069D3YYY75

W069D3Z0Y75

Dazzling Coil | W069D3YZY75

Elevate the mood of a space with this dazzling pattern. Combine with visually stimulating appointments.



W069D3Z6Y75



W069D3Z8Y75



W069D3Z9Y75



W069D3ZAY75



W069D3ZBY75



Leaf Silhouette | W069D3Z7Y75

Delicate tendrils against a richly textured backdrop transform a space into a palace.
Decorate lavishly and with the finest appointments.



W069D3ZDY75

W069D3ZEY75

W069D3ZGY75

W069D3ZHY75

W069D3ZIY75

W069D3ZJY75

W069D3ZKY75

W069D3ZLY75

W069D3ZMY75



Shining Sisal | W069D3ZKY75

Neutral, soothing and quiet, a great backdrop for dramatic colour splashes.

W069D3ZNY75

W069D3ZOY75

W069D3ZQY75

W069D3ZRY75

W069D3ZSY75

Elemental Stripes | W069D3ZPY75

Smooth toned bands alternate with abstract textured surface to create a handsome and contemporary atmosphere.



W069D3ZUY75

W069D3ZVY75

W069D3ZWY75

W069D3ZXY75t

Terra Nova | W069D3ZTY75

Distressed horizontal bands add vibrancy to a space. Mix these muted tones with a scheme that employs high personality accompaniments for a cosmopolitan feel.

W069D3ZYY75

W069D3YIY75

W069D3YJY75

W069D3YKY75

Cork | W069D3ZZY75

Modern and masculine, cork is a superbly textured backdrop to any dramatic scheme.



W069D400Y75

W069D402Y75

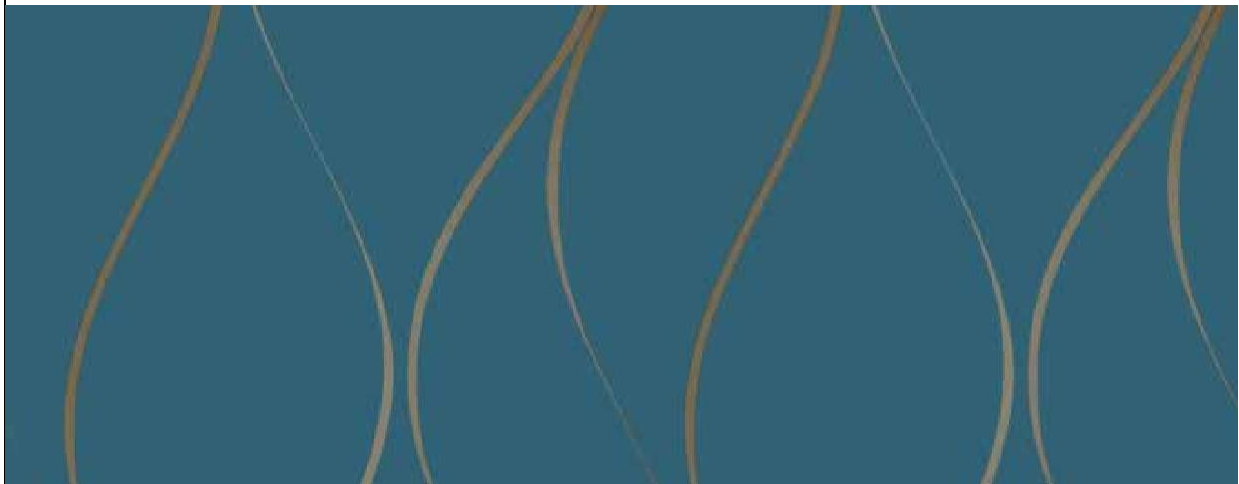
W069D403Y75

W069D3YLY75

Natural Texture | W069D401Y75

A raw silk surface, muted but rich, in deep colours – gives a room a timeless beauty.
Feel free to conjure up dramatic schemes using these solid tones as canvas.

W069D405Y75



W069D404Y75



W069D3YGY75



W069D3YHY75



Wavy Stripes | W069D406Y75

A soft shimmery surface that reflects the light infuses a room with warmth but with a touch of contemporary glamour. This is a confident, versatile look that doesn't need much help to look good.

W069D407Y75



W069D409Y75



W069D40AY75



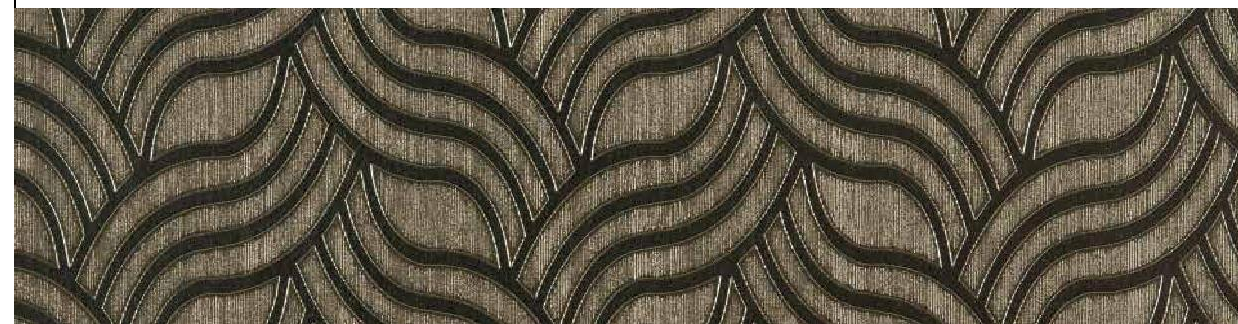
W069D40BY75



W069D3YFY75



W069D3YFY75



Interlocking Geo | W069D408Y75

Cascading rivers of ribbons filled in with loops - a contemporary and fun backdrop that calls for a décor scheme loaded with personality.

W069D40HY75

W069D40IY75

W069D40KY75

Dazzling | W069D40JY75

Create an environment that is refreshing and tranquil with this soft textured grasscloth wallpaper.



W069D40LY75

W069D40MY75

W069D40NY75

W069D40OY75

W069D40QY75

W069D40RY75

Seagrass | W069D40PY75

Understated and soft textured, a light backdrop for an elegant scheme.



W069D40DY75

W069D40EY75

W069D40FY75

W069D40GY75

Lustrous Grasscloth | W069D40CY75

This soothing pattern immediately brings with it an ambience of serenity and doesn't need much help to transform a space. A few simple pieces of furniture—in cane or bamboo covered in natural fabrics should be enough to complete the picture.

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.



Dazzling Dimensions



Design Personified...

"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