

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.

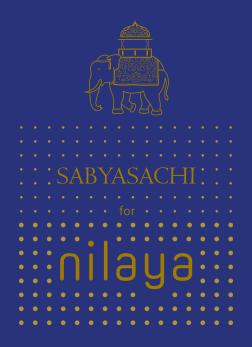
SABYASACHI

His creations are as rich and layered as the muse that inspires them – the vast and varied theatre that is India. Add to that a sublime eclecticism, an original eye and a design instinct that is in a class by itself.

Gypsies, back alleys, folklore, antique textiles, indigenous techniques, exuberant embroideries, a decadent dash of European Baroque, the light of French Impressionism all inform his work and come together harmoniously. The tired soubriquet of exotic is left behind in a fresh and individual voice - renderings of modern silhouettes in dark jewel tones and muted shades accentuated with subtle texturing.

Indian design has been energised with his use of indigenous methods: bandhani, gota work, pure khadi Benarasi sarees, block printing, unbleached and kantha embroidered hand woven fabrics – all a part of a contemporary design grammar. And an Indian inspired brand built on the craftsmanship of weavers and artisans at a grass roots level is on the way.

From becoming the British Council's Outstanding Young Designer so many years ago in 2001 to one of the ten most influential Indians in Asia today, the only Indian designer to have appeared in all three major Fashion Weeks – London, Milan and New York, he is a fashion tour de force. He is Sabyasachi. It is with great pleasure that Nilaya presents the new Sabyasachi collection of exquisite wallcoverings.



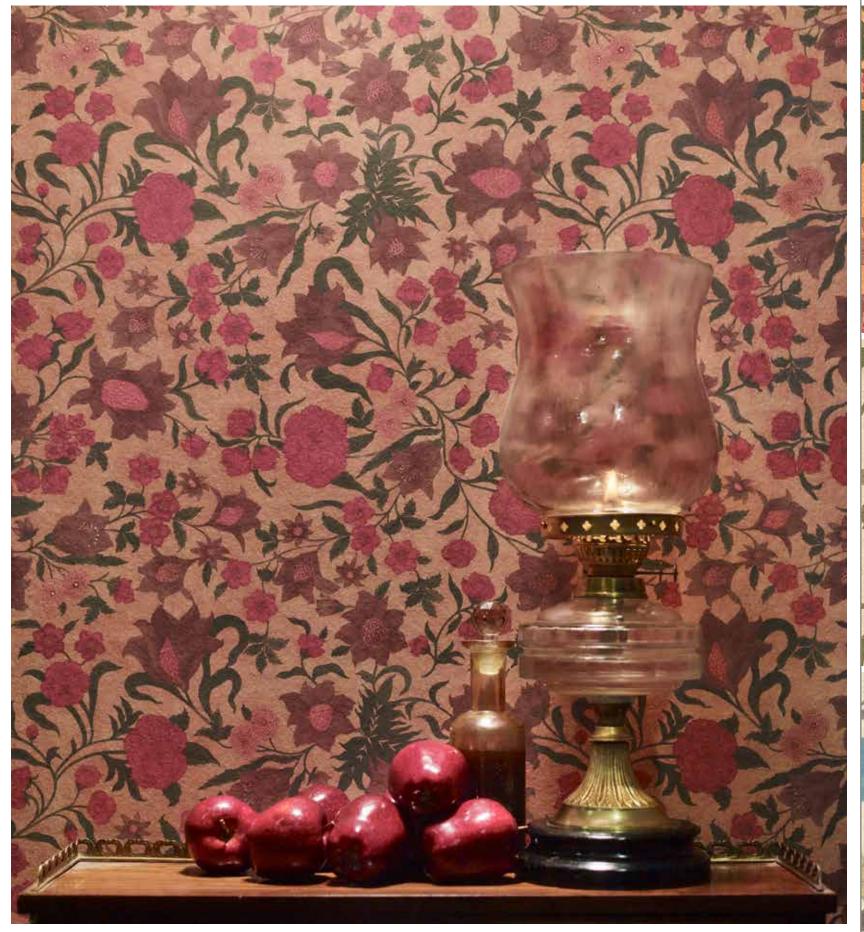
In the hands of Sabyasachi wallcoverings become wall art.

Presenting five transcendent lines, designed exclusively for
Nilaya - India Baroque, Spice Route, Jodhpur, Makhmal and
Varanasi. As intricate as a raga, as sensuous as the rustle of
a sari, as thrilling as the rush of a zamindar's carriage wheels,
as heady as a Mughal garden, these wallcoverings ooze luxury.

Gorgeous or delicate, subtle or playful, they transport us to a world of beguiling beauty, luxury and splendour - revived through a masterful, contemporary eye.

A rich symphony of influences and noble shades - madder, amber, pearl, narangi are bejeweled with joyous prints like hazarbuti, jamdani, kalamkari or Benarasi brocade - all forged together with the unequalled detailing of handmade artistry.

Embark on a passage to India with our new wallcovering collection and let a rich décor language awaken your senses, transforming your home into a world of enchantment.



Gulbadan | Gulabi | W046D29MS75

Lyrical floral prints, Kalamkari, Mughal gardens and chintz inspire Gulbadan.

Painstakingly hand rendered and printed, this wallcovering is truly a masterpiece.

Bring home some subversive romance.



Badam W046D28LS75



Gulabi Wo46D29MS75



Phiroza W046D29LS75



Batar | Lapiz | W046D28KS75

Royal hunts, opulent hand painted tents, and Shikargah textiles inspire this exotic wallcovering. Transport your interiors to the era of mystique decadence and indulgent living.



Pearl W046D28JS75



Lapiz W046D28KS75



Chittor | China Blue | W046D28OS75

Mughal butis, hand block printing on charka khadi, warq and vegetable dyes conjure up Chittor. The undying spirit of Rajput royalty is expressed through this magnificent wallcovering.



China Blue W046D28OS75



Tea Rose W046D29FS75





Mogholsrai | China Blue | Wo46D28MS75

Mughal miniatures, Persian verses and a penchant for eclecticism inspire Mogholsarai. Genteel, quiet, romantic yet fiercely passionate, these wallcoverings beckon an era of tehzeeb and tameez.





Madder W046D28NS75



Peela W046D29NS75



Kaschmir | Madder | W046D295S75

Vintage carpets, the lush gardens and orchards of Kashmir, exotic spices and exquisite craftsmanship inspire this intricate wallcovering that has been beautifully hand rendered and printed to transport you to a land of romance poetry and mysticism.



Pearl W046D29ES75



Ranthambore | Madder | Wo46D29OS75

Royal safaris, palatial hunting tents, canvas, muslin, block prints and vegetable dyes; an organic tale of sophisticated indulgence. Ranthambore is a testimonial to some of the finest printed textiles in India. Clad your walls with refinement and unleash the wanderlust in you.



Tea Rose W046D29PS75

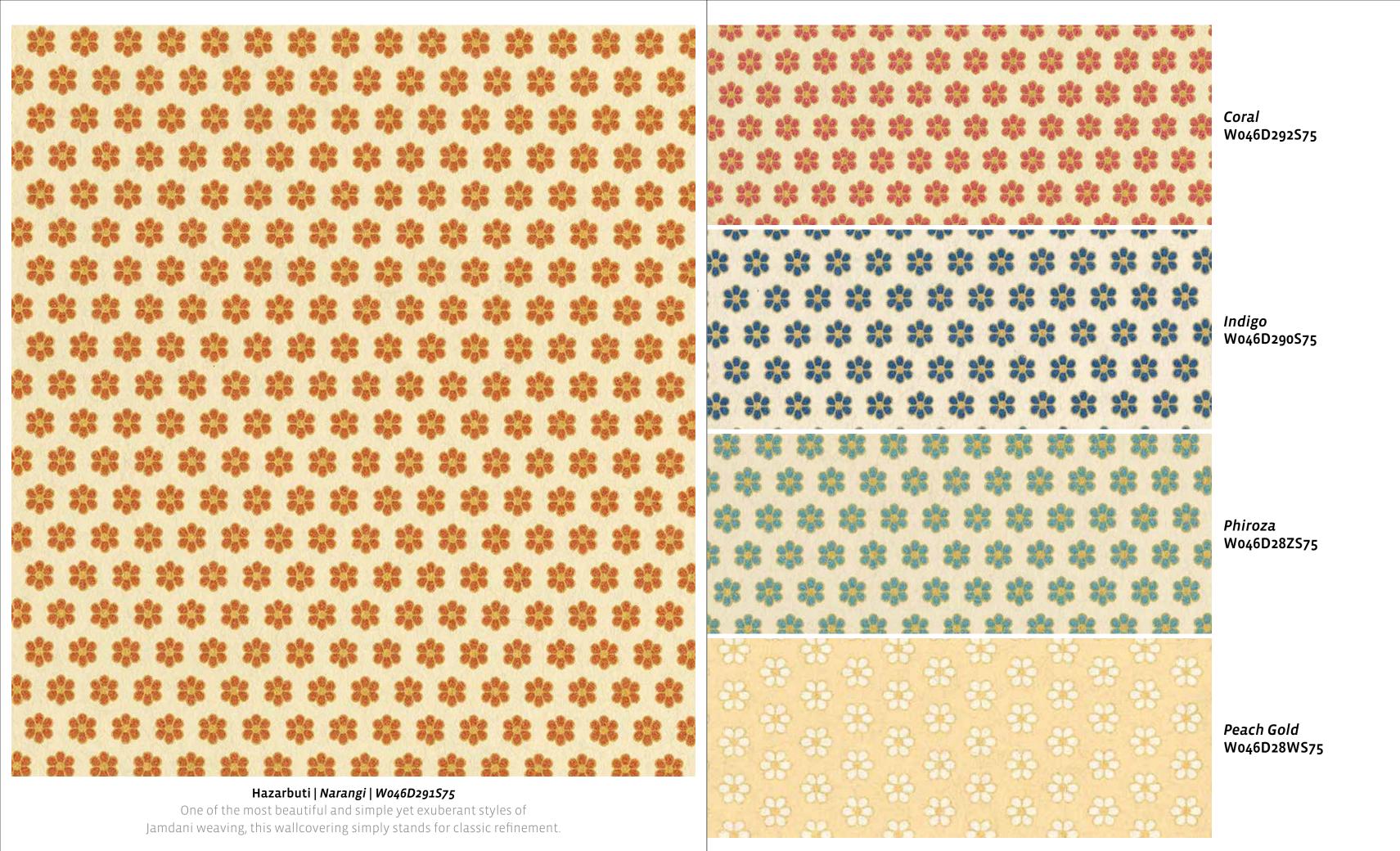




Indigo W046D299S75



China Blue Wo46D29AS75



Peela W046D293S75 Pista W046D294S75

Sepia Wo46D28YS75

Tobacco Wo46D28XS75



Sanganer | Amber | Wo46D29HS75
Inspired by the block printing tradition of Rajasthan, muslin drapes, sensuous saris and arrogant turbans; Sanganer truly embodies India. Invite into your homes living heritage and forgotten tales.



Cinnamon W046D28QS75



Brocade | Vermillion | Wo46D28TS75

This wallcovering pays tribute to one of our national heritage textiles, the Benarasi brocade. For centuries kings, queens and the nobility have favoured this opulent textile that stands for superlative craftsmanship and tradition.



Vermillion W046D28TS75



Ivory Gold Wo46D28RS75



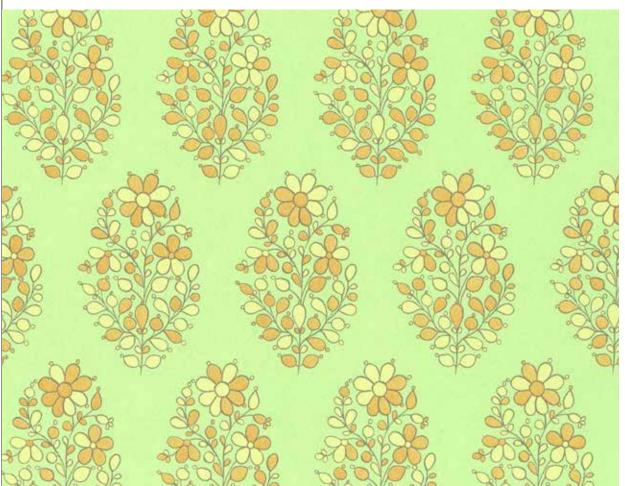


Sand W046D28SS75



Jamdani | Pista | W046D28US75

The famed muslin of Dacca. An entire sari rumoured to pass through a finger ring, patterned in thread and gold. Clad your walls in understated elegance.



Pista W046D28US75



Peela W046D28VS75



Rangmahal | Burma Red | W046D29CS75

Opulent damask wallcovering is inspired by the hedonist lifestyles of the Bengali zamindars of north Calcutta, their horse drawn carriages, marble statues and colourful music rooms.



Burma Red W046D29CS75



Walnut W046D29JS75



Antique Gold W046D29IS75



Surahi | Thyme | Wo46D29KS75

An Indian damask pattern represented through parrots and flower vases.

Dress up your walls in royal splendour.

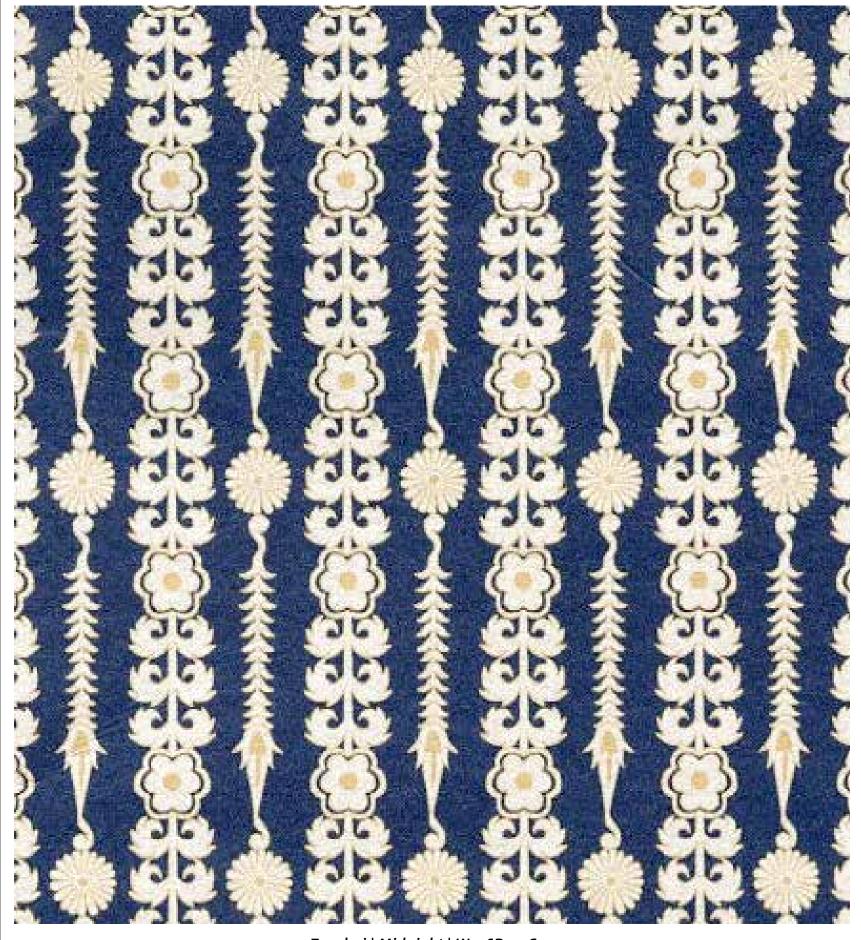


Camphor W046D29DS75



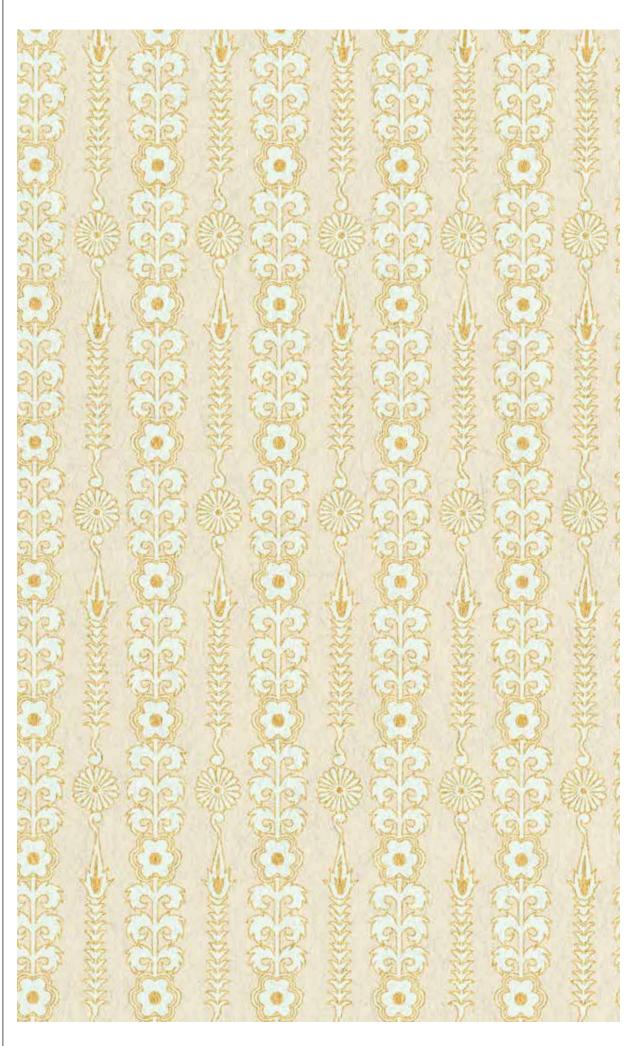
Thyme W046D29KS75





Tanchoi | Midnight | W046D297S75

Sumptuous brocades, an eye for detail, impossible intricacies and a feral appetite for excellence inspire Tanchoi. A tribute to one of the most glittering royal textiles of India, this wallcovering is both exuberant and genteel at the same time.



Asmani W046D296S75



Mithu Miyan | Cinnamon | Wo46D28PS75

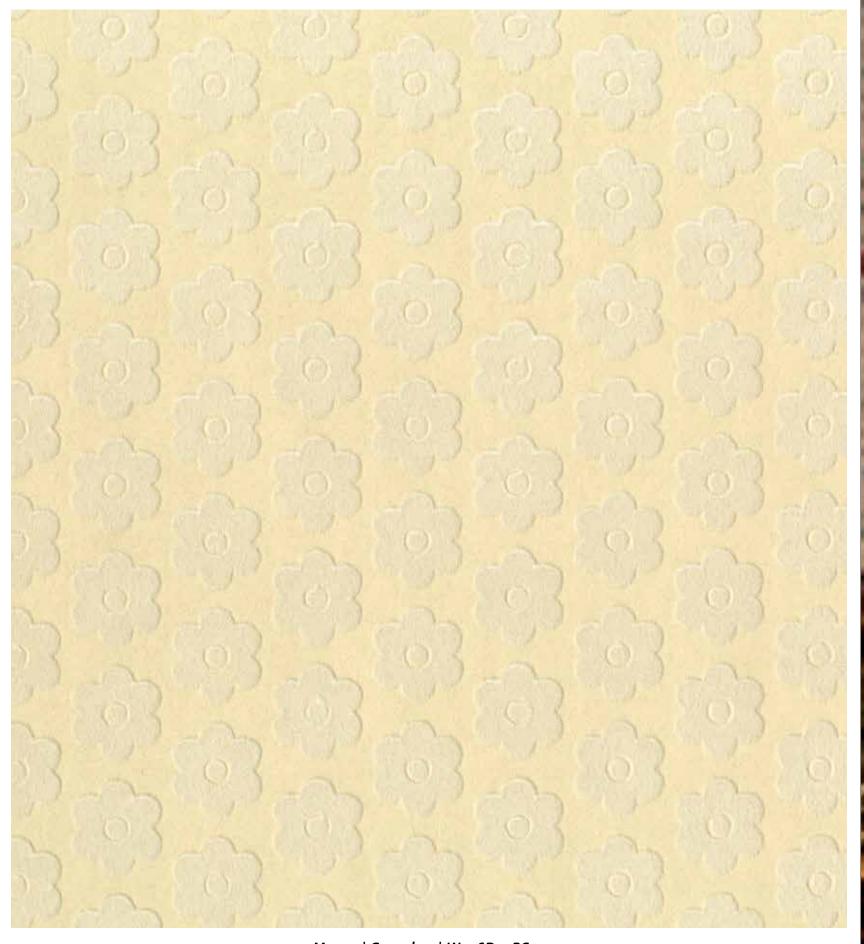
Fables and parables, folklore and fortune tellers, Jataka tales and Panchatantra; summer tales shared over stolen mangoes. Mithu Miyan is the perfect wallcovering for the urban home with a rustic soul.



Cinnamon Wo46D28PS75



China Blue W046D29GS75



Mogra | Camphor | W046D29BS75

A playful flock inspired by the quintessentially Indian flower: the Mogra.
For global homes with an Indian soul, modern with a hint of tradition.



NILAYA ECOSYSTEM

PATTERN SELECTION

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 coordinates.

SAMPLING & MOCK UPS

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.

PROJECT PLANNING

& MATERIAL DELIVERY

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.

INSTALLATION

- 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.

DELHI

Colour with Asian Paints, Kashi House, A-3/8A, Radial road number 2, Connaught Lane

MUMBAI

Colour with Asian Paints, Dheeraj Plaza, Hill Road Bandra West.





www.asianpaints.com/nilaya

Customer Care:

Asian Paints: 1800-209-5678