

CANVAS FOR CREATION  
PUTTY PERFECTION

birlanu

PIPES CONSTRUCTION CHEMICALS PUTTY ROOFS WALLS FLOORS



birlanu  
TRUCOLOUR PUTTY

BUILD YOUR  
WORLD

# CONTENTS

- 1. Who We Are .....2-3
- 2. Brand Story .....4-5
- 3. Perfect Partnership .....6-7
- 4. Category Introduction .....8-9
- 5. Products .....10-21
  - 5.1 TruColour Putty .....10-11
  - 5.2 Primers .....12-19
  - 5.3 TruColour Stainers .....22-21
- 6. Comprehensive Solutions .....22-23
- 7. Get in Touch .....24-25





# WHO WE ARE

BirlaNu (formerly HIL Limited), part of the multibillion-dollar CKA Birla Group, is a home and building products and services company.

We serve homeowners, builders, and designers with sustainable, innovative solutions across pipes, construction chemicals, putty, roofs, walls, and floors, featuring brands like BirlaNu Leakproof Pipes, BirlaNu Construction Chemicals, BirlaNu TruColour Putty, Charminar, BirlaNu Aerocon, and Parador.

With 32 manufacturing plants in India, Germany, and Austria, innovation centers in India and Germany, and a market presence in 80+ countries, we adhere to the highest global quality standards, holding certifications such as GreenPro, IGBC, PEFC, Blue Angel, and EPD. Our products are integral to commercial, healthcare, hospitality, residential, and infrastructure projects worldwide.

Powered by over 5,000 employees and a strong partner ecosystem, BirlaNu is ranked 12th in India's Best Companies to Work For by Great Place to Work® and has been recognised with accolades such as Iconic Brand, Asia's Most Trusted Brand, and Super Brand awards.



# BRAND STORY

Since 1946, we've been on a journey of continuous evolution and today, we are proud to announce a new chapter in our legacy: HIL is now BirlaNu.

BirlaNu is inspired by the people we serve and driven by a passion for continuous growth. Rooted in connection, creativity and sustainability, we empower homeowners, builders and designers to bring a vision to life, crafting innovative buildings and structures that stand the test of time.

As the world evolves, we remain committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

BirlaNu isn't just a name, It is a reflection of our purpose and promise to be the partner you trust in building the future.





# PERFECT PARTNERSHIP

## Service

From vision to execution,  
partnering with you at every stage.

## Sustainability

Ethically sourced, waste-conscious,  
and green-powered.

## Product Excellence

Uncompromising quality and  
reliability in every product.

## Global Presence

Present in 80 countries, with 32 plants across  
India, Germany and Austria.

## Extensive Portfolio

Complete solutions across pipes,  
construction chemicals, putty, roofs, walls and  
floors.

## Innovative Solutions

Where technology meets brilliance,  
creating the future.





# birlanu

## TRUCOLOUR PUTTY

BirlaNu TruColour Putty is the trusted solution for creating stunning, vibrant walls. Engineered with innovative TruColour Technology, this advanced putty ensures your chosen paint shade not only shines through brilliantly but also ensures the exact colour you envisioned with flawless precision.

Our range of products offers high-performance solutions that deliver smooth, flawless surfaces along with features such as better coverage, water repellence and textured designs.

**TRU  
COLOUR**  
TECHNOLOGY

BirlaNu's TruColour Technology enhances the durability and aesthetic of building surfaces with vibrant, fade resistant colours. Using weather resistant pigments, it ensures superior coating, long lasting finishes and eco friendly production. TruColour sets a new standard in putty, offering builders and homeowners a reliable, high performance solution for lasting beauty and protection.

**BRAND PROMISE:** Vibrant finishes, flawless surfaces and lasting protection for every wall

**BRAND ADVANTAGE:**

Radiant Colour

Ultra Smooth Finish

Superior Coverage

Quick, Easy Application



## OUR PRODUCT RANGE

**CoverMax Putty:** BirlaNu CoverMax Putty is a high-coverage, white cement-based premium wall putty that delivers up to 20%\* more coverage and gives ultra-smooth finish on your walls.

**Putty:** BirlaNu Putty is a high-quality wall putty that provides a smooth, durable, and moisture-resistant finish for interior and exterior walls.

**Putty Plus:** A new-age putty blend designed to meet your demand for premium quality while bringing out the true colours on your walls.

**Waterproof Putty:** Waterproof Putty is a premium, white cement-based putty with unique Silane and Silicone Hybrid technology, designed for superior performance.

**Acrylic Texture Putty:** Texture Putty is formulated for exceptional resistance to varied weather conditions, offering a durable, rough texture that enhances surface longevity and resilience.

**Coarse Putty:** Coarse Putty is a high-quality cement-based putty designed for superior adhesion, durability, and a smooth finish of walls.

**SKU:** 1 kg, 5 kg, 10 kg, 20 kg, 25 kg, 30 kg, and 40 kg

### KEY FEATURES:

- Superior whiteness
- Easy applictaion
- Superior Coverage
- Water resistance
- Perfect bonding

**STANDARDS AND SPECIFICATIONS:** IS 17545:2021 standards



#### MORE OFFERINGS

**Universal Primer:** A water-based acrylic cement primer designed to provide an exceptional undercoat for both interior and exterior walls.

**Yellow Metal Primer:** A high-quality anti-corrosive primer that enhances adhesion and provides a flawless finish for metal surfaces.

**Red Oxide Primer:** A resin-based primer that offers excellent corrosion resistance, providing reliable protection for metal surfaces.

**Exterior Primer:** An undercoat to provide superior top-coat adhesion for a long-lasting, smooth and beautiful paint application for exterior surfaces.

**Interior Primer:** An undercoat designed to prepare interior walls for a smooth, beautiful and durable paint finish.

**Stainers:** A versatile solution for on-site tinting of decorative paints.







# birlanu

## PRIMERS

BirlaNu Primers offers a range of high-quality primers designed to provide superior adhesion, opacity, and durability for all the surfaces. These primers serve as essential preparatory coatings, ensuring that topcoats adhere better and last longer.

**TRU WHITE TECHNOLOGY** BirlaNu TruWhite Technology is a high performance primer that delivers an ultra white, smooth and durable base for flawless paint application. Its advanced formula ensures strong adhesion, uniform coverage and long lasting protection against peeling and dampness. Eco friendly and low in VOCs, it's the ideal choice for a perfect, lasting finish.

### KEY FEATURES:

- Ultra white base for superior topcoat brightness.
- Strong adhesion for better paint grip.
- Seals porosity, reducing paint absorption.
- Smooth & uniform finish across surfaces.
- Quick drying and easy to apply.





## UNIVERSAL PRIMER

BirlaNu Universal Primer is a high-quality, water-based acrylic cement primer designed to provide an exceptional undercoat

for both interior and exterior walls. This versatile primer enhances the performance and longevity of topcoat paints, ensuring a smooth and durable finish that stands the test of time.

### KEY FEATURES:

- Superior adhesion
- Enhanced coverage
- Excellent opacity and whiteness
- Alkali and moisture resistance
- Eco-friendly composition

**SKU:** 1 ltr, 4 ltr, 10 ltr, and 20 ltr

**APPLICATION:** This primer is suitable for a wide range of applications, including exterior and interior walls.





## YELLOW METAL PRIMER

Premium anti-corrosive primer for iron, and galvanized metals. Resists rust, moisture, and environmental damage while improving topcoat adhesion for a smooth, durable finish.

### KEY FEATURES:

- Fast-drying formula for metal substrates
- Advanced corrosion resistance
- Smooth, even coating for topcoat prep
- Touch dry surface in <60 minutes

**SKU:** 500 ml, 1 ltr, 4 ltr, and 20 ltr

**APPLICATION:** Metal structures, equipment, and surfaces across industrial, commercial, and residential settings.



## RED OXIDE PRIMER

Specially formulated to protect metal as well as wood\* surfaces. Ensures superior adhesion for a long lasting topcoat, making it ideal for various environments.

### KEY FEATURES:

- Anti-rust protection for metal surfaces
- Excellent adhesion that prevents corrosion
- Touch dry surface in <60 minutes
- High opacity coverage: 110–120 sq.ft/ltr

**SKU:** 200 ml, 500 ml, 1 ltr, 4 ltr, and 20 ltr

**APPLICATION:** This primer is perfect for metal surfaces like gates, grills, and pipelines in industrial, commercial, and residential settings.



## INTERIOR PRIMER

Premium water thinnable primer for interior walls and ceilings. Provides strong adhesion to cement and plastered surfaces, creating a smooth base that enhances topcoat longevity and appearance.

### KEY FEATURES:

- Superior whiteness for rich topcoat impact
- Smooth finish hides surface flaws
- Alkali resistant for lasting performance
- Ideal for residential & commercial Interiors

**SKU:** 1 ltr, 4 ltr, 10 ltr, and 20 ltr

**APPLICATION:** This primer is perfect for preparing interior walls, ceilings, cement surfaces, and plastered areas, making it suitable for both residential and commercial spaces.



## EXTERIOR PRIMER

High performance primer for exterior surfaces, enhancing paint adhesion and durability. Its water-thinnable formula resists alkali and efflorescence, ensuring long lasting protection against harsh weather.

### KEY FEATURES:

- Weather resistance against moisture and UV
- Efflorescence & alkali resistance
- Smooth, uniform finish under exterior paints
- Enhances paint adhesion for long life

**SKU:** 1 ltr, 4 ltr, 10 ltr, and 20 ltr

**APPLICATION:** Ideal for exterior cement walls, concrete surfaces, and plastered areas.







# birlanu

## TRUCOLOUR STAINERS

BirlaNu TruColour Stainers are high-quality, water-soluble pigments designed to provide vibrant and lasting colors to various paint mediums, including plastic emulsions, enamels, oil paints, and distempers. These stainers are non-toxic and non-fading, ensuring both safety and durability in application.

**SKU:** 50 ml, 100 ml, and 200 ml

### KEY FEATURES:

- High tint strength for vivid colours
- Non-toxic and safe for use
- Uniform colour dispersion with no patchiness
- Non-fading pigments for longer shade life
- Compatible with multiple paint mediums

**APPLICATION:** This stainer is ideal for coloring a wide range of paints, including interior and exterior emulsions, enamels, and distempers. It is suitable for residential, commercial, and industrial painting applications.





# COMPREHENSIVE SOLUTIONS

BirlaNu brings to life a world of possibilities, offering a complete range of home and building solutions, from pipes and construction chemicals to putty, roofs, walls and floors. Crafted with care and precision, our products are designed to endure, evolve and elevate every space.

Whether it's a cozy home, a soaring commercial complex or a grand project, we blend innovation, sustainability and technology to shape the future of your world.

Explore the art of building with us.



GET IN TOUCH



For Business Enquiries:

1800 425 425 99, [customer.care@birlanu.com](mailto:customer.care@birlanu.com)

[www.birlanu.com](http://www.birlanu.com)

BirlaNu Limited (formerly HIL Limited)

6th Floor, Birla Tower, 25 Barakhamba Road,  
New Delhi - 110001, India

