

**Interior design services offer
templated home designs,
resulting in houses looking similar.**



On the contrary, Asian Paints Beautiful Homes Service provides countless design options to create uniquely designed homes.

Asian Paints Beautiful Homes Service presents,

UNIQUE HOME ID.



An activity where each uniquely designed home is assigned a Unique ID.



[PAINTS & COLOURS](#)
[SERVICES](#)
[STORES](#)
[INSPIRATION](#)
[HOME DECOR](#)
[SHOP](#)

COLOR TEMPERATURE

☐ Cool (1170)
 ☐ Warm (1030)

ROOM

☐ All Rooms (199)
 ☐ Balcony (183)
 ☐ Bedroom (776)
 ☐ Dining Room (169)
 ☐ Doors & Windows (258)
 ☐ Entertainment Room (175)
 ☐ Exterior Body (800)
 ☐ Exterior Trims And Accents (291)
 ☐ Hallways (297)
 ☐ Highlight Walls (551)
 ☐ Kids Room (266)

UNIQUE HOME ID

115MehtaMansion

228GuptaGiveaway

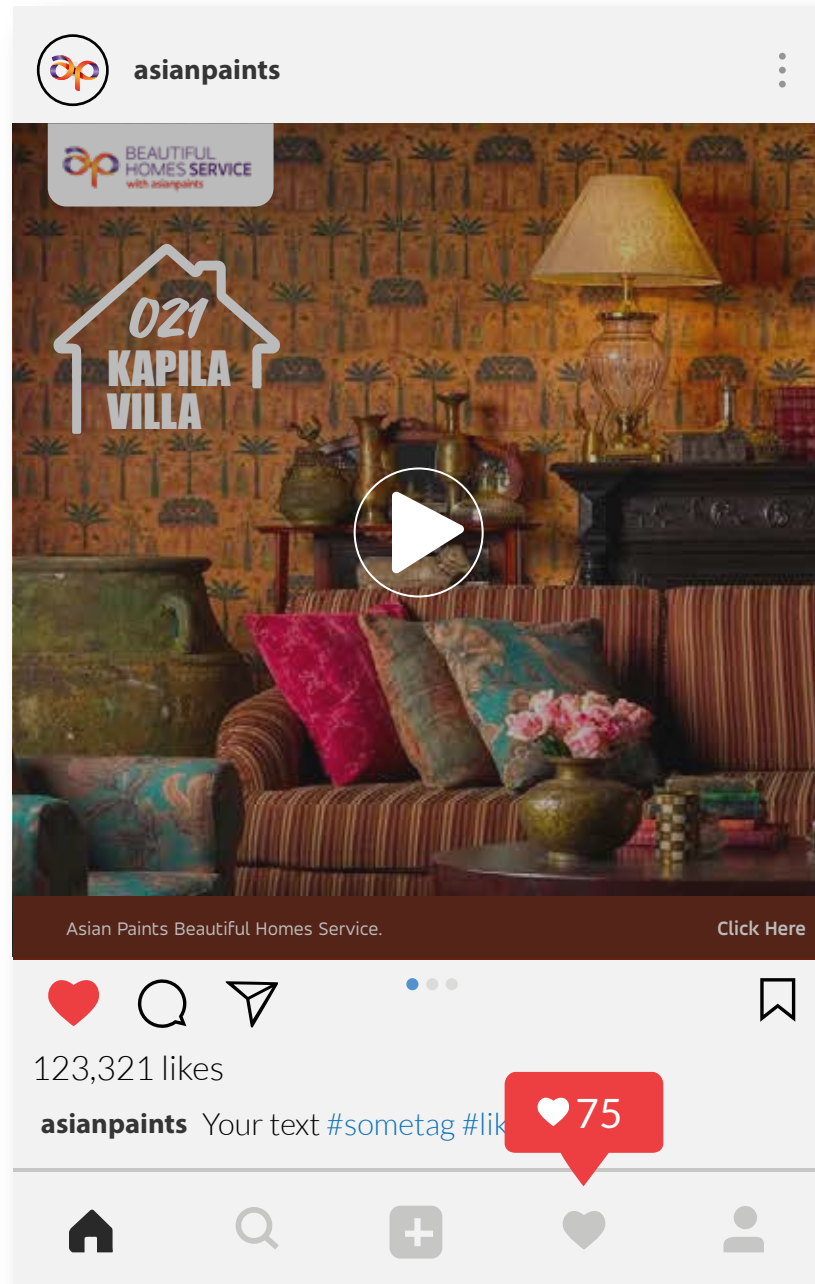
106AgarwalPalace

008HolkarHome

BOOK FREE SITE VISIT

Each UNIQUE HOME ID will be registered on an online catalogue on the official Asian Paints Beautiful Homes Service page serving as a reference for people to take inspiration from.

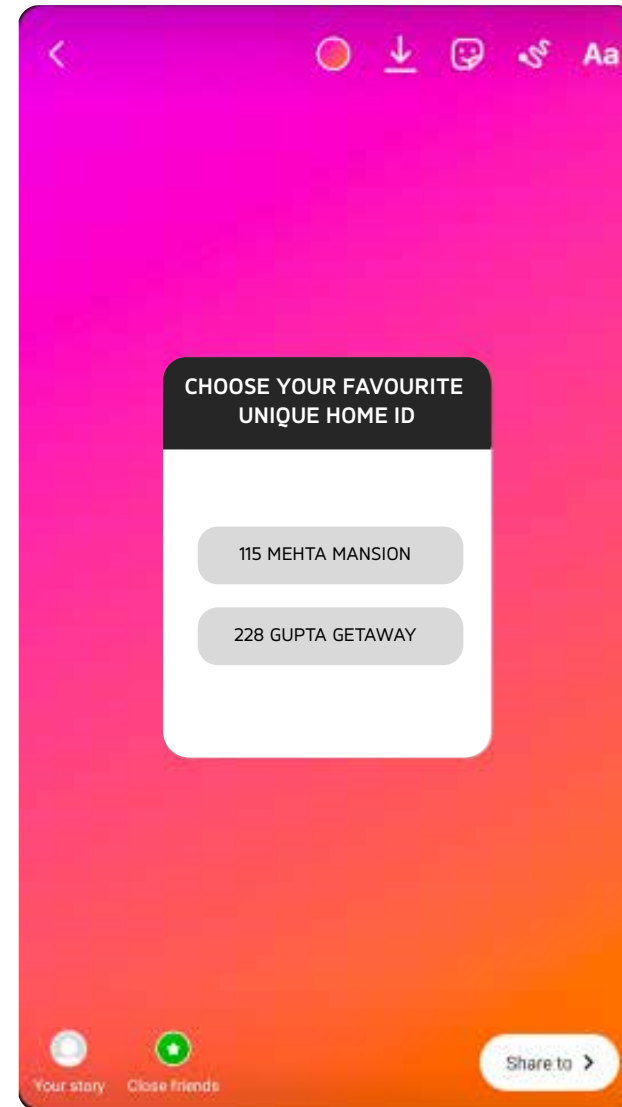
**We will have activities that will
publicise the concept of a Unique Home ID.**



We'll create buzz around our campaign with a teaser on Social Media platforms, asking existing BHS clients to register their homes for a **UNIQUE HOME ID.**

“Apne ghar ko dijiye unique pehchaan – Unique Home ID.”

“Give your home a unique identity – Unique Home ID.”



We will put up Instagram story polls asking people to choose from two different Unique Home IDs.

Based on these results, Top 9 Unique Home IDs will be released each month. Some of these can also be published in Architectural Digest.



We will ask influencers and celebrities who've had their homes designed with BHS to introduce their Unique Home IDs.

eg: Kusha Kapila's Unique Home ID: 021KapilaVilla




 **BEAUTIFUL HOMES SERVICE**
with asianpaints

UNIQUE HOME ID:




ASIAN PAINTS BEAUTIFUL HOMES SERVICE

DESIGN A UNIQUE HOME WITH OUR COUNTLESS OPTIONS
AND GET YOUR **UNIQUE HOME ID.**

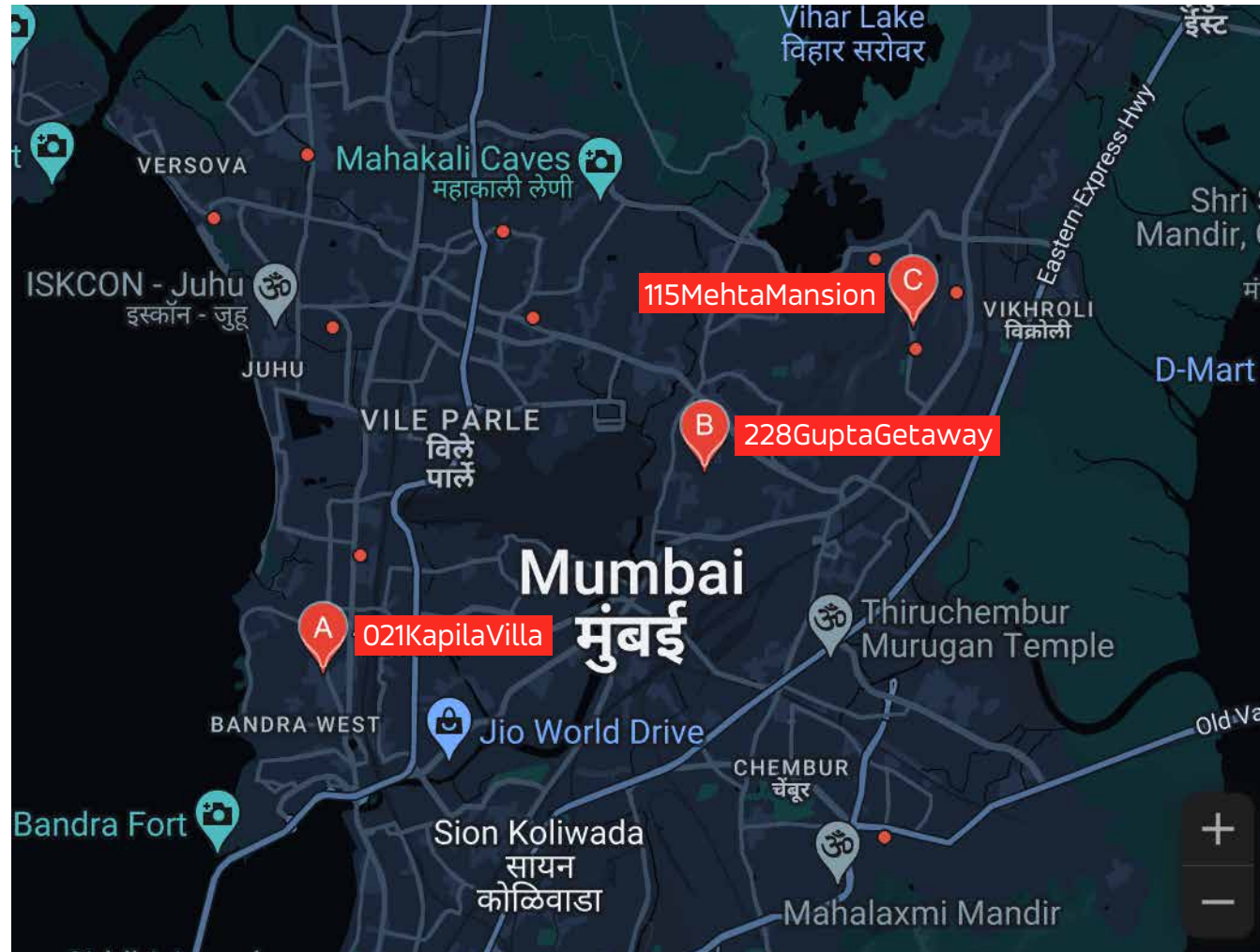
 **BEAUTIFUL HOMES SERVICE**
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UNIQUE HOME ID:



ASIAN PAINTS BEAUTIFUL HOMES SERVICE

DESIGN A UNIQUE HOME WITH OUR COUNTLESS OPTIONS
AND GET YOUR **UNIQUE HOME ID.**



We can collaborate with Google Maps and register each UNIQUE HOME ID as a Google location for people who want to do that.

eg: Kusha Kapila's Unique Home ID: 021KapilaVilla