

# BLUE BELL



## 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.





## B L U E B E L L

Eclectic, exciting and energizing. From strong abstract statements to pretty floral explosions and finely illustrated artworks, this collection gives you the pick of the pattern. Get your walls to say it all with 60's style party patterns or a spring time bouquet of vivid blossoms or rainbows of colour drops. And transform your home.



W135X611F75

W135X609F75

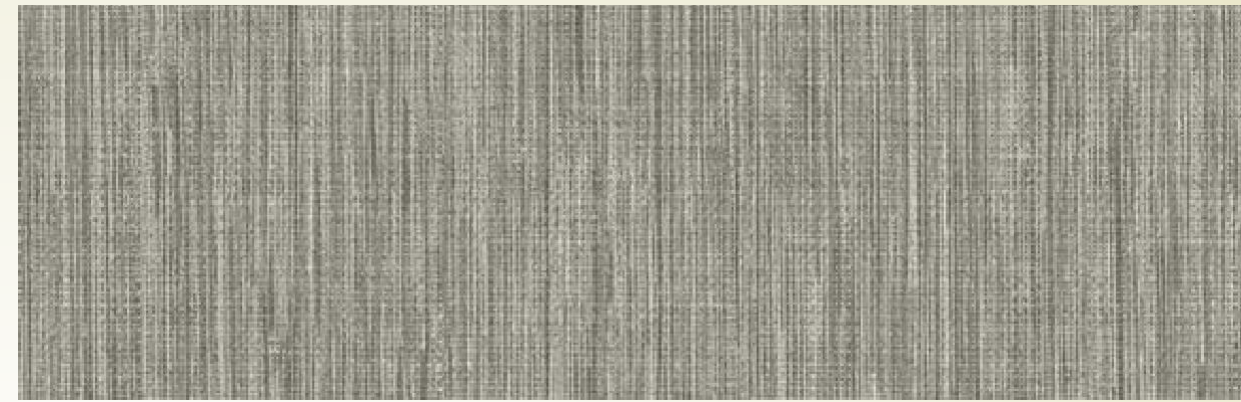
W135X597F75

W135X599F75

W135X598F75

Your Way | W135X611F75

Just a touch of texture, a loose weave pattern and a muted tone is enough to give a room a big dose of personality and quiet charm. It's a winner in family rooms or bedrooms when there is a lot going on decor wise.







W135X593F75



W135X596F75



W135X591F75



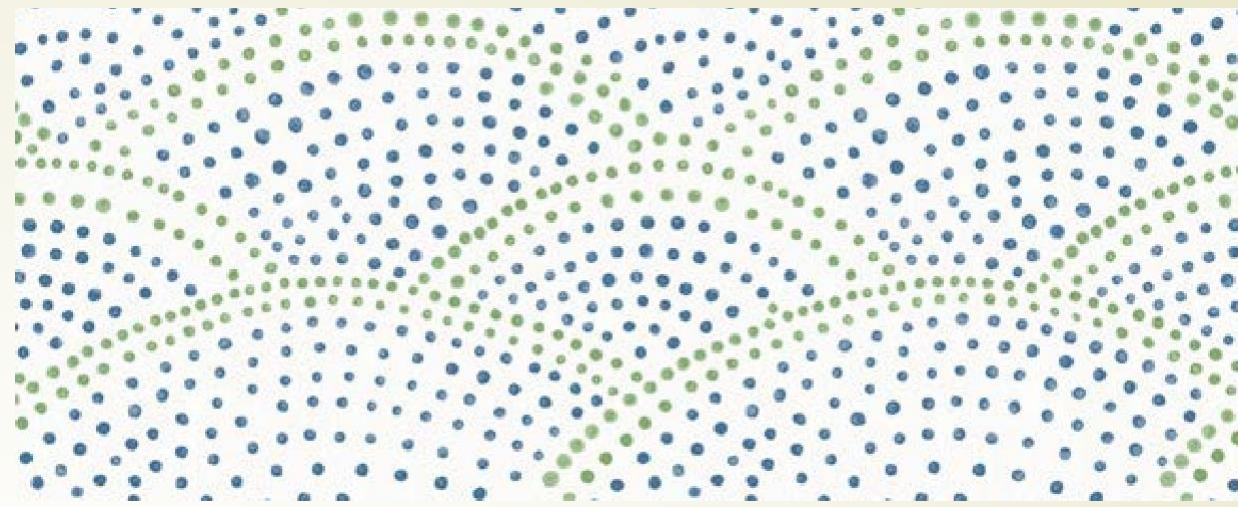
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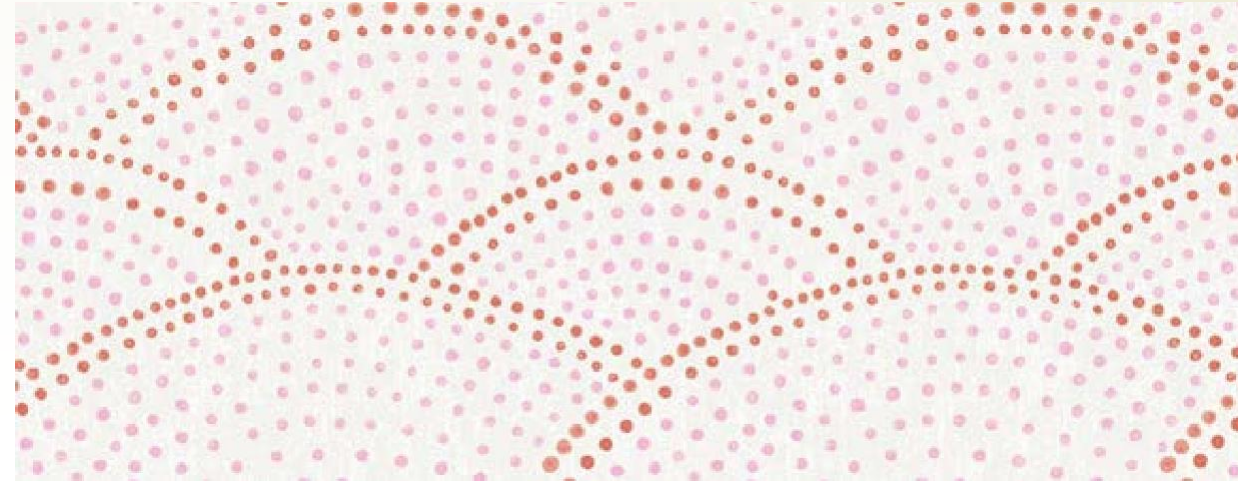
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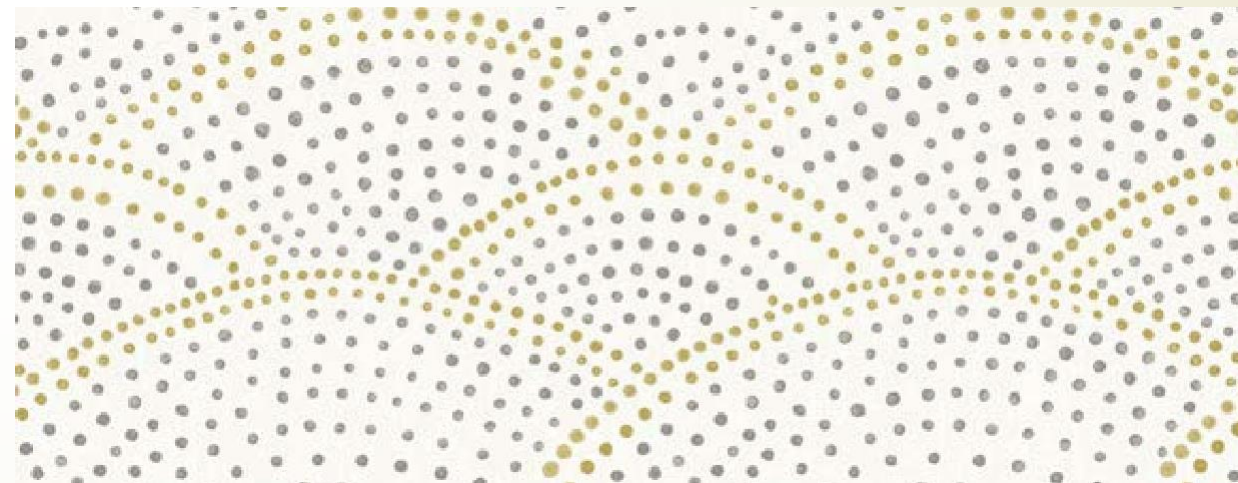
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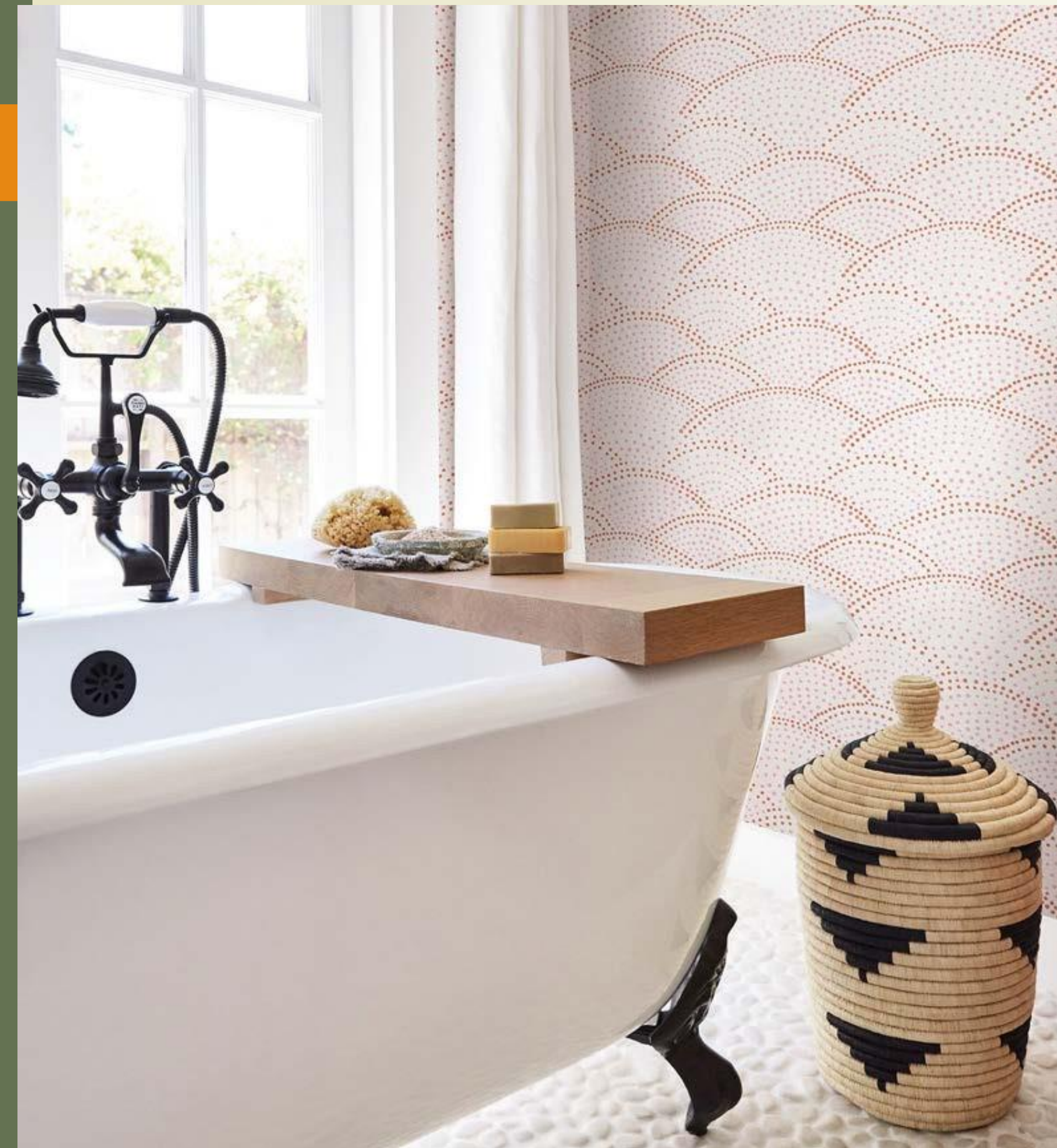
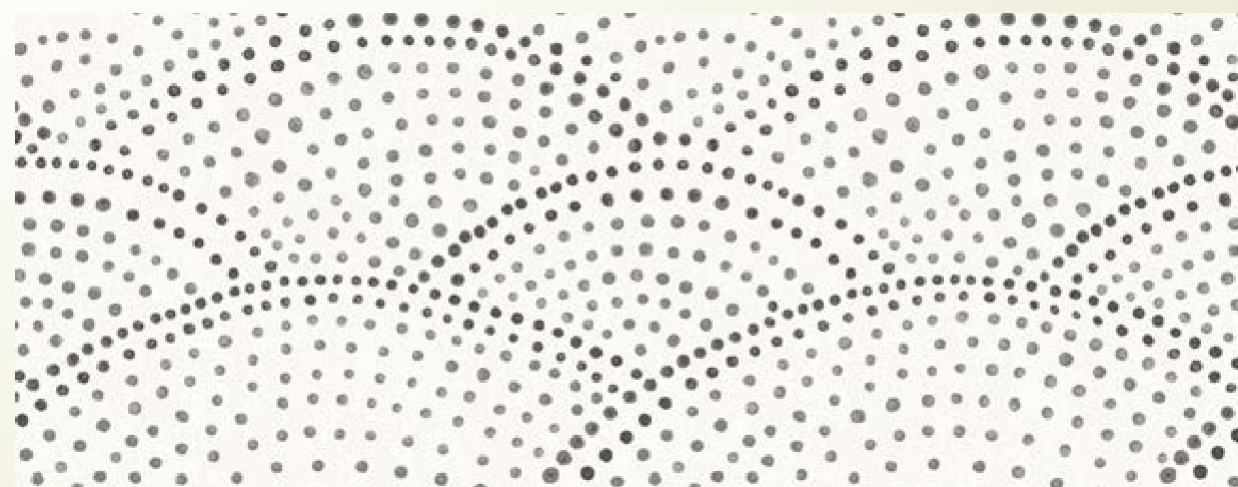
W135X601F75



W135X604F75



W135X603F75



Bubbly | W135X601F75

Pour some champagne magic on to your walls and create a delightful atmosphere. Airy and fun, this pattern catches the morning light and fills your home with positive energy.



W135X600F75



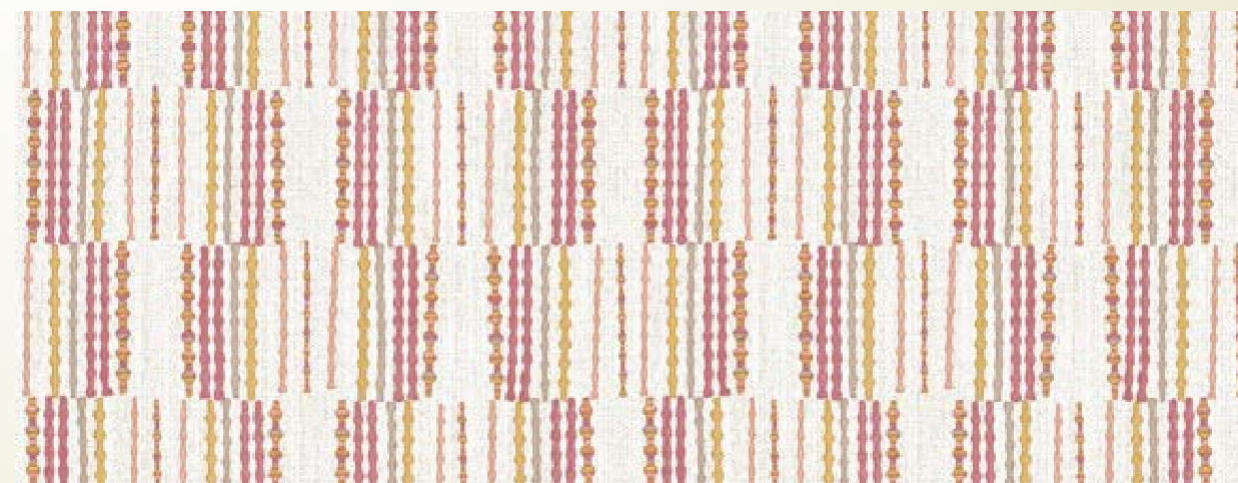
W135X589F75



W135X592F75



W135X595F75



Beaded Bliss | W135X600F75

The charm of string beads brings in a carefree spirit and a sense of fun. Combine with vividly colored furnishings and rugs in natural materials and you won't want to leave your room!



W135X544F75



W135X545F75



W135X542F75



W135X543F75



Diamante | W135X544F75

A diamond grille pattern has a contemporary yet rustic vibe and suggests a scheme with plenty of metal and steel - a little masculine, a little playful.



W135X541F75

W135X538F75

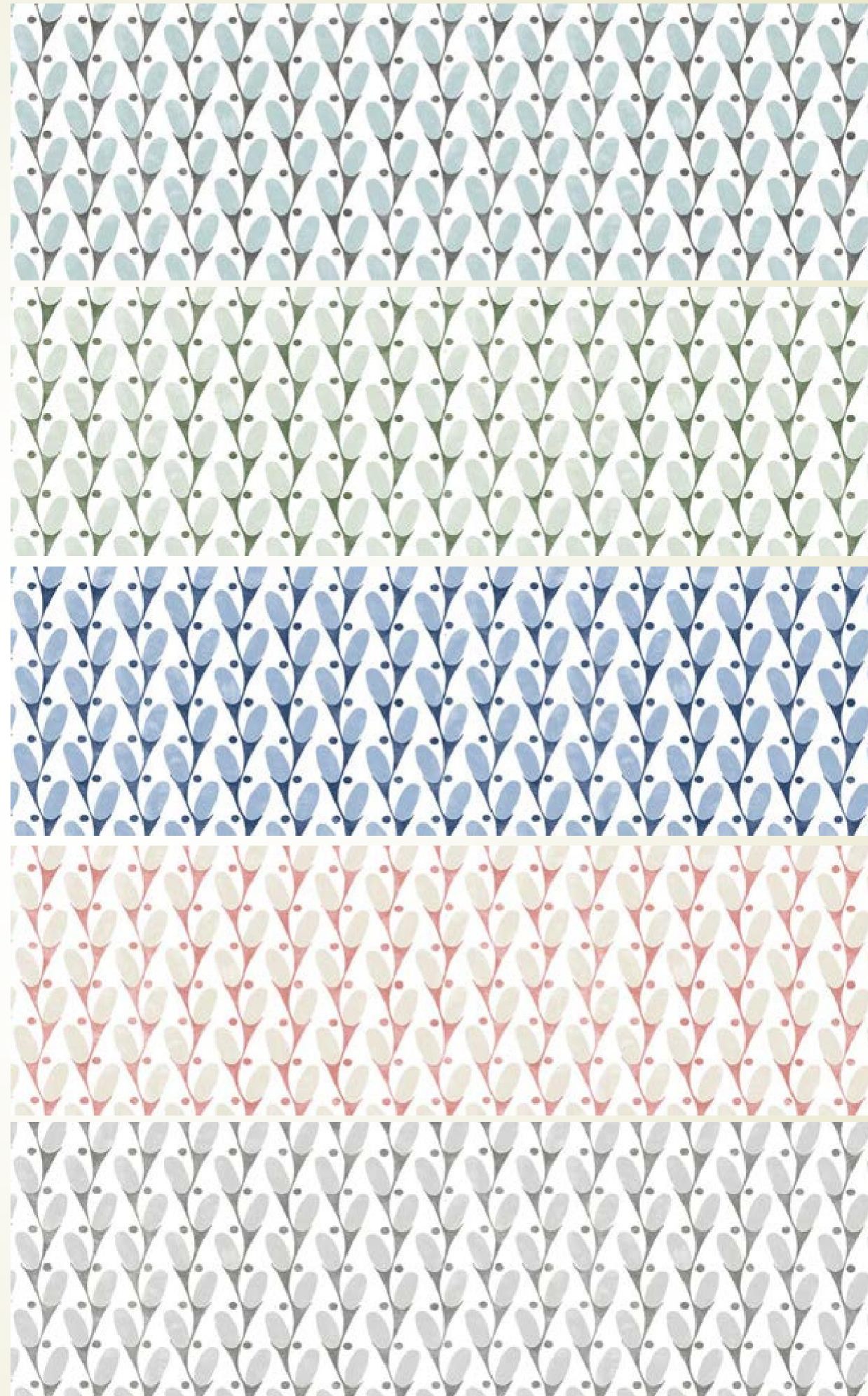
W135X540F75

W135X539F75

W135X537F75

Candy Flower | W135X541F75

Graphic and light hearted, this abstract botanical adds a lot of energy and fun to a space with a touch of 60's glamour. Pair with angular and odd shaped Scandinavian furniture to complete the look.





W135X566F75

W135X565F75

W135X567F75

W135X564F75

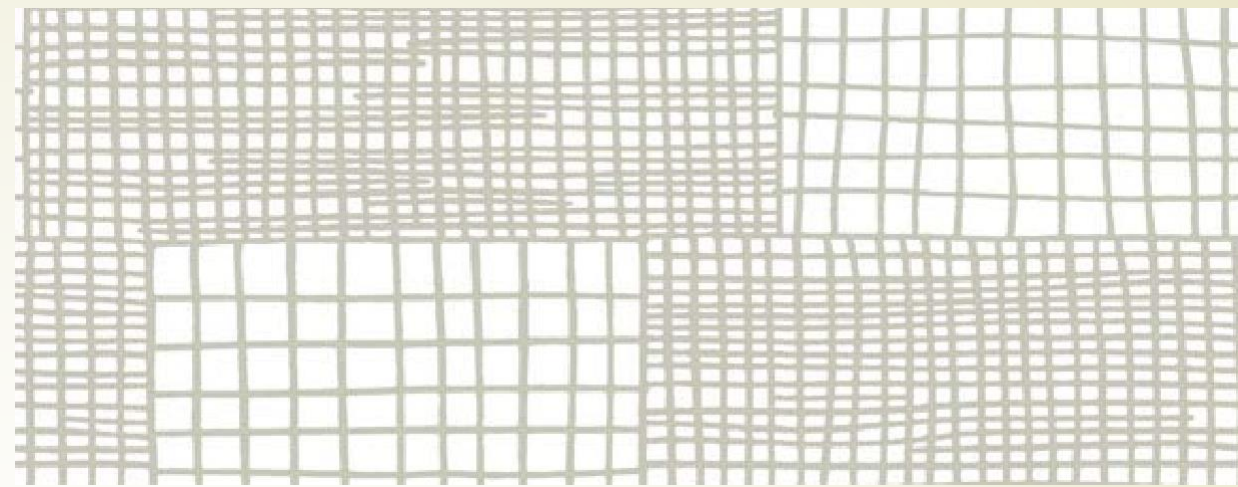
Last Summer | W135X566F75

Simple, stylish and sophisticated. A pale and restrained palette gives this pattern a modern flavor, and, contrasted with bold shades creates a very unusual and high energy look.

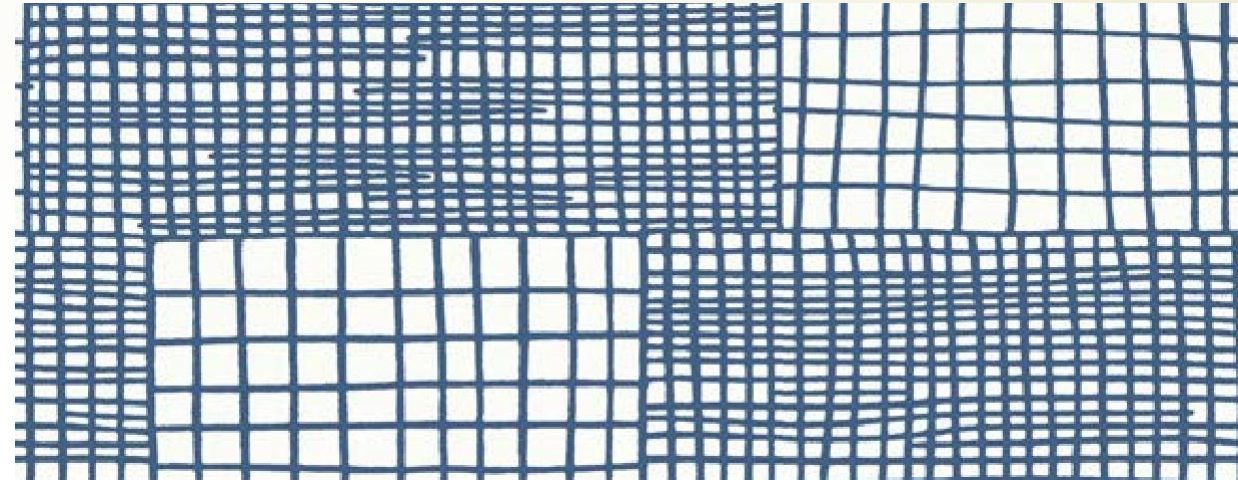




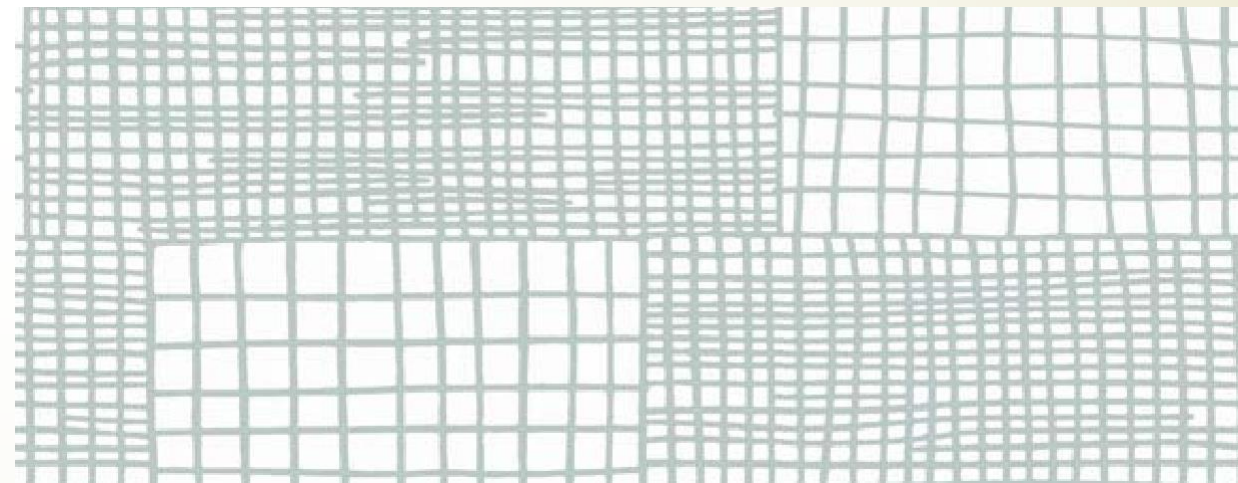
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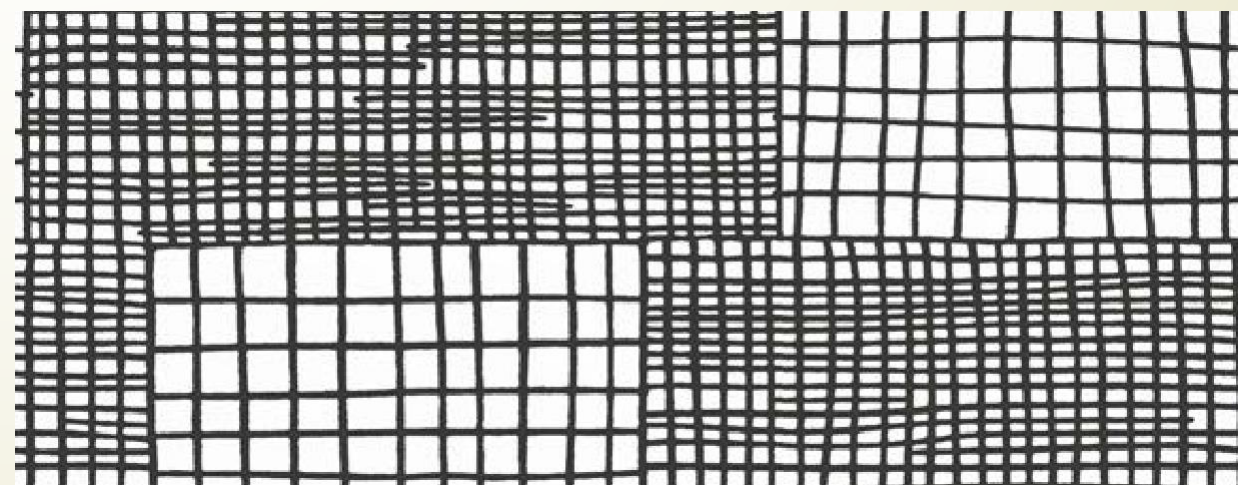
W135X573F75



W135X574F75



W135X575F75



Check This | W135X573F75

Loosely drawn criss crossing lines with patches of closely drawn lines creates a lovely effect - simple, eye-catching, friendly and modern. Can be used in a living room or as a comforting look in a bedroom.



W135X535F75



W135X536F75



W135X534F75



W135X533F75



Blossom | W135X536F75

Flowers in bold lines and flat, off beat colors like olive, mustard and burnt orange have a child's story book feel and similar cheery charm. Perfect for a nursery or to add to the natural warmth to a kitchen.



W135X553F75



W135X550F75



W135X551F75



W135X552F75



Glory days | W135X553F75

A prettily drawn forest in pastel shades adds an arty and gentle vibe to an understated decor scheme. If you like things a little muted but with plenty of character, this wallcovering is a wonderful addition.



W135X548F75



W135X546F75



W135X549F75



W135X547F75



Summer's Here | W135X546F75

Add a soft and sweet touch to your walls with this bouquet of gentle grey and blossom encased in pretty leaves. The garden comes in as does a painterly touch. Sophisticated, elegant and unique.



W135X578F75



W135X577F75



W135X576F75



W135X579F75



W135X580F75



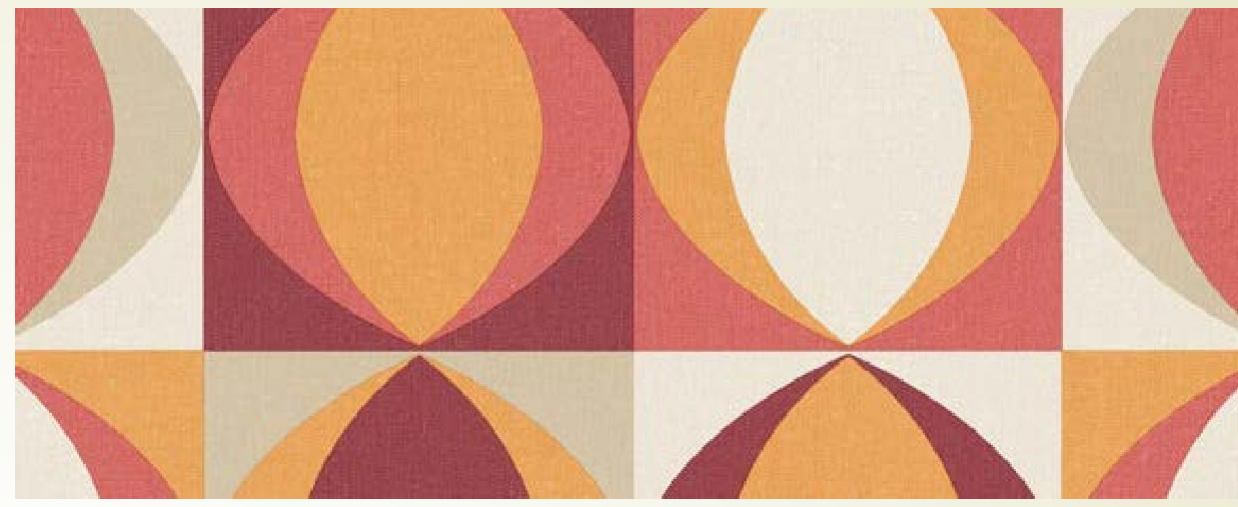
Devon | W135X577F75

A gentle watercolor wash of large blossoms and drooping branches will lend a peaceful ambience and a lovely look to your home. Perhaps some white wicker furniture might be the perfect companion.

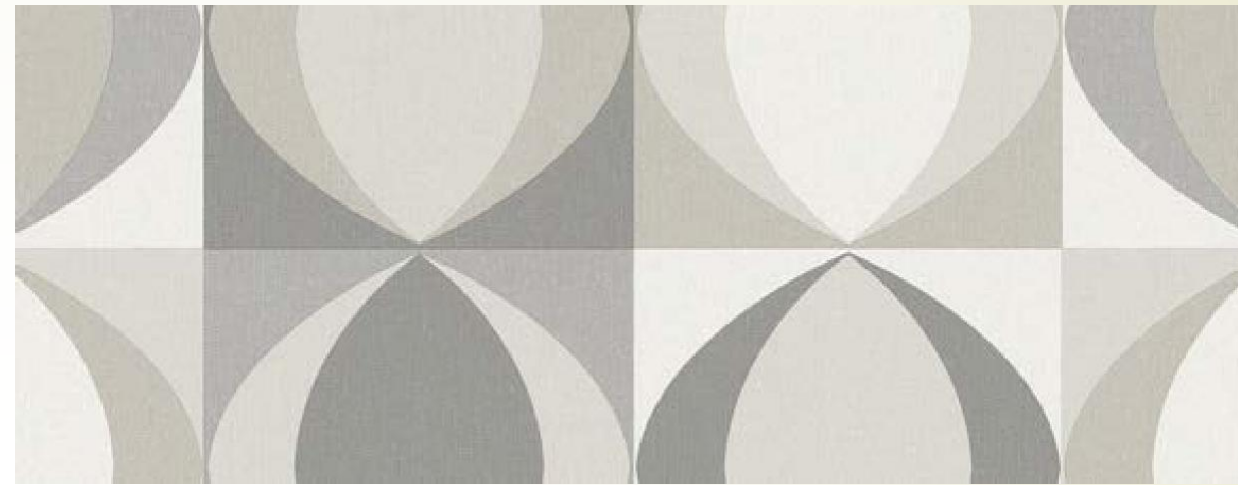




W135X586F75



W135X585F75



W135X587F75



W135X588F75



New York Minute | W135X585F75

Oh those heady days of 60's fun! Recreate the spirit of that amazing decade with this stunning pattern. It will give a boost to any part of the house - bedroom, bathroom, living room. Or your office.



W135X607F75

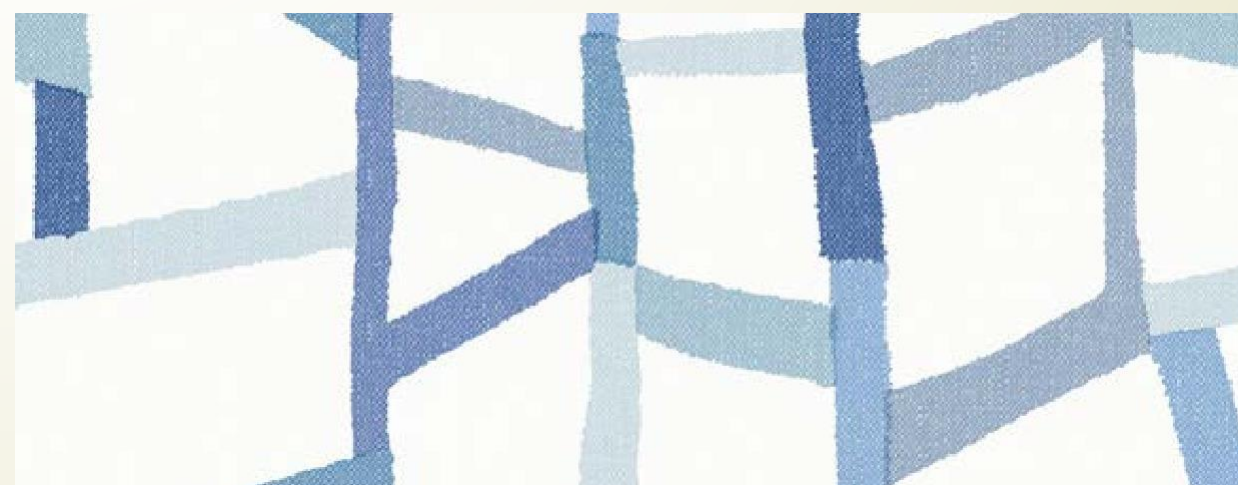
W135X606F75

W135X605F75

W135X608F75

Bermuda | W135X607F75

Free hand watercolor lines seem to have a jagged, urban sophistication with an arty feel. As centerpiece in your living room or in a study, this pattern will tie the room up and lend an air of big city suaveness.





W135X613F75

W135X610F75

W135X612F75

Dream On | W135X613F75

The focus is on texture with the colour highlighting its particular charm. This linen like pattern introduces a mild, laid back mood and a lot of elegance. It will perfectly frame an island style decor scheme.





W135X557F75



W135X556F75



W135X554F75



W135X555F75



W135X558F75



Painted Blossoms | W135X557F75

Fine line drawings of a garden full bloom with varying degrees of inky blackness recalls posters in the early 1900's and is unmatched in terms of artistic impact. This pattern is all you need in a room to make it special.





W135X571F75



W135X568F75



W135X569F75



W135X570F75



For You | W135X571F75

A floral burst that combines line drawn leaves with watercolors creates a familiar scene with an unusual twist and lends a space a lively ambience. It will add extra warmth to family spaces like living and dining areas.



W135X561F75



W135X560F75



W135X563F75



W135X562F75



W135X559F75



Magic Garden | W135X561F75

An exuberant burst of flower power in paint box colors and country ceramics stylings brings a room to life. Will go so well in a kitchen or dining room or add great cheer to a bedroom.



W135X582F75

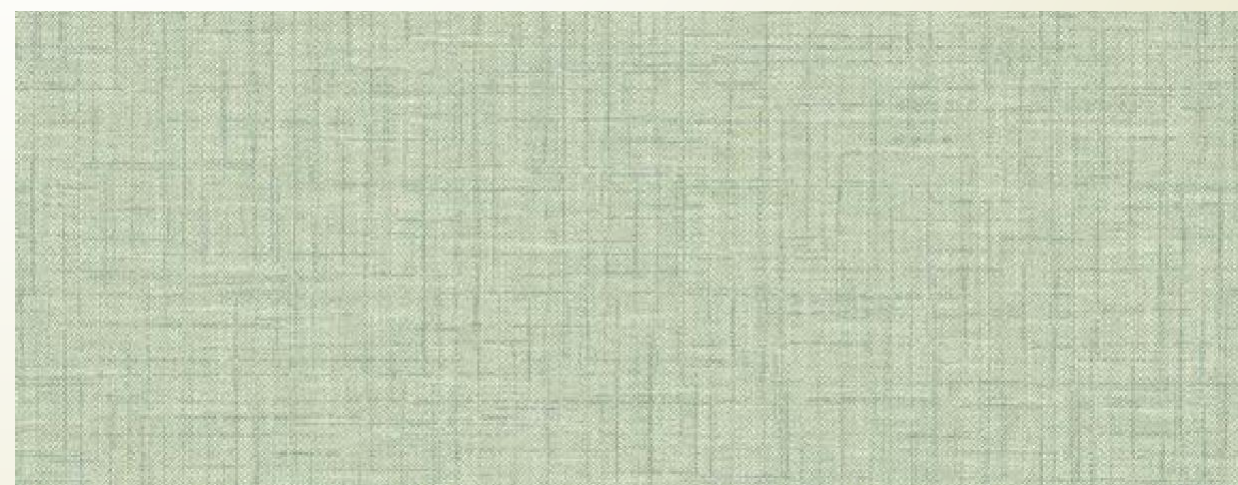
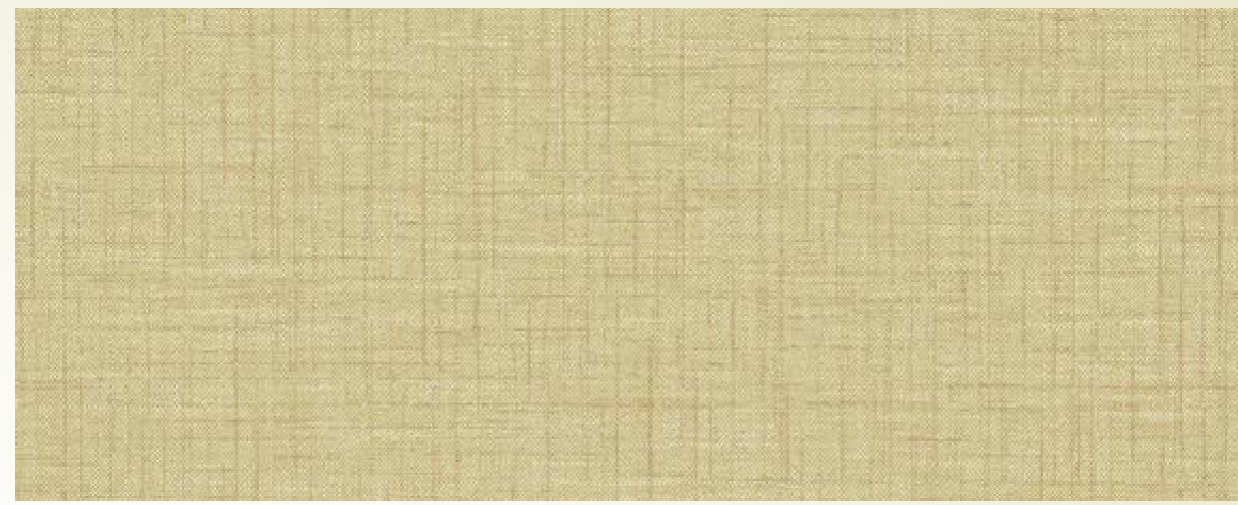
W135X583F75

W135X581F75

W135X584F75

Daze | W135X583F75

The focus is on texture with the colour highlighting its particular charm. This linen like pattern introduces a mild, laid back mood and a lot of elegance. It will perfectly frame an island style decor scheme.





# 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 co-ordinates.

## 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 ~~your~~ meet your expectations.





# Blue Bell



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