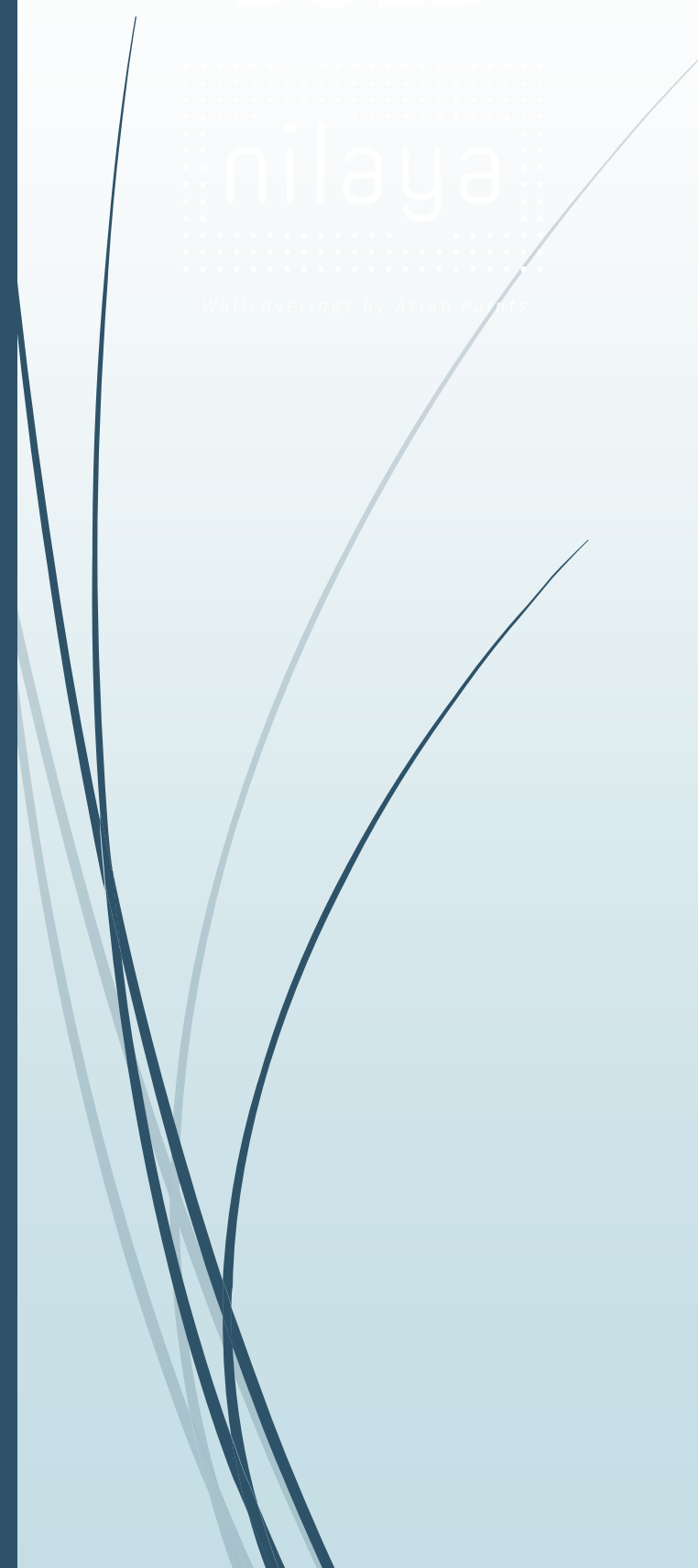


**BOLD**

nilaya

Wallcoverings by Asian Paints



# 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 O L D

Go bold. An exciting collection of strong graphics, intriguing geometrics, dazzling patterns and the style and sophistication of Art Deco and 50's aesthetics. The rugged and the graceful combine to form formidable patterns and statement looks with a rich palette and unusual textures.



W139X371E75

W139X372E75

W139X373E75

W139X376E75

W139X375E75

W139X374E75



Next Time | W139X373E75

Curves and geometrical razzle dazzle takes over a room lending it enormous personality. Play with a decor scheme to match. Sleek furnishings, bold colors like tomato red or rich purple are called for.

W139X377E75



W139X378E75



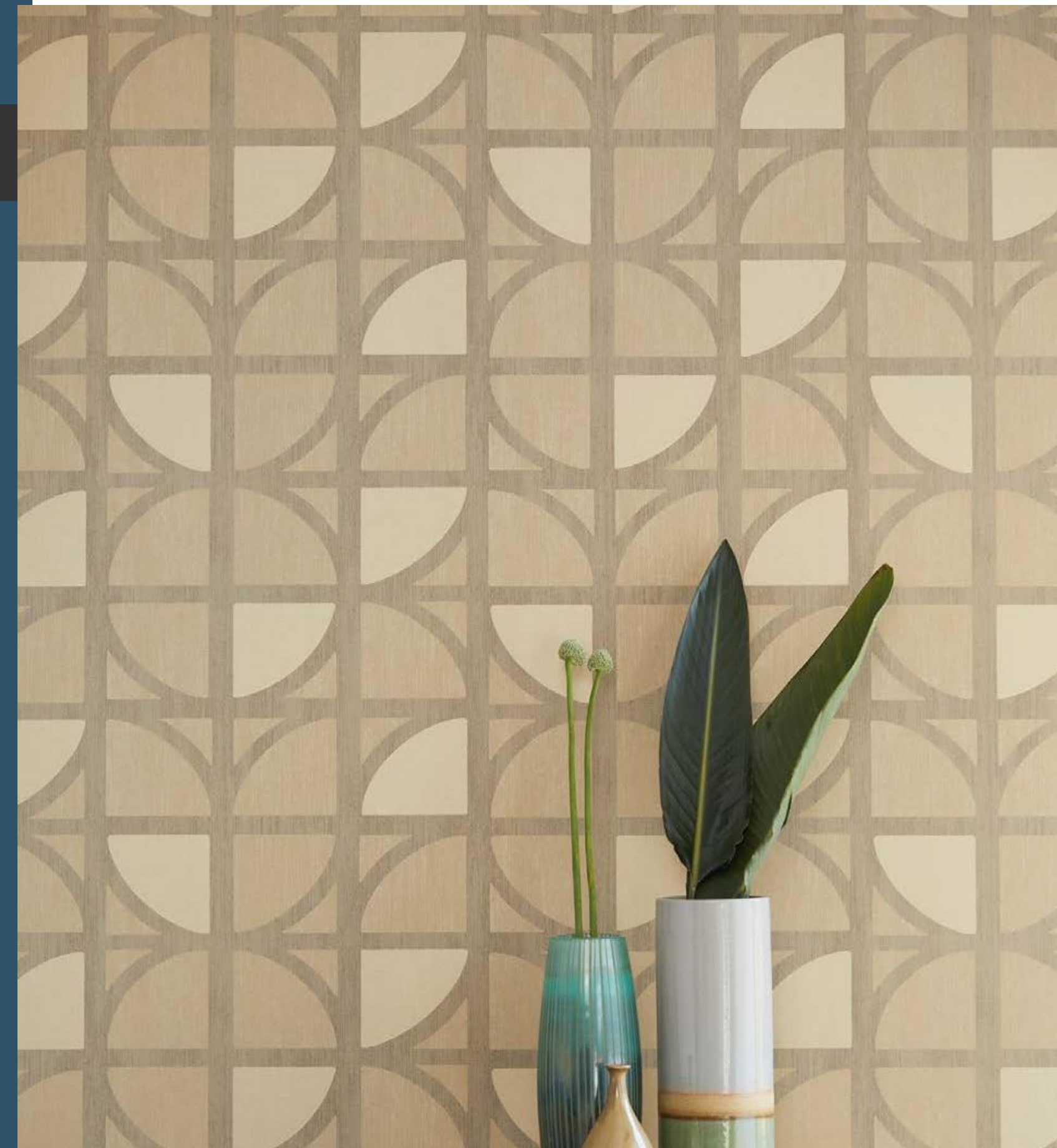
W139X379E75



W139X380E75



W139X381E75



Manhattan | W139X378E75

Art Deco design and a 1950's flavor lends a stylish air to a space. Streamlined furniture and bold shades are perfect complements. Be daring, big and bold for a memorable look.

W139X386E75



W139X387E75



W139X390E75



W139X391E75



W139X389E75



W139X388E75



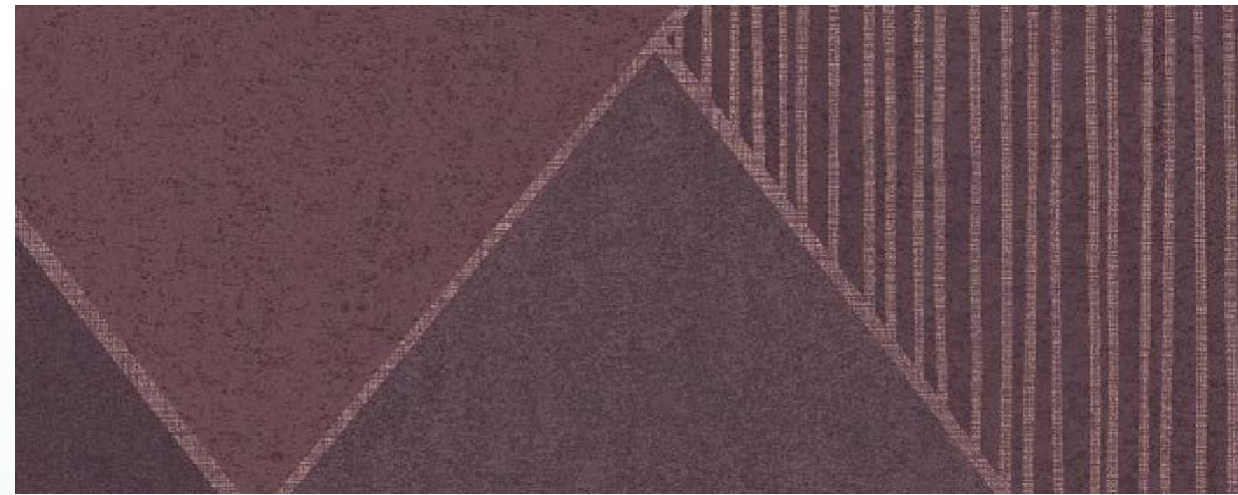
W139X392E75



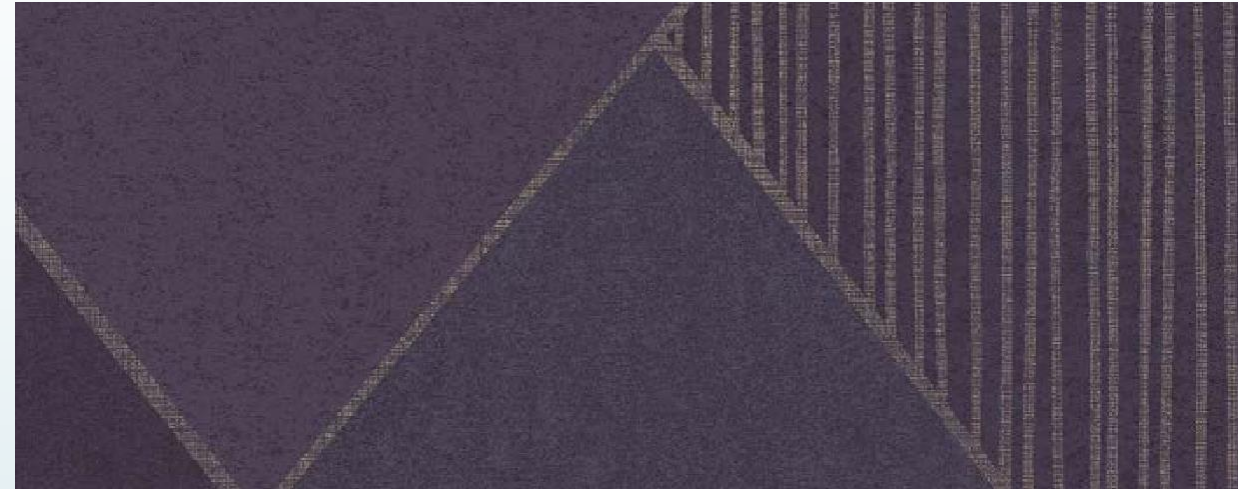
Brooklyn | W139X389E75

Contrasting shades and large sections with an interesting texture give this pattern a confident and adventurous look. Pair with a modern decor scheme and surprising touches.

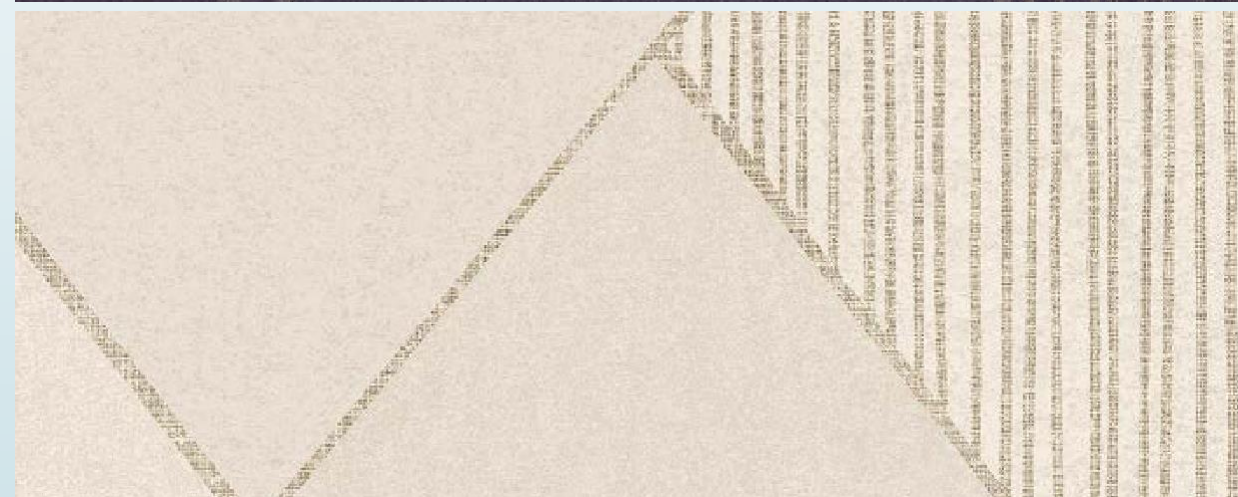
W139X384E75



W139X385E75



W139X382E75



W139X383E75



Catwalk |W139X383E75

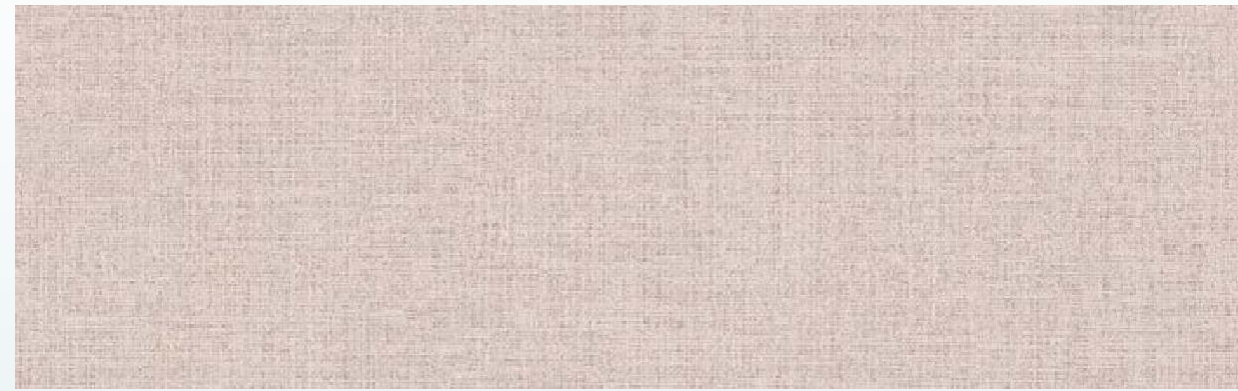
Oversized bands, fine lines, a soft texture and bold shades make this pattern busy, vibrant, original and sophisticated. Boasting a mature design aesthetic, it's perfect for a contemporary space.



W139X366E75



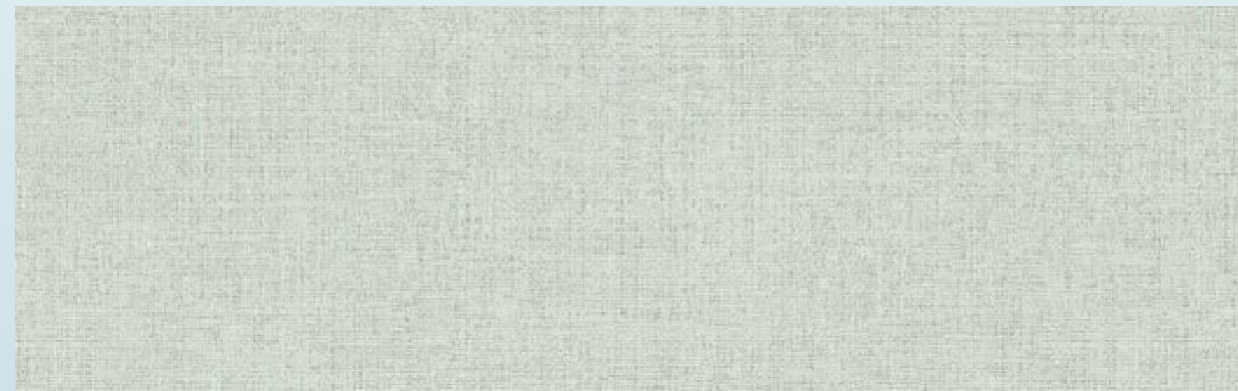
W139X369E75



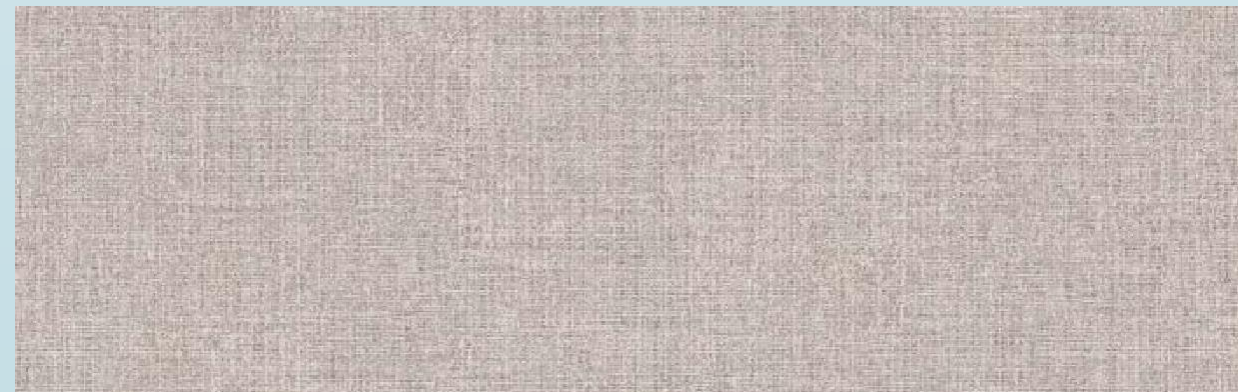
W139X370E75



W139X368E75



W139X367E75

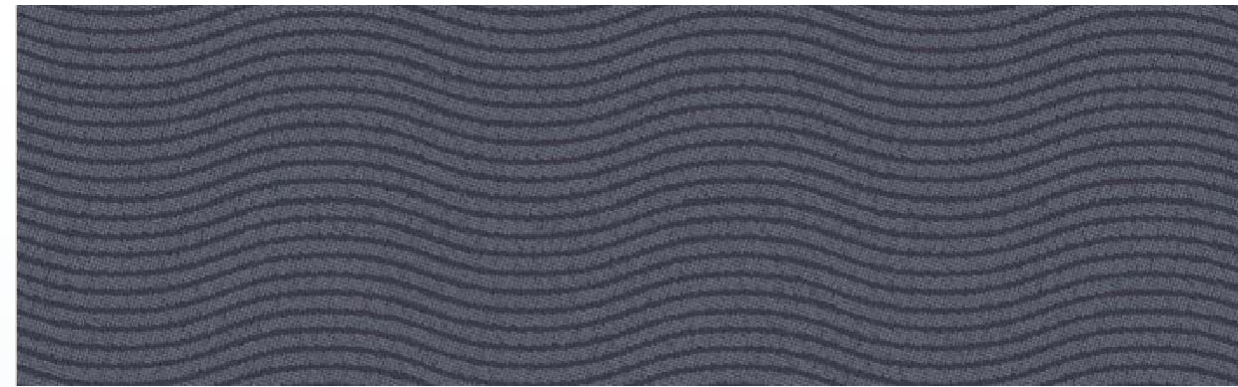


Gossip | W139X366E75

A subtle shade and linen texture ushers in a warm and elegant ambience. The unusual colouring is what will give your decor scheme that unique look and modern appeal.



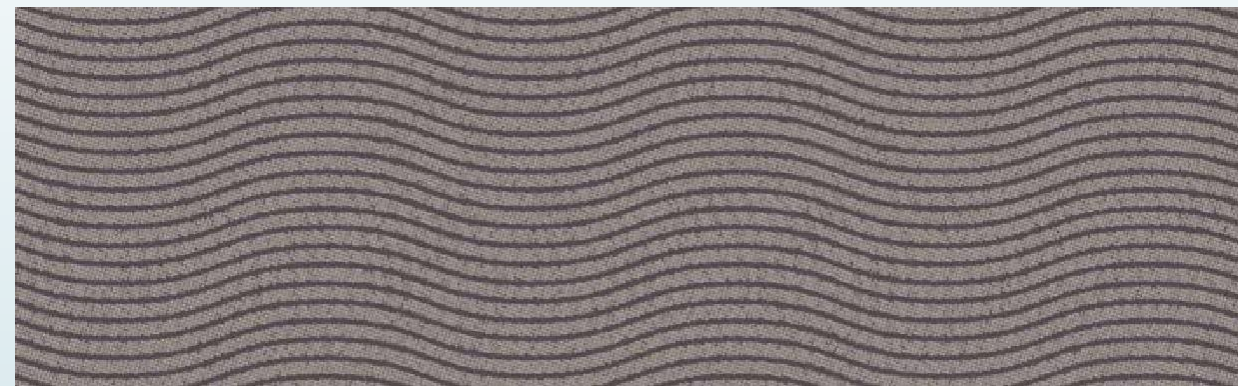
W139X396E75



W139X397E75



W139X395E75



W139X394E75



W139X393E75



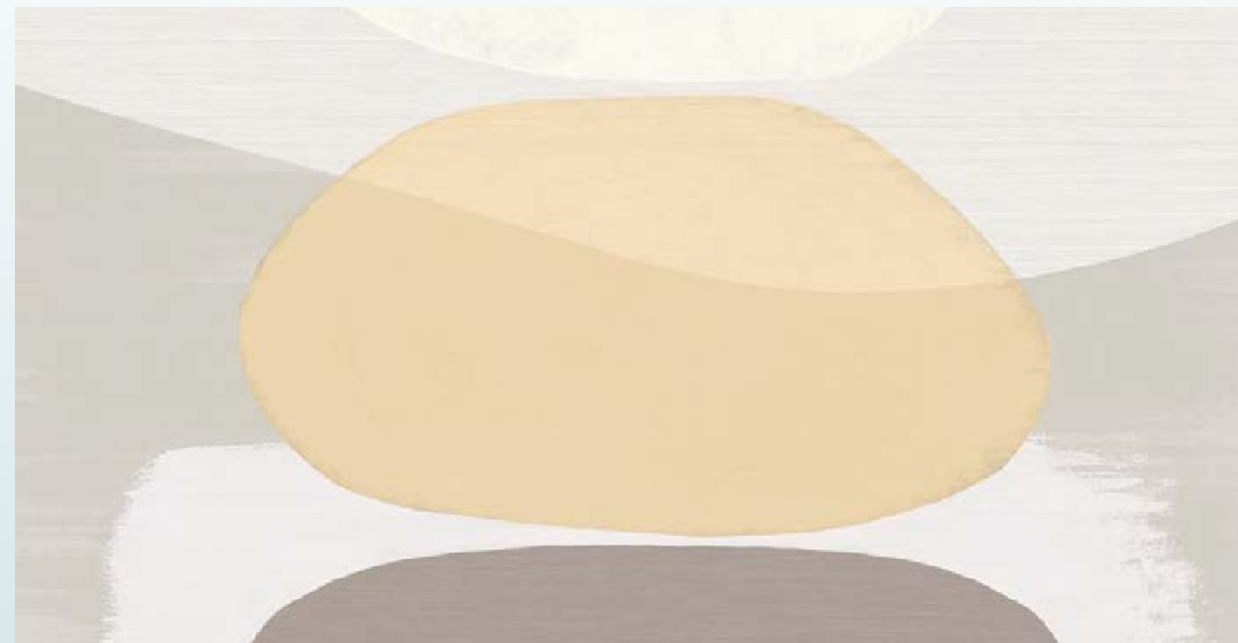
Wave | W139X395E75

Graceful wavy strips of mother of pearl offer an illuminated and elegant canvas to a new age scheme.  
Perfect for a bedroom, kitchen or a living room

W139X398E75



W139X399E75



W139X400E75



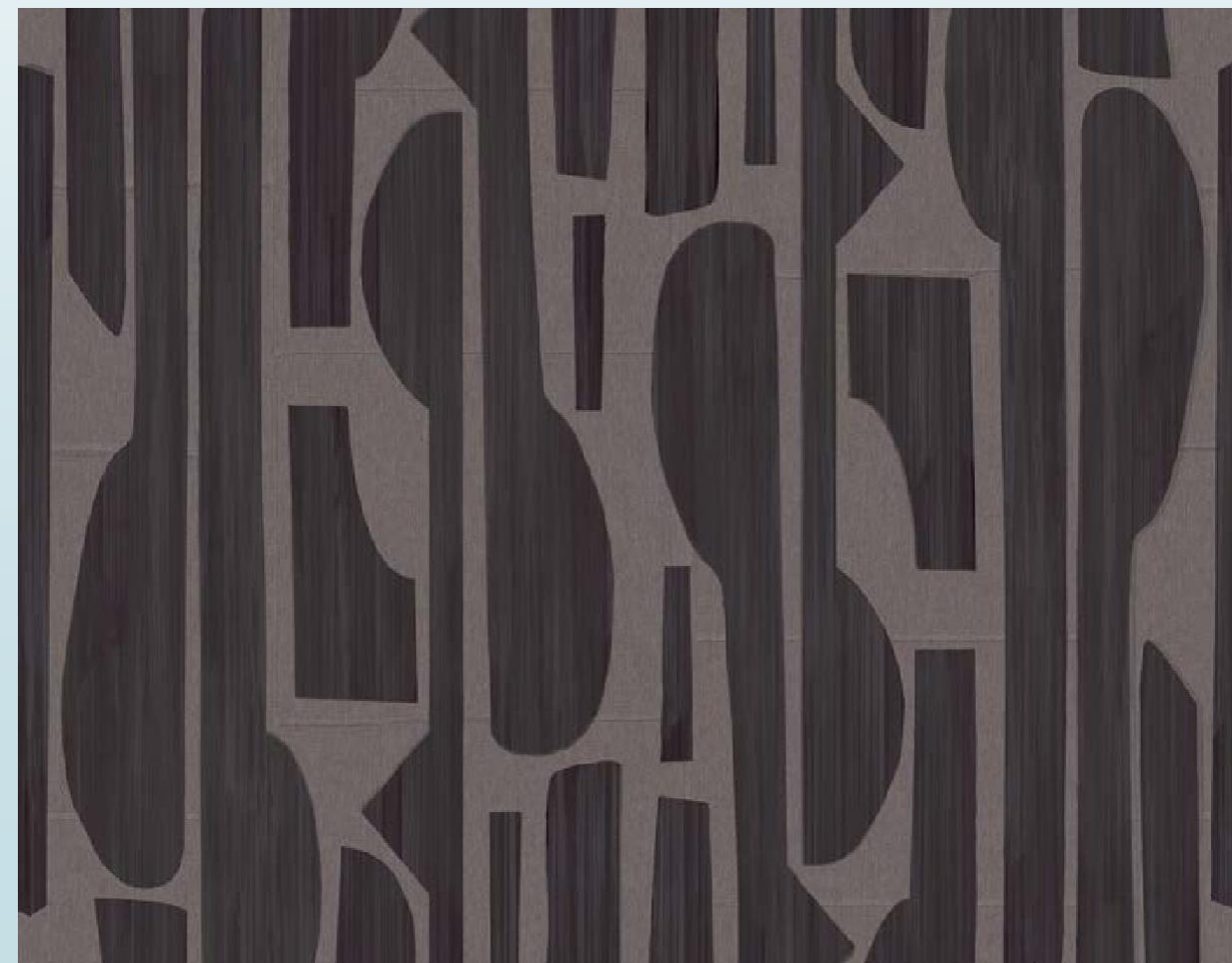
On the Rocks | W139X400E75

Simple graphics in bold colouring has a modern art feel to it and can be successfully used as an exciting feature wall that will stamp a room with style and sophistication.

W139X403E75



W139X404E75



Mad Men | W139X404E75

Intriguing, puzzling, optically stunning. You can't take your eyes off this pattern. Makes a statement and creates a superb backdrop to a modern and stylish space.





W139X402E75



W139X401E75

Me Time

Intriguing, playful, artsy and cool - the essence of 50's glamour. This pattern calls attention to itself and invites you to complement it with an adventurous and memorable decor scheme.

# NILAYA EC SYSTEM

## 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.



*Studio Allure*

*Design Personified...*

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