

# Reflect

## 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.



## REFLECT

It's just an illusion! Light and shade create luxurious designs with regal peacocks, glistening scales and textured plains with shimmery dots in a variety of shades catching the light. Foils and velvety flock appear in jewel shades.





W102WE89E75



W102WE91E75



W102WE95E75

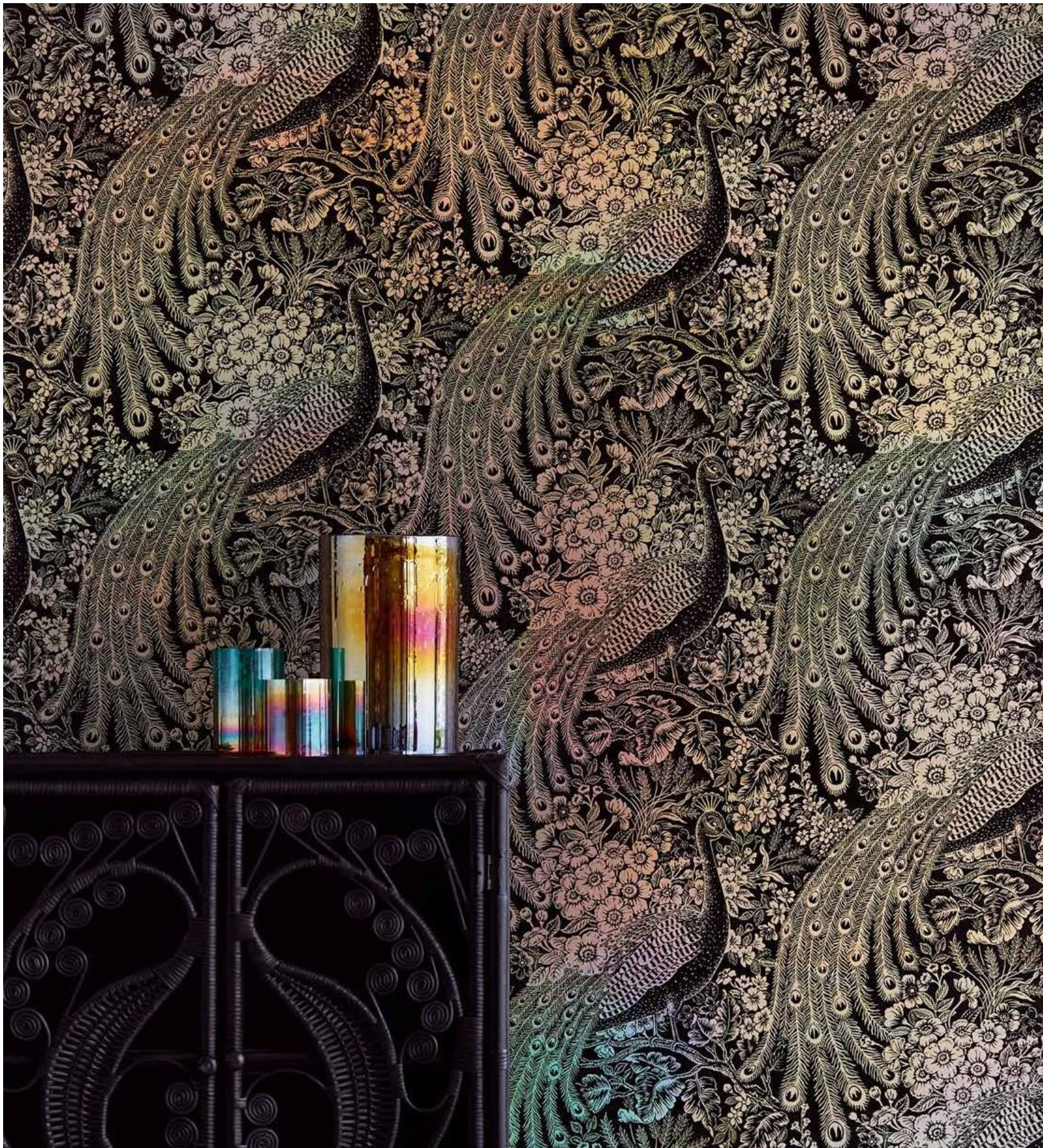


W102WE90E75



Plumage | *W102WE89E75*

Surreal and abstract, just demanding to be noticed. A plumage composed of large blossoms filling up a space with drama and personality.







Studio Allure

Design Personified.

W102WE92E75



W102WE96E75



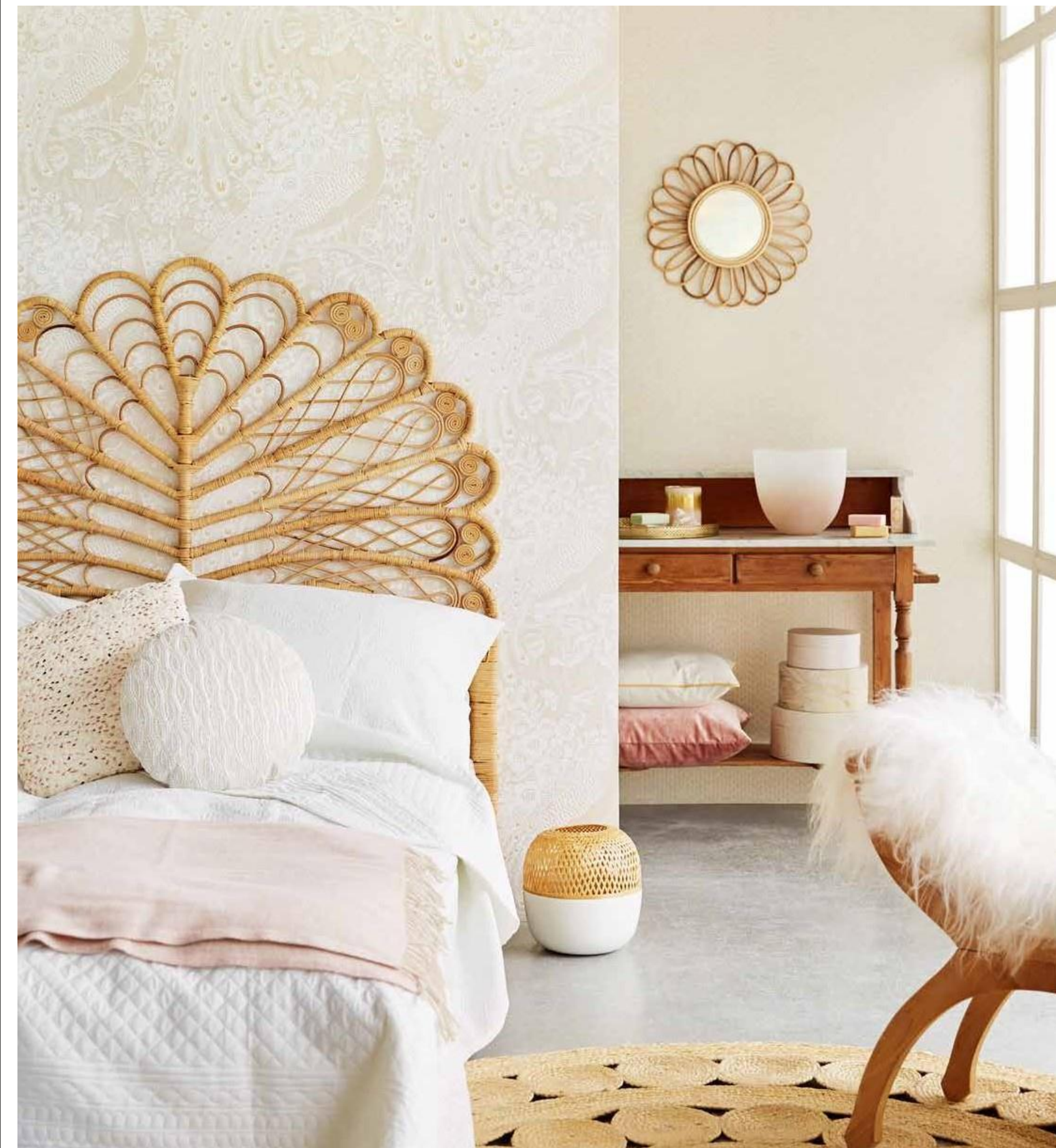
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W102WE93E75



W102WE97E75



Plumage | W102WE92E75

Surreal and abstract, just demanding to be noticed. A plumage composed of large blossoms filling up a space with drama and personality.





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W102WE98E75



W102WE99E75



W102WF00E75



W102WF01E75



W102WF04E75



Forest Expression | W102WE98E75

Tall grasses create the illusion of shade and stillness and the effect is one of foresty cool.





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W102WF05E75



W102WF03E75



W102WF02E75



W102WF06E75



W102WF07E75



Forest Expression | W102WF05E75

Tall grasses create the illusion of shade and stillness and the effect is one of foresty cool.

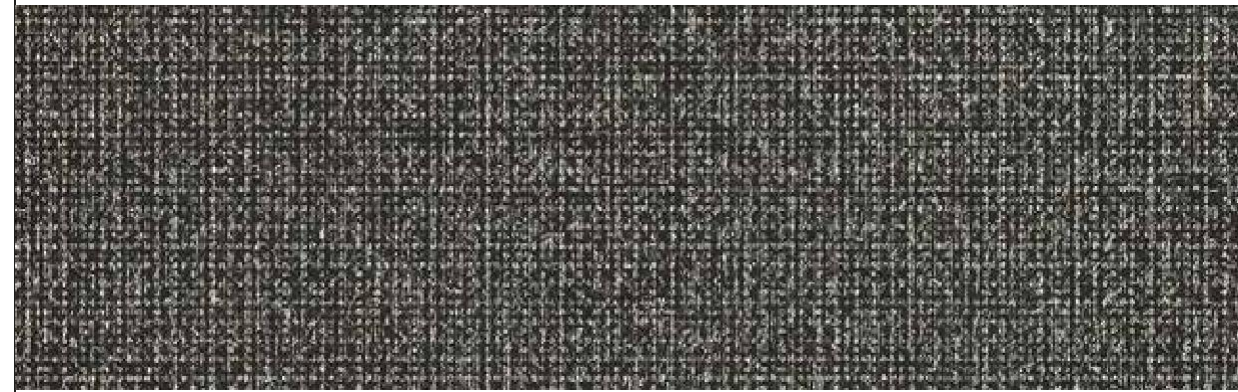




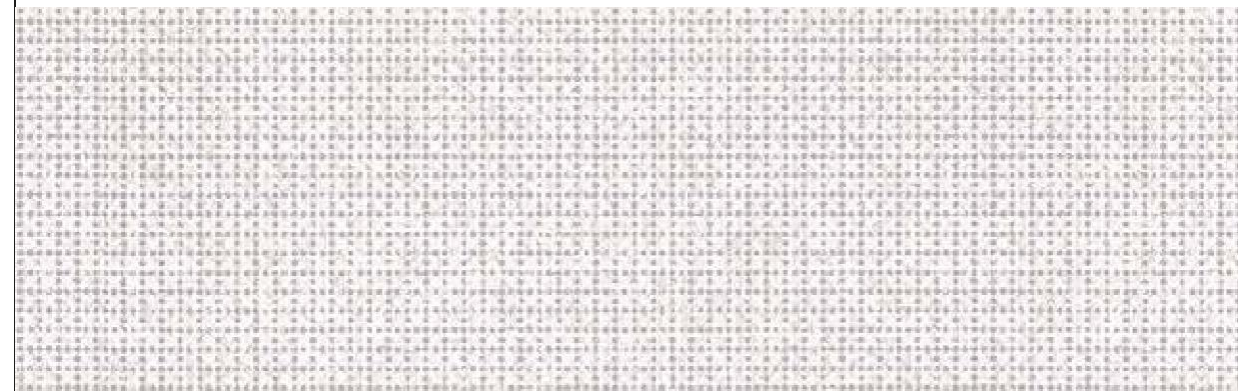
Studio Allure

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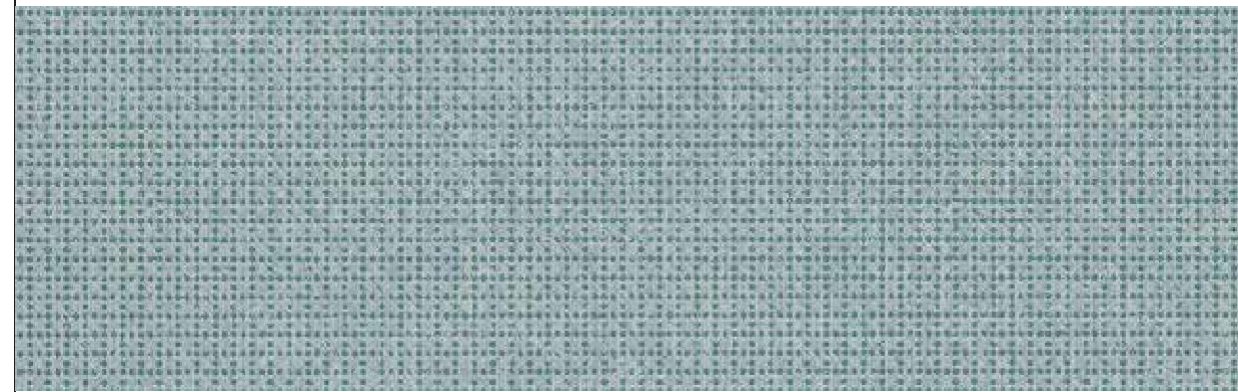
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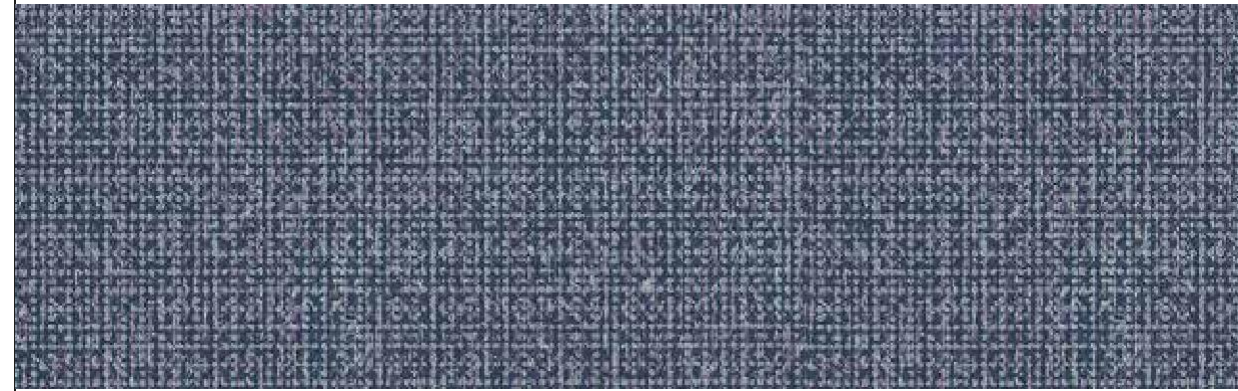
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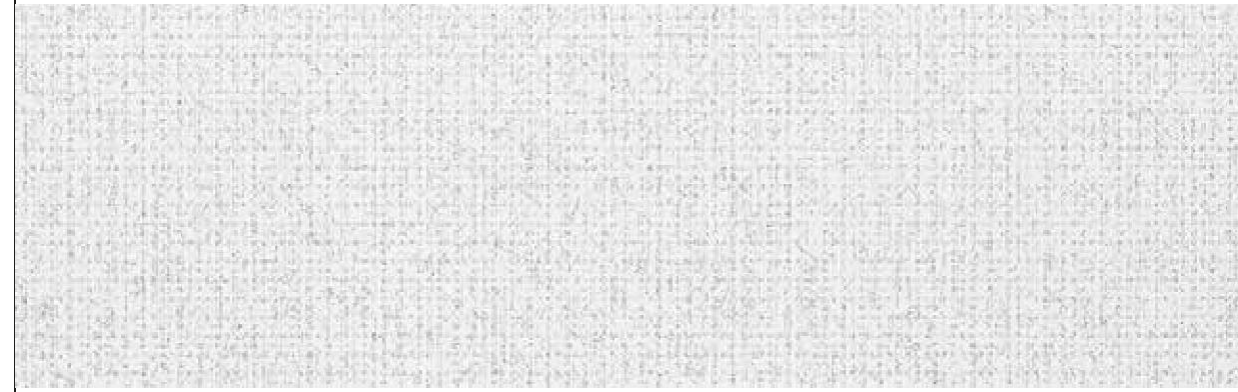
W102WF15E75



W102WF14E75



W102WF16E75



Light Touch | W102WF09E75

Simple checks made of tiny dots create a sense of movement and pace. Quiet, cool and elegant.



W102WF10E75

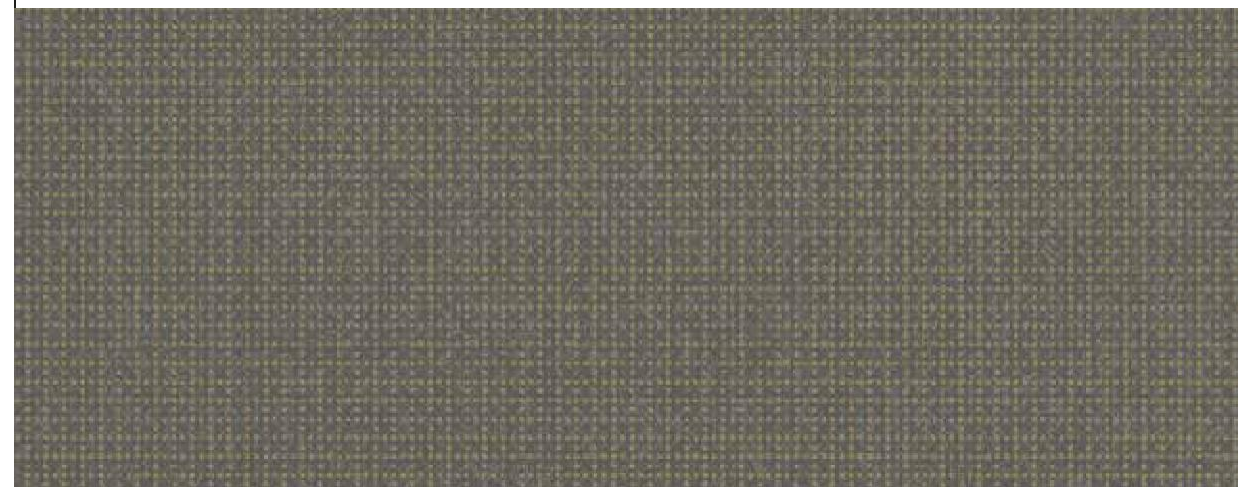
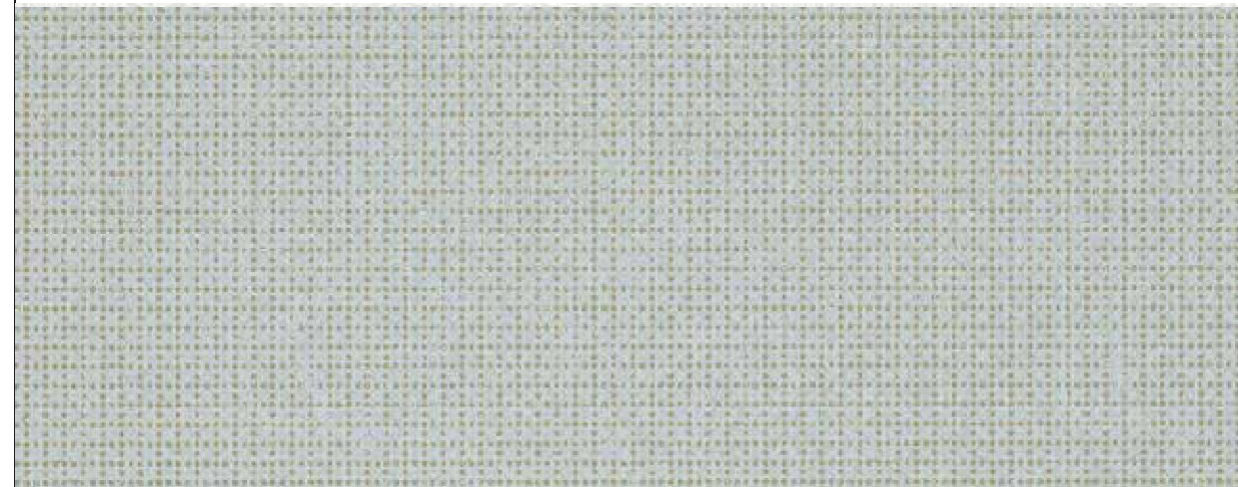
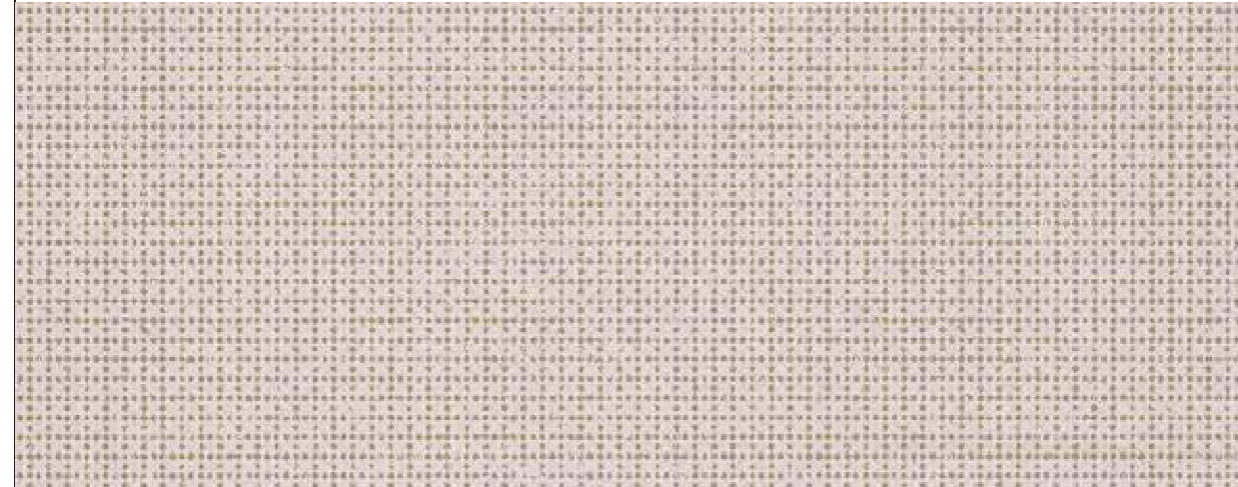
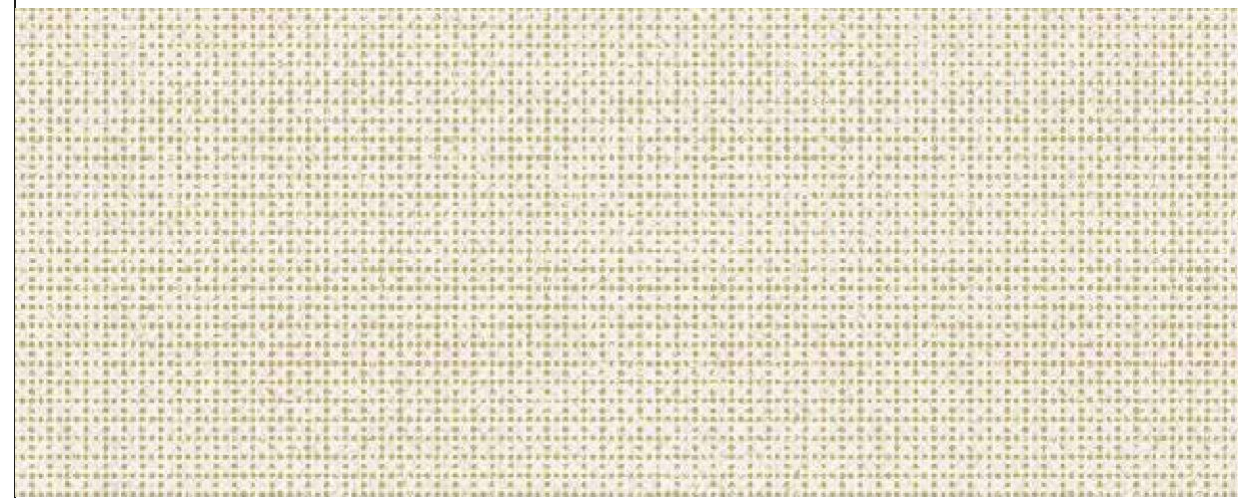
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W102WF12E75

W102WF13E75

Light Touch | *W102WF10E75*

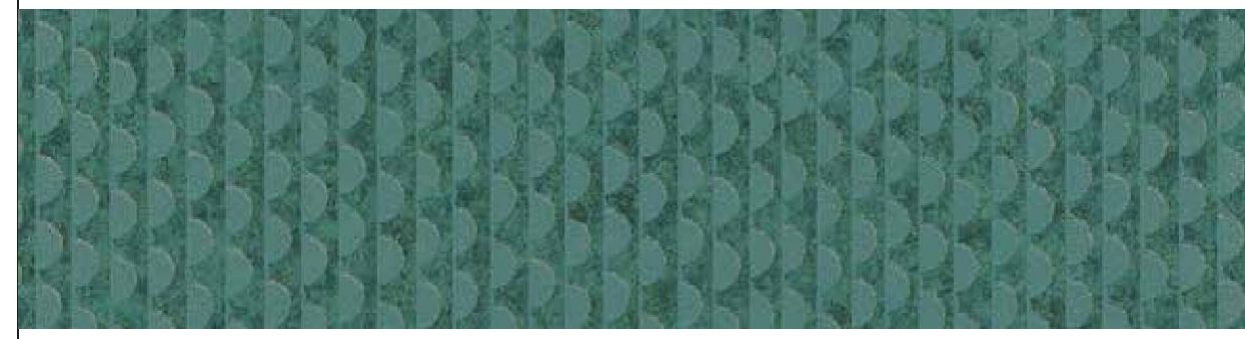
Simple checks made of tiny dots create a sense of movement and pace. Quiet, cool and elegant.



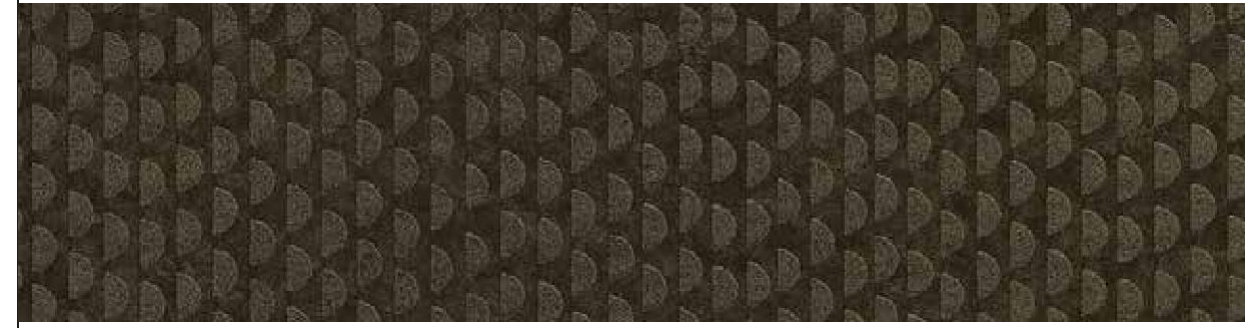




W102WF20E75 *Studio Allure*  
Design Personified.



W102WF23E75



W102WF19E75



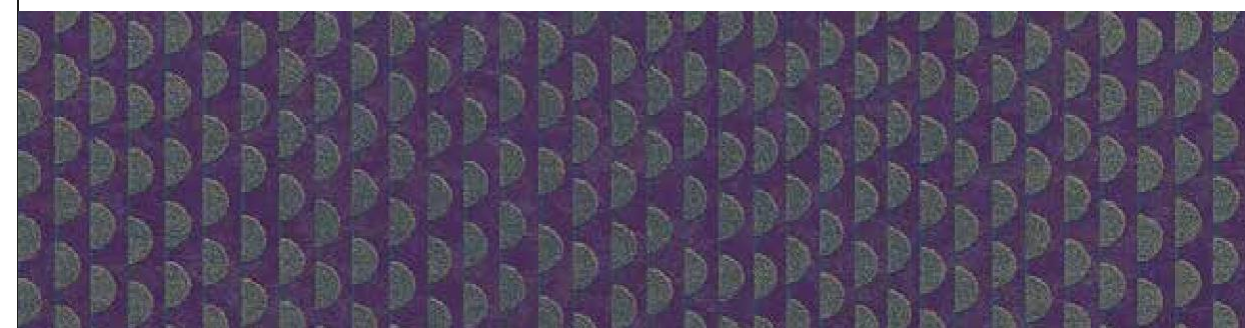
W102WF18E75



W102WF21E75



W102WF22E75



Shell Fantasy | *W102WF20E75*  
A string of cascading shells shimmer and catch the light  
and the effect is pretty elegance.





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W102WF30E75



W102WF24E75



W102WF25E75



W102WF26E75



W102WF28E75

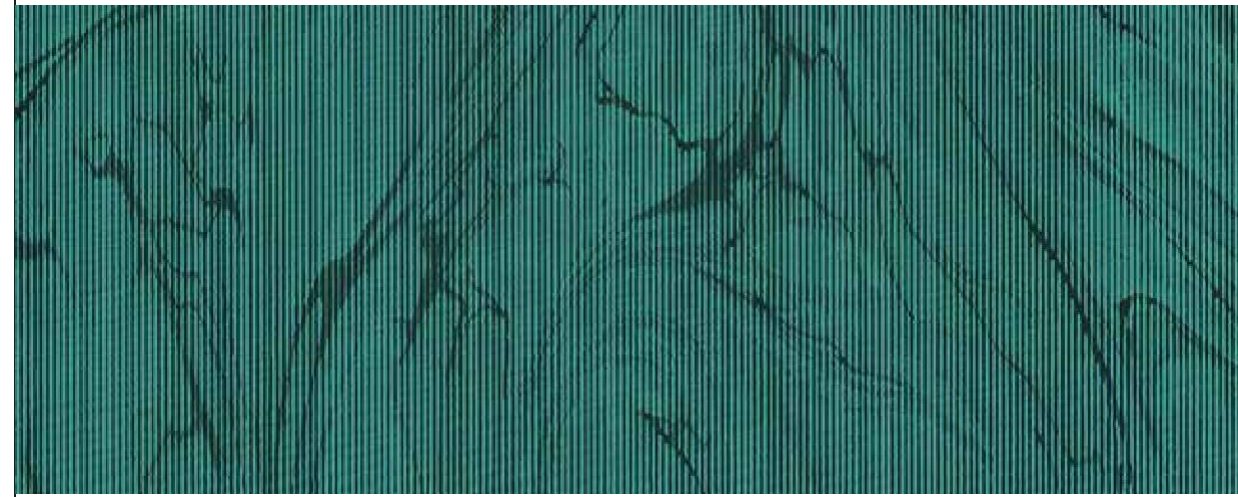


Marble Magic | W102WF30E75

A marble effect on a stunning monochrome fills a space with a simple beauty and just enough drama to make a memorable statement.



W102WF29E75



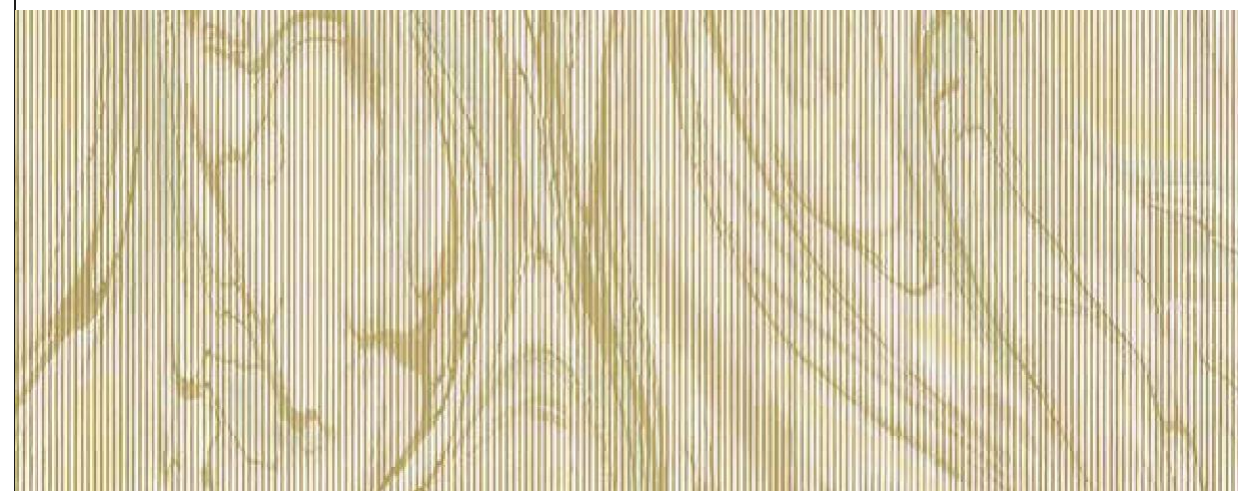
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W102WF31E75



W102WF27E75



Marble Magic | *W102WF29E75*

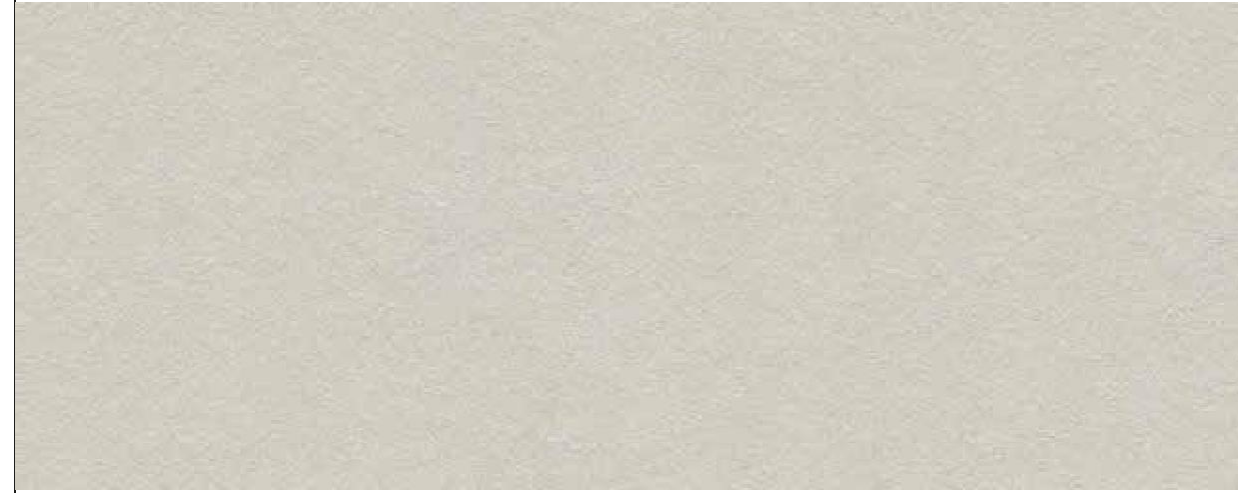
A marble effect on a stunning monochrome fills a space with a simple beauty and just enough drama to make a memorable statement.



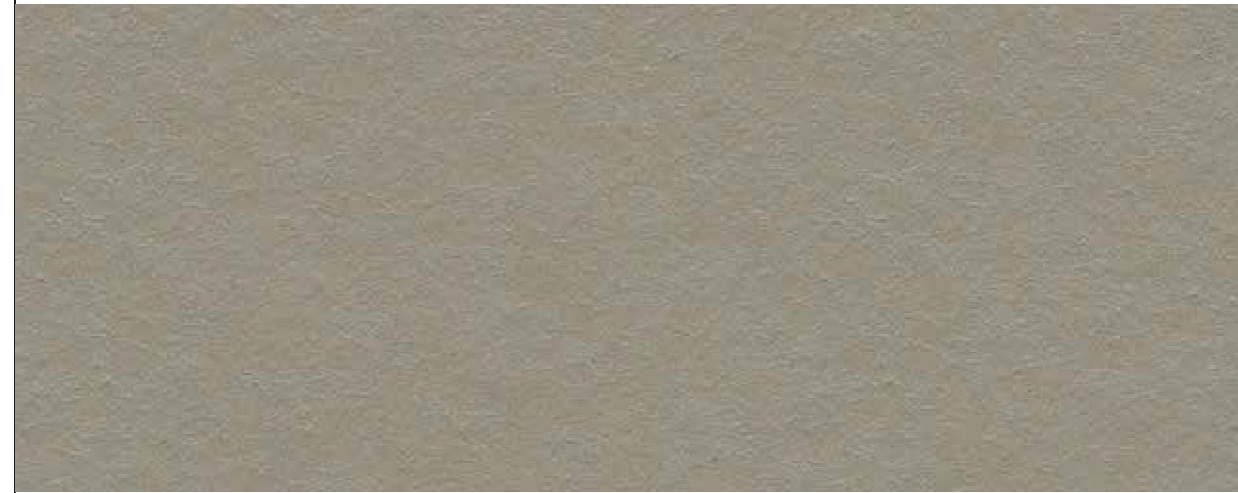
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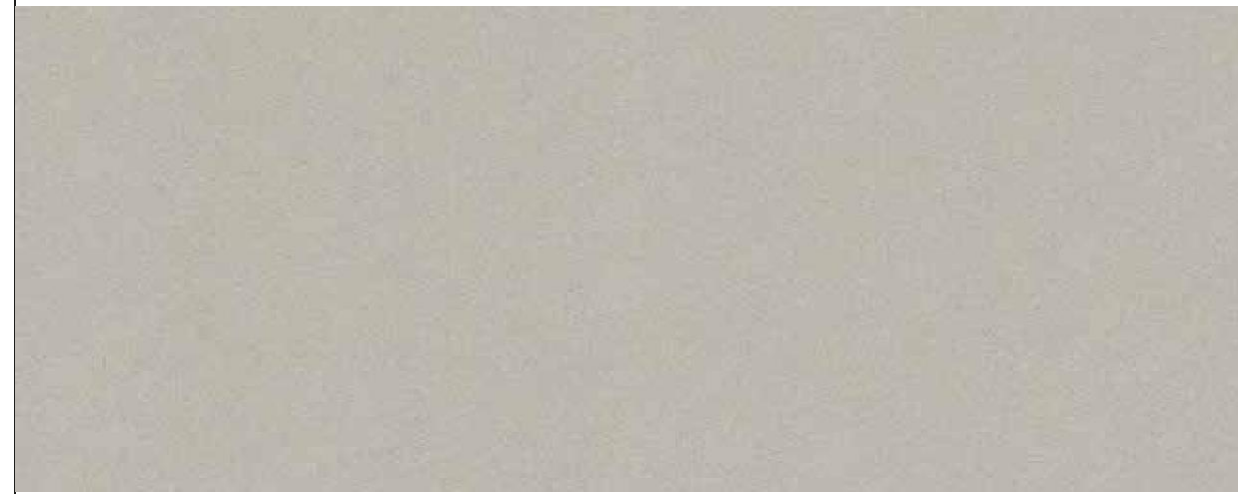
W102WF33E75



W102WF34E75



W102WF35E75



Tranquil Haven | W102WF17E75  
Sometimes all you need is a single deep shade and  
a hint of texture to transform a space.



# 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.





*Studio Allure*

*Design Personified...*

**"Archbishop Casimir Complex" No. 127, Casimir Complex,  
1<sup>st</sup> floor, TTK Road, Alwarpet, Chennai - 600 018.**

**Mobile: +91 9840165000 | 99406 77778**

**Email: [studioallureint@gmail.com](mailto:studioallureint@gmail.com) | Web: [www.studioallure.in](http://www.studioallure.in)**