



GEONATURE

nilaya

The art of wallcovering

ASIAN PAINTS

Asian Paints is India's leading paint company with a group turnover of Rs 158.5 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth and building shareholder equity. Asian Paints operates in 19 countries and has 26 paint manufacturing facilities in the world, servicing consumers in over 65 countries. Besides Asian Paints, the group operates around the world through its subsidiaries: Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco.

In decorative paints, Asian Paints is present in all four segments: Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers water proofing, wallcoverings and adhesives in its product portfolio.

In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings sections and offers various products under the Sleek and Ess Ess brands respectively.

NILAYA

Global Indian. Creator. Curator. Surface specialist. Or simply all of Asian Paints' expertise and experience in surfaces in one luminous offering: Nilaya.

Nilaya does more than just clad – a Nilaya wall is an intimate expression - beautiful, atmosphere enhancing and enjoyable. And, therefore, necessarily, made of the best in design, technology, material, pattern and texture.

An Indian soul that wanders the world, Nilaya celebrates design in every form, handpicking designs from global artistic traditions and curating from the world's most renowned designers. With our in house Signature Series we create an anthology of Indian-International patterns, eclectic and versatile. In this way, the world's finest surfaces are brought to your doorstep - wallcoverings, decals, borders and paintables.

Long an expert on Indian conditions, Asian Paints creates climate proof products. Hence the existence of a specialized, ready to use Nilaya wallcovering adhesive and Asian Paints trained applicators equipped with the latest tools.

So, welcome to Nilaya - to the wonders of walls transformed into the visions you dreamed of.



GEONATURE

Inspired by the designs of nature in Art Deco interpretations: natural cork backgrounds, bold sculptural graphics, striking fanned out leaves and artistic botanicals in an evocative palette.

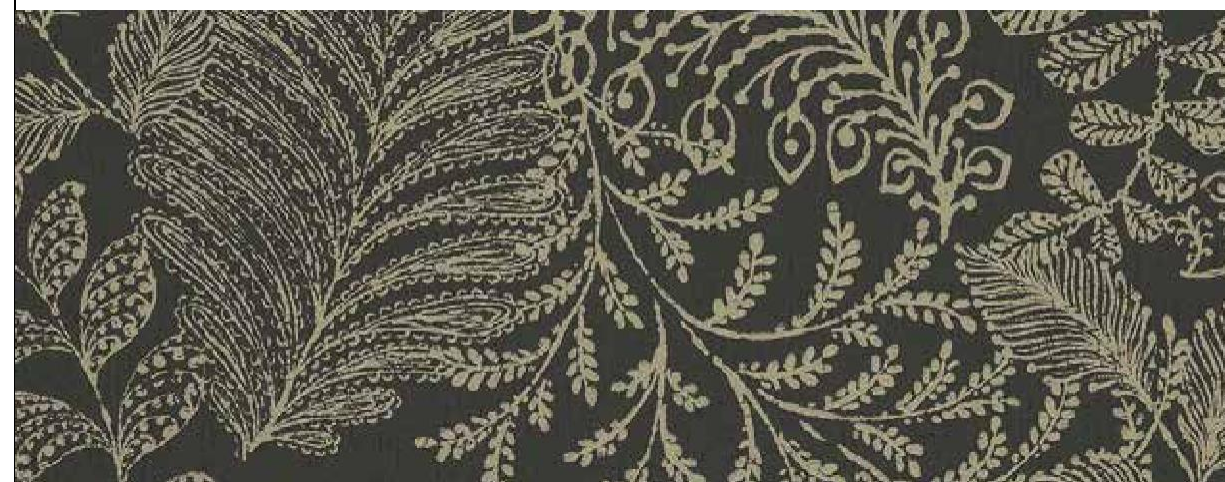
W090D55KE75



W090D55LE75



W090D55ME75



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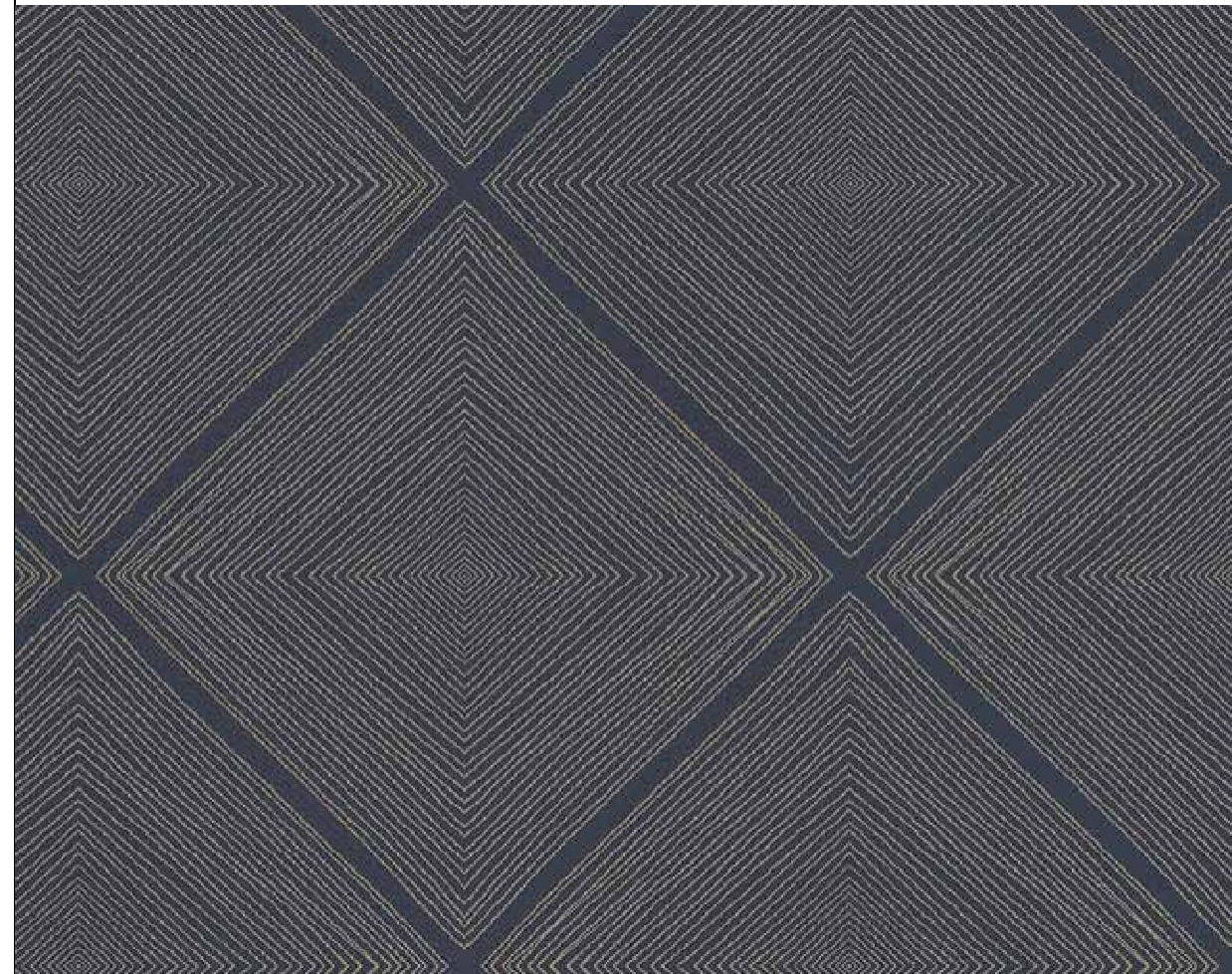


Forever Spring | W090D55OE75

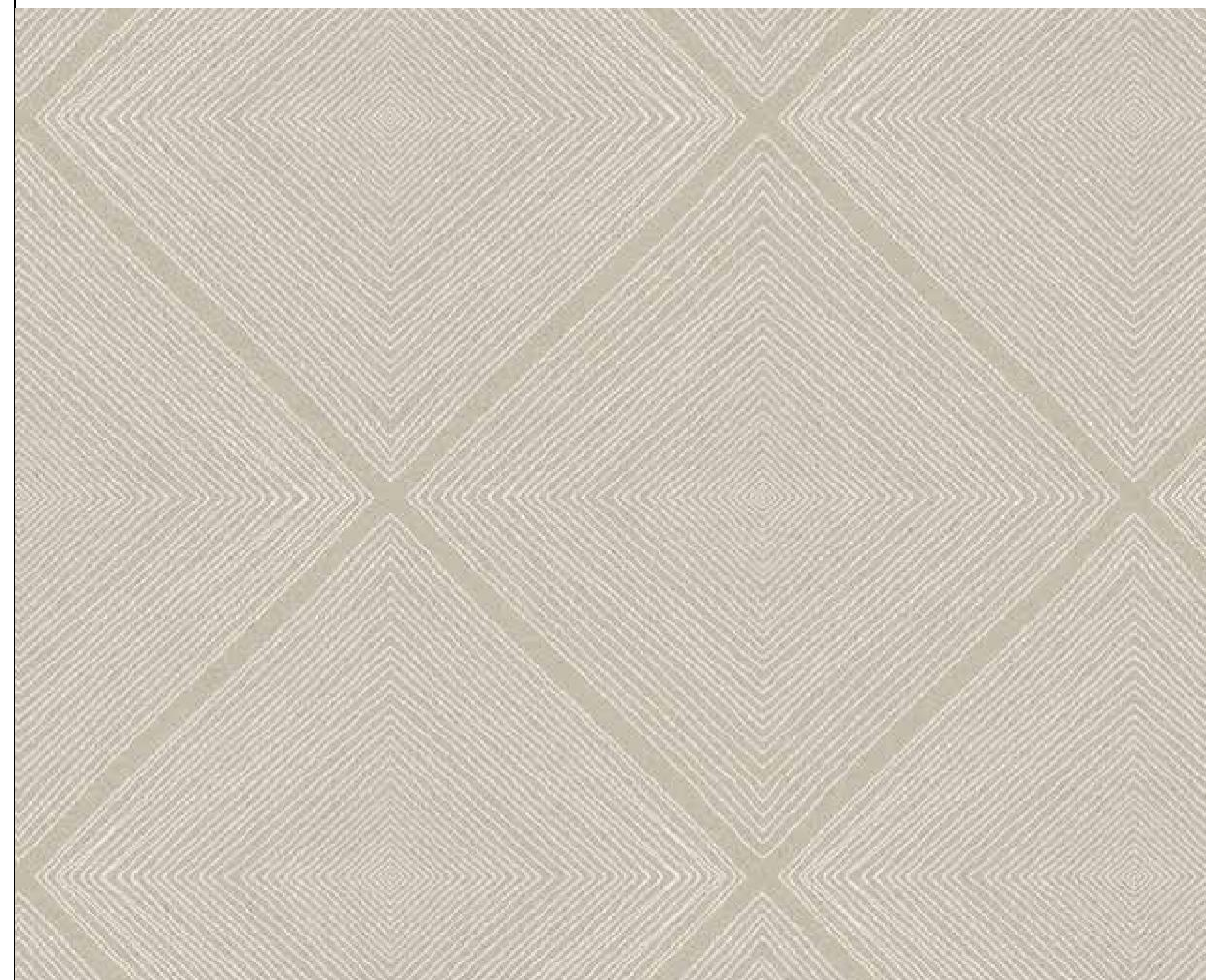
Leaf shapes in all their glory create an intoxicating atmosphere.
Add beautiful accessories in shimmering shades.



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W090D55VE75



Giza | W090D55WE75

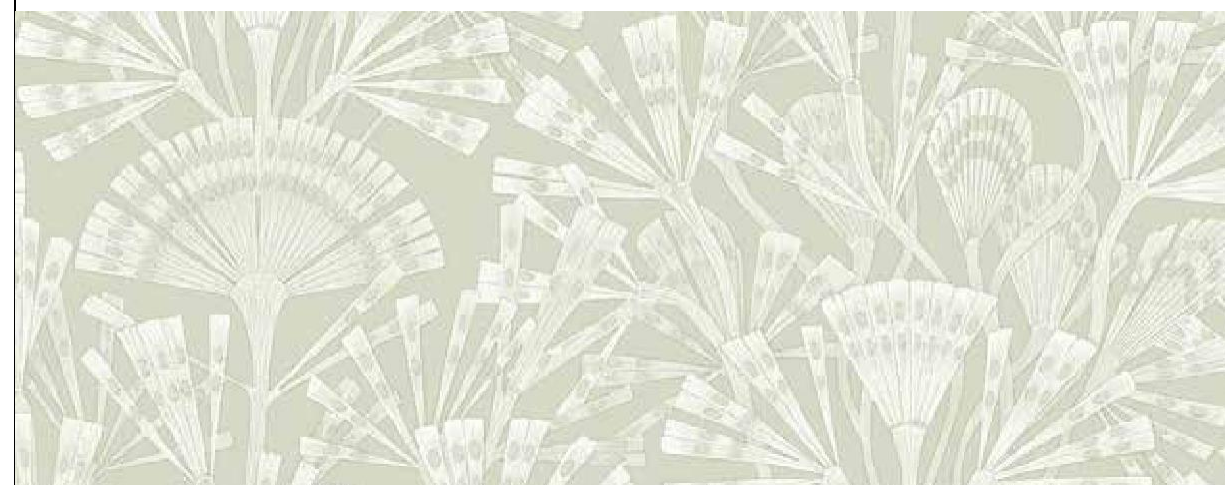
Concentric diamond shapes in a definitive shade have the effect of soft spoken elegance. This adaptable pattern will enhance any decor scheme.



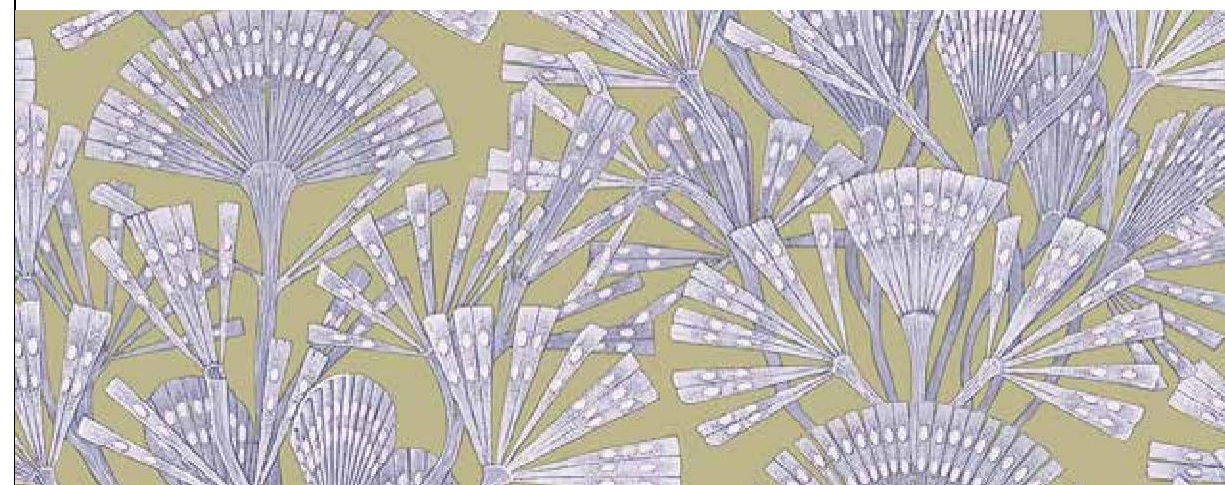
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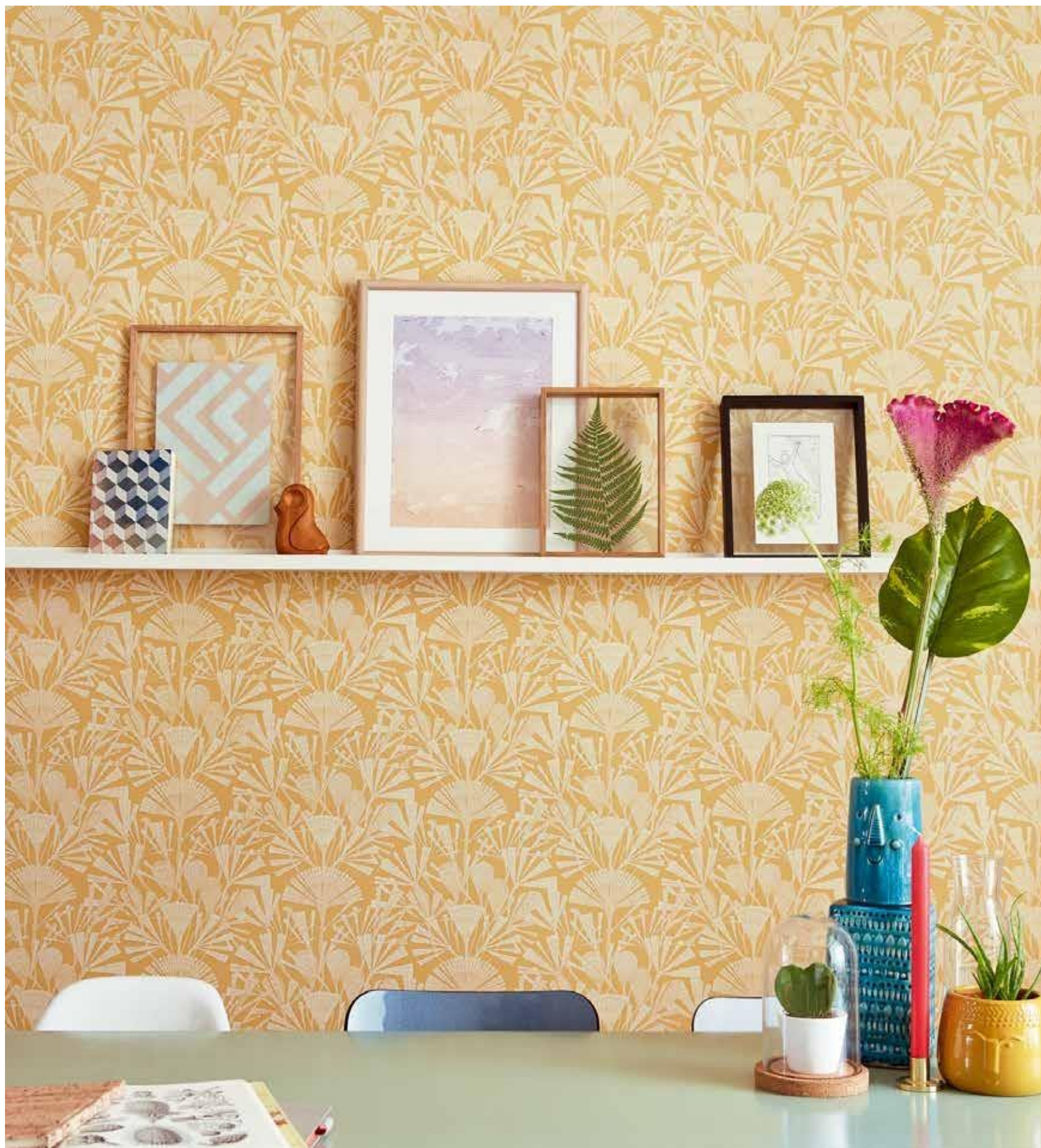
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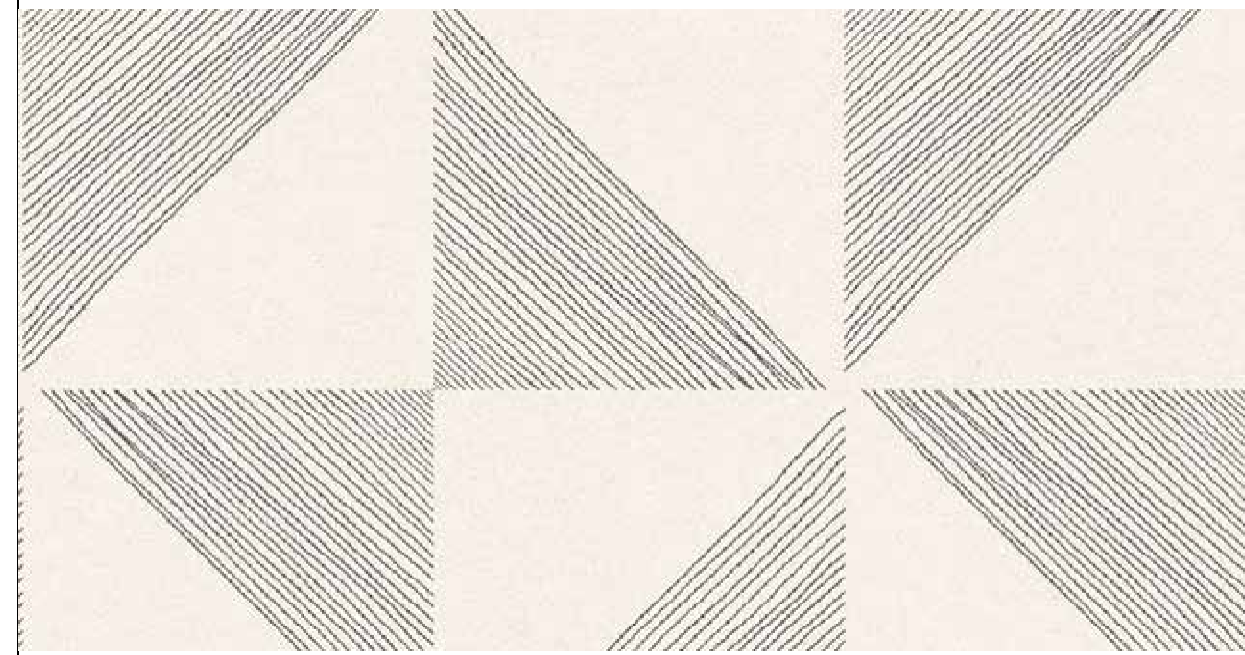
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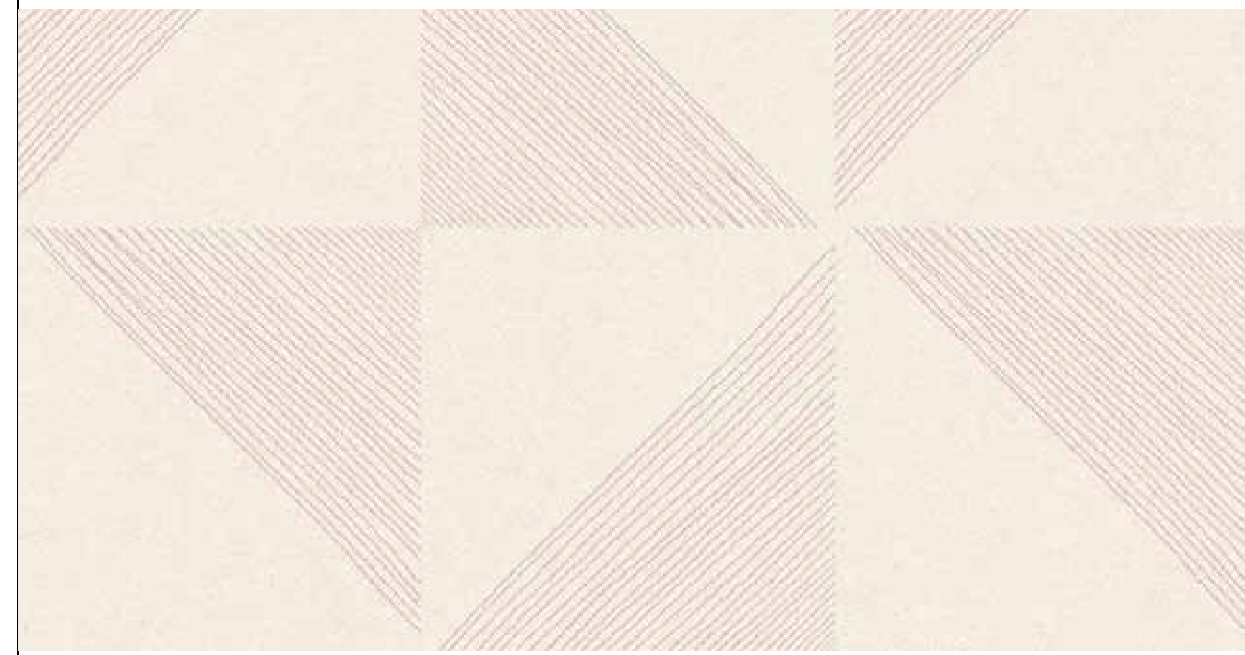
Cleo | W090D55SE75

What a fanfare! An echo of Egyptian splendour fills the air.

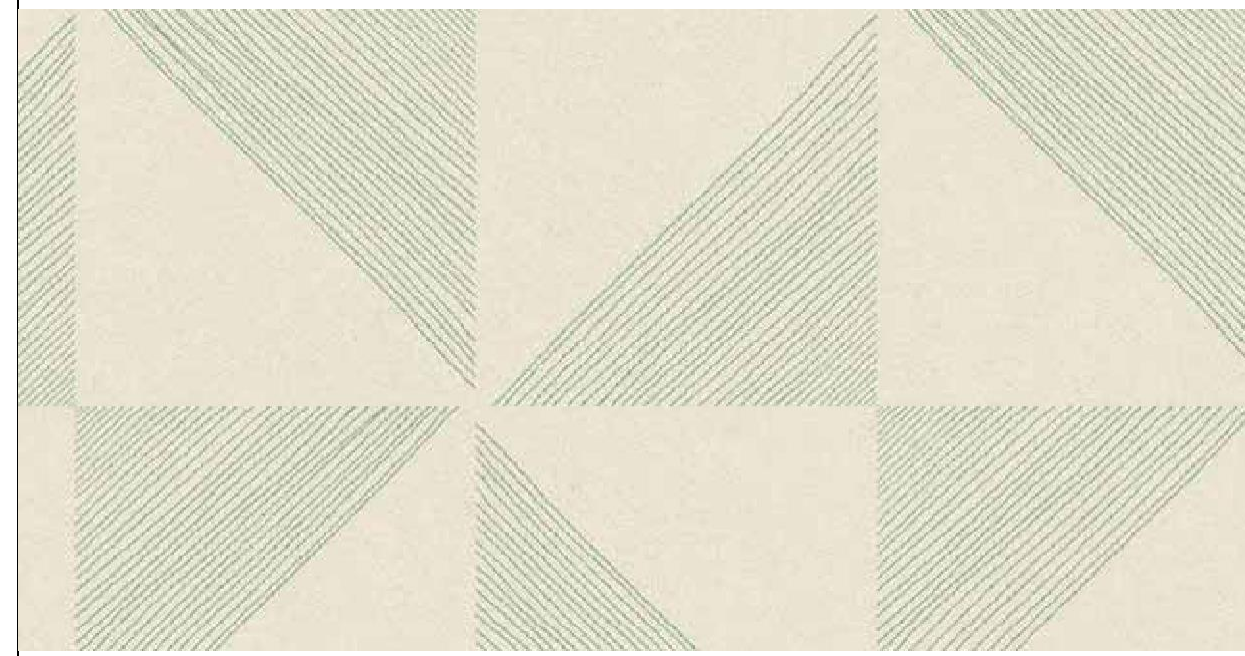
W090D55XE75



W090D55ZE75



W090D55YE75



Luxor | W090D560E75

Light etching and strong angles create a modern look but is softened by the muted, contrasting shading. This unique pattern goes well with an organic scheme.

W090D56JE75

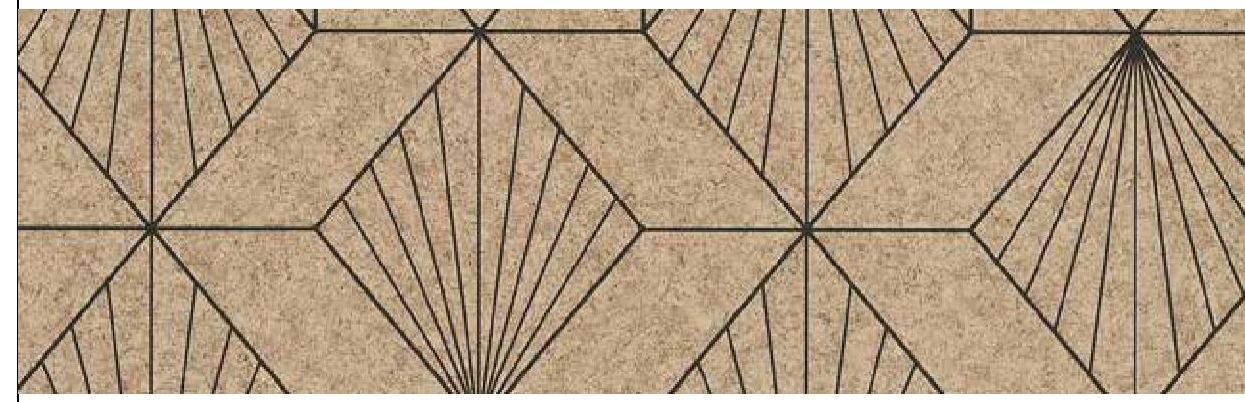
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Samoon | W090D56JE75

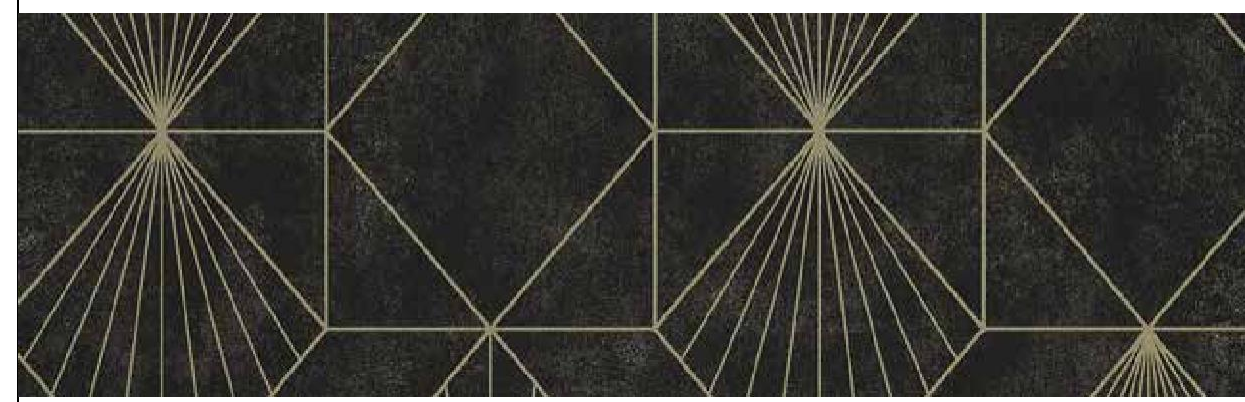
The natural beauty of cork evokes the warmth of country life and infuses a space with a quiet elegance.



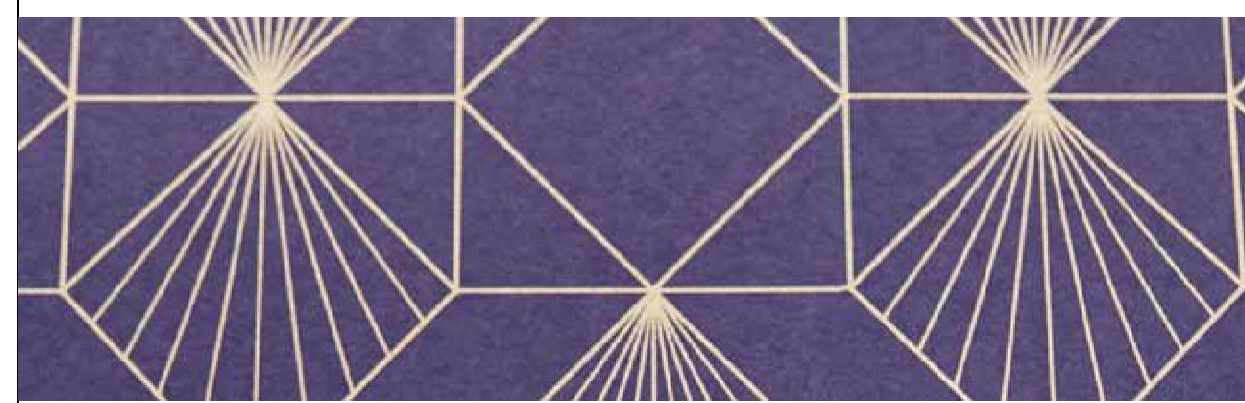
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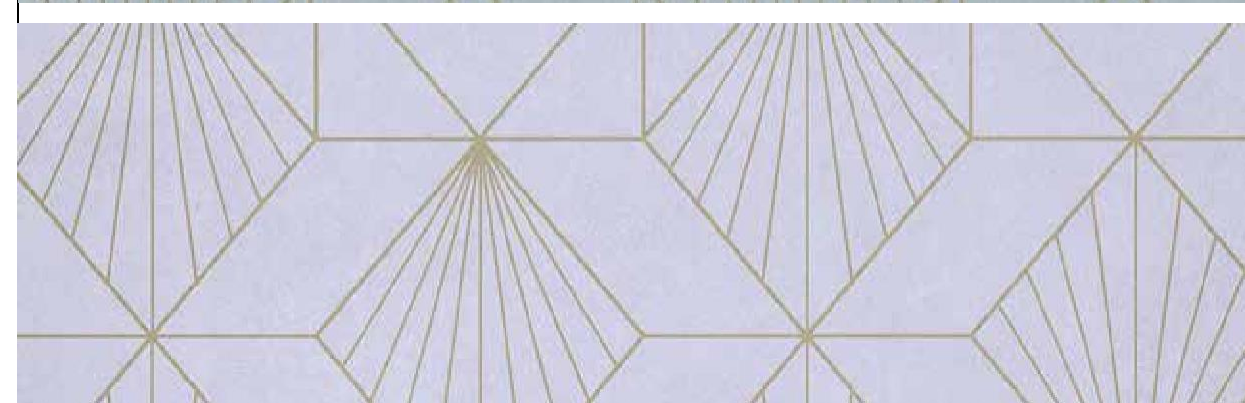
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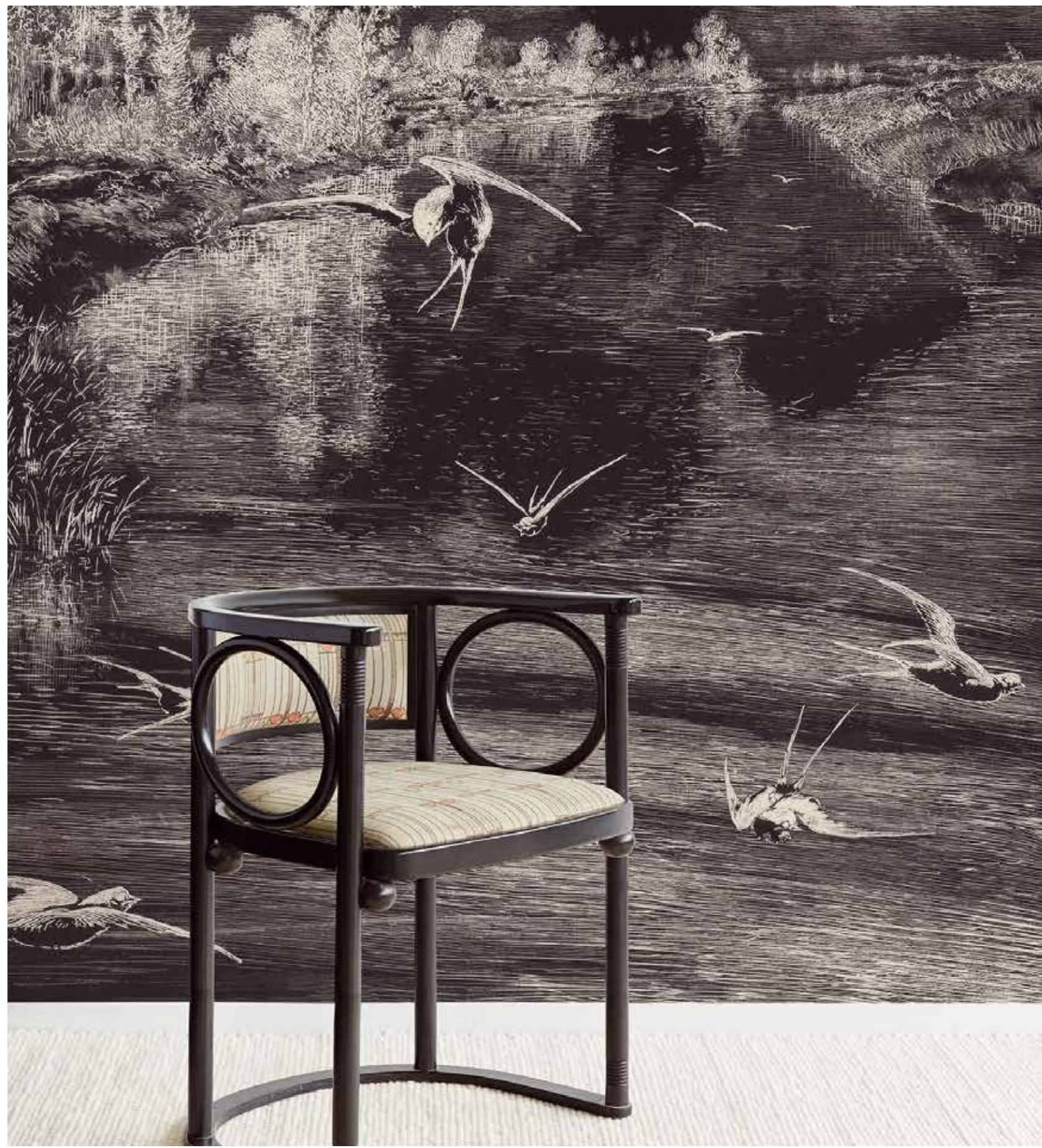


Nubia | W090D56IE75
Sunbeams and diamonds create an adventurous spirit setting the tone for an individual look.

W090D56LE75



W090D56ME75



Soar | W090D56LE75

Old world and atmospheric, this dense tableau opens up a space with its depiction of vast skies and soaring swallows.

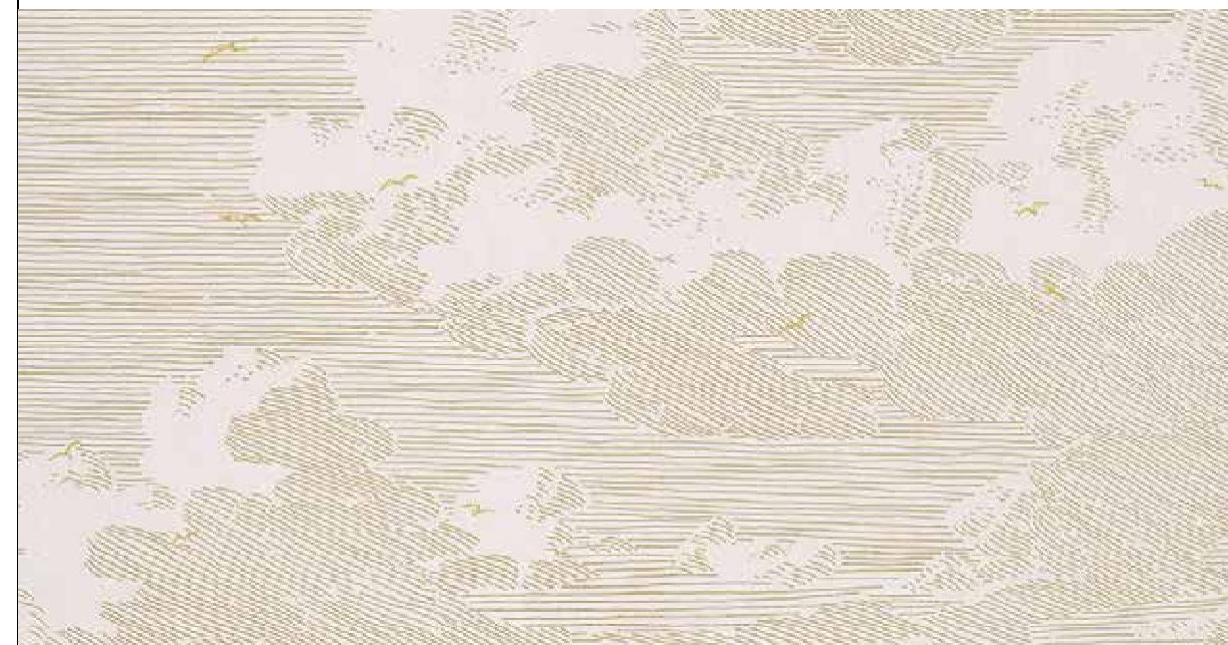
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W090D56BE75



W090D56CE75



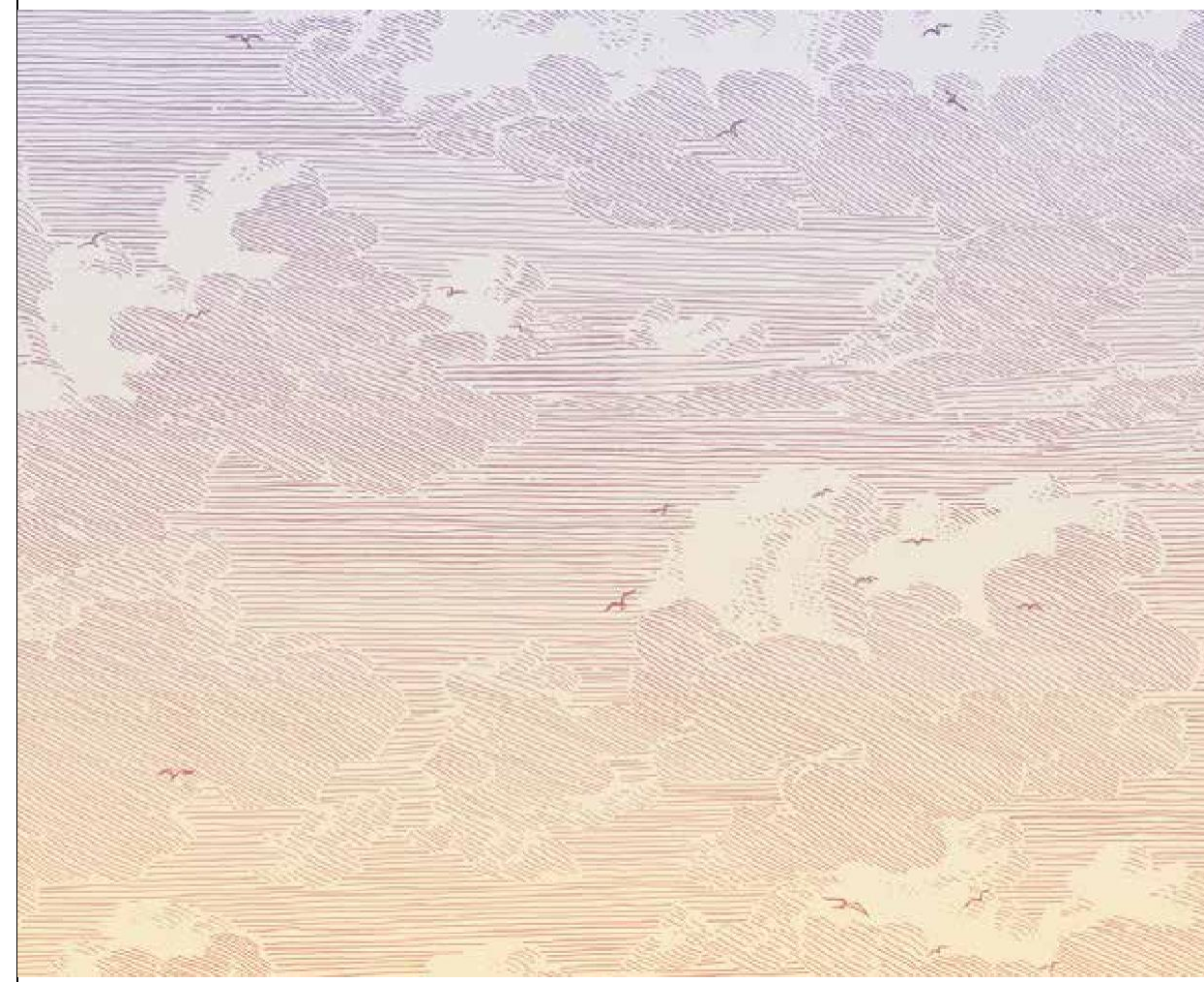
Osiris | W090D569E75

Etched lines, the delicate outlines of clouds and soaring, flitting swallows bring the open skies indoors expanding a space and creating an atmosphere of serenity.

W090D56VE75



W090D56UE75



Cirrus | W090D56VE75

Etched lines, the delicate outlines of clouds and soaring, flitting swallows bring the open skies indoors expanding a space and creating an atmosphere of serenity.



W090D56QE75



W090D56RE75



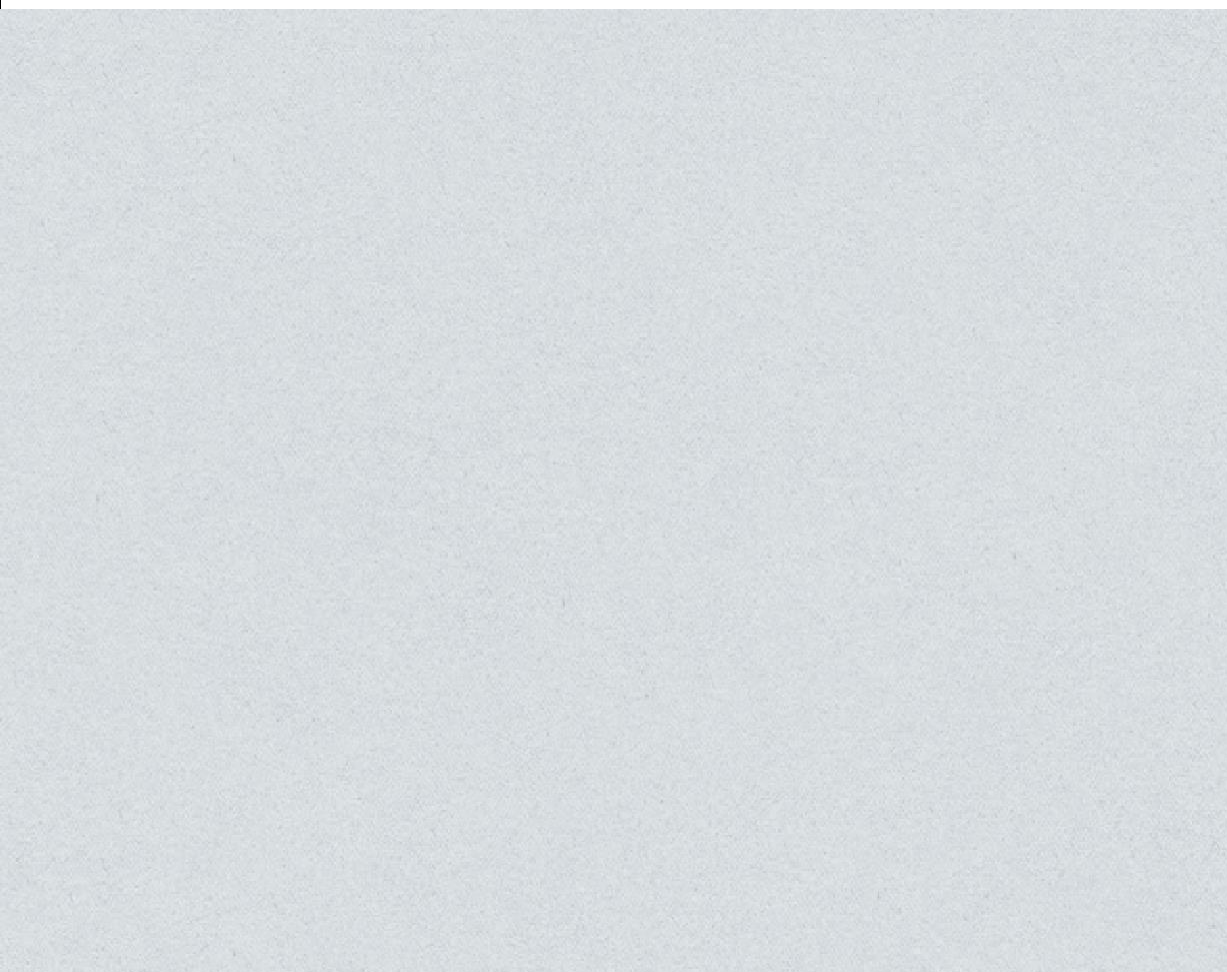
Fern | W090D56PE75

Pretty fern leaves bring in the cool air of the mountains suggesting a woody décor scheme.

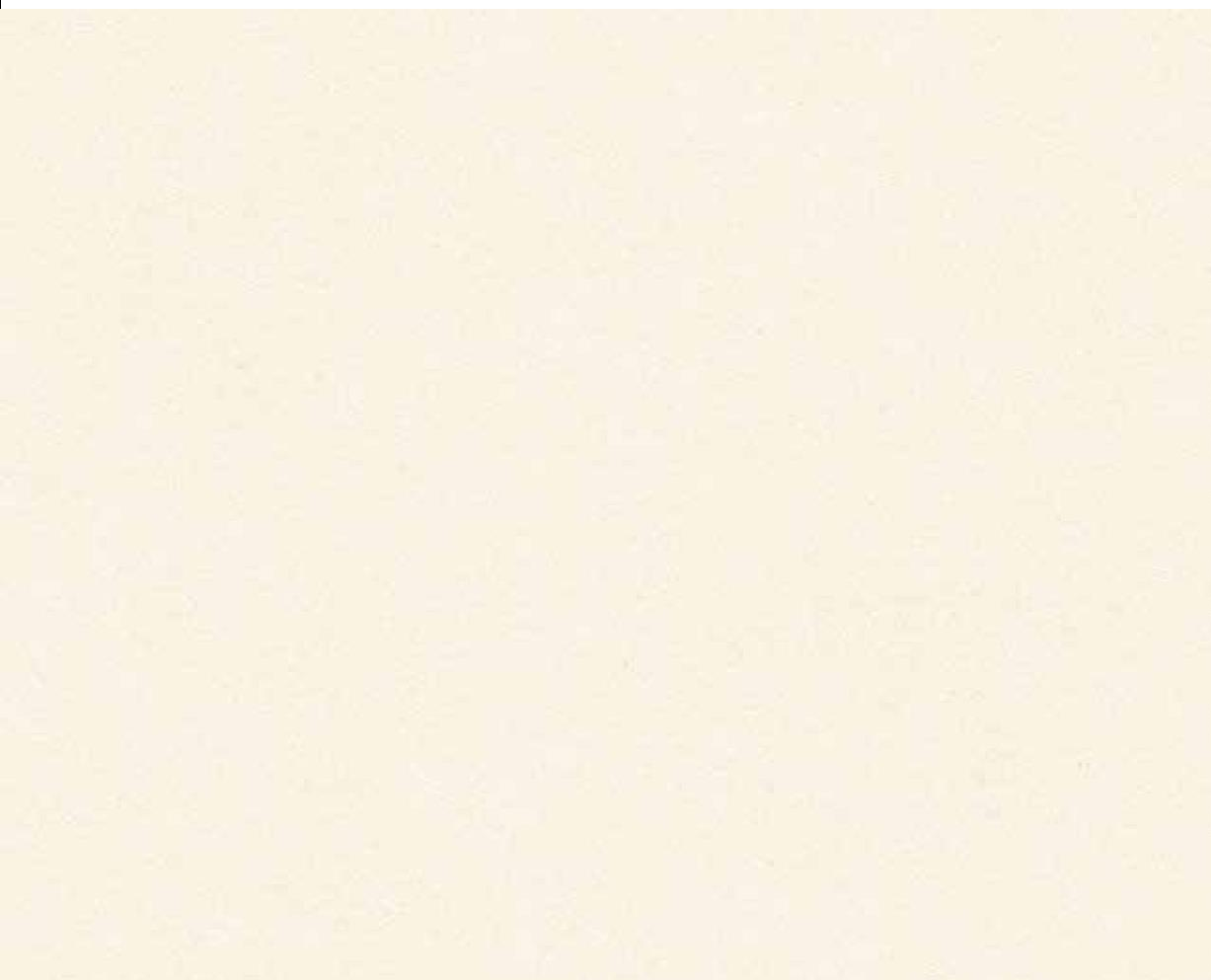


Rosetta | W090D567E75

Pale canvasses that allow imaginative decor adventures. These soft shades will create a gentle mood and hold any scheme together.



W090D567E75



W090D566E75

W090D561E75



W090D562E75



W090D563E75



W090D564E75



W090D565E75



Karnak | W090D565E75

A handsome grid pattern adds a modern style to a setting and energises the atmosphere.

W090D56TE75



W090D56SE75



Memphis | W090D56TE75

Add some rhythm and pace to a room with this artsy pattern and elevate the mood.



W090D56OE75



W090D56NE75



Fern Forest| W090D56NE75

Renew your walls with this lovely evocation of fern filled woods - you can almost breathe in the mountain air.

N I L A Y A E C O S Y S T E M

P A T T E R N S E L E C T I O N

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.

S A M P L I N G & M O C K U P S

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.

P R O J E C T P L A N N I N G & M A T E R I A L D E L I V E R Y

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.

I N S T A L L A T I O N

- *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 as per your expectations.



"Archbishop Casimir Complex" No. 127, Casimir Complex,
1st floor, TTK Road, Alwarpet, Chennai - 600 018.
Mobile: +91 9840165000 | 99406 77778
Email: studioallureint@gmail.com | Web: www.studioallure.in