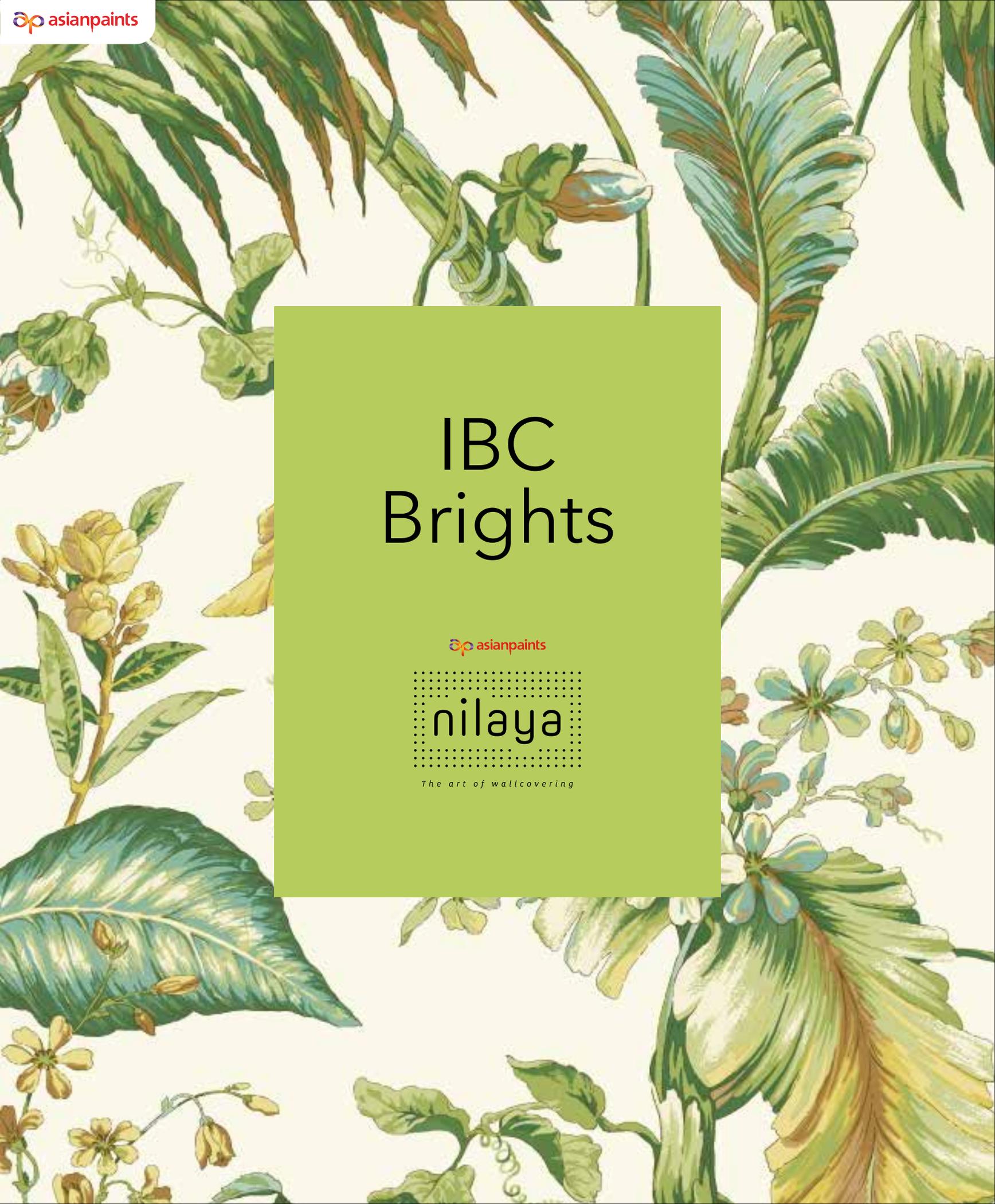


# IBC Brights

asianpaints

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 applicator or equipped with the latest tools.

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



## I B C B R I G H T S

**Renew** and refresh with bright and **energetic** colours and an array of **cheerful** patterns. Florals, stripes, geometrics, abstracts, textures - all designed to make a space pop and come **alive**.



**Graceful Garden | W065D3PWY75**

Graphic blossoms in muted tones bring back retro chic calling for some elegant nostalgia. Go for comfortable modern furniture with an art deco feel.



**Lovely Lattice | W065D3XFY75**

Dress up a wall with this arresting arabesque. An oriental scheme with screens and floor cushions with low tables will turn an interior into a dramatic personal statement.



**Graceful Garden Trail | W065D3PYY75**

Traditional patterns lead the way with their ever fresh appeal. A burst of floral lyricism fills a room with romance and atmosphere.



**W065D3Q0Y75**



**Tropical Reef | W065D3PBY75**

A design as rejuvenating as a new morning. Delicate watercolours of swimming fish in clear waters call for a minimalist, Scandinavian scheme. Go with flowing furniture, black fabric, rugs in natural fibres.



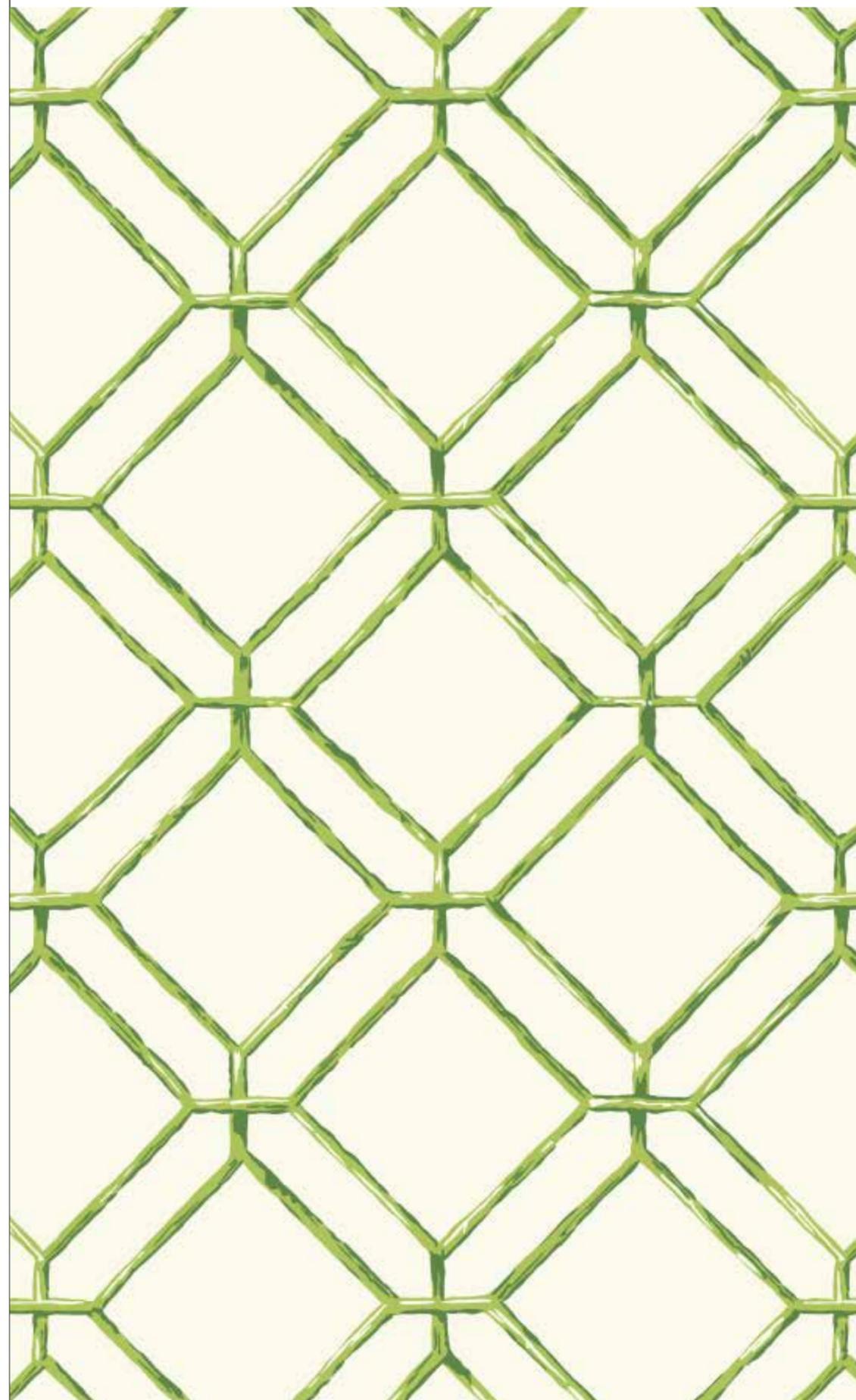
**Henna Tiles | W065D3NJY75**

Add personality to a space with stylised diamond prints. This gentle pattern provides an evocative backdrop to any décor idea.



**Diamond Bamboo | W065D3NOY75**

Bamboo diamonds bring in an evocative and fluid regal grace into an environment and call for a romantic setting.



W065D3NPY75

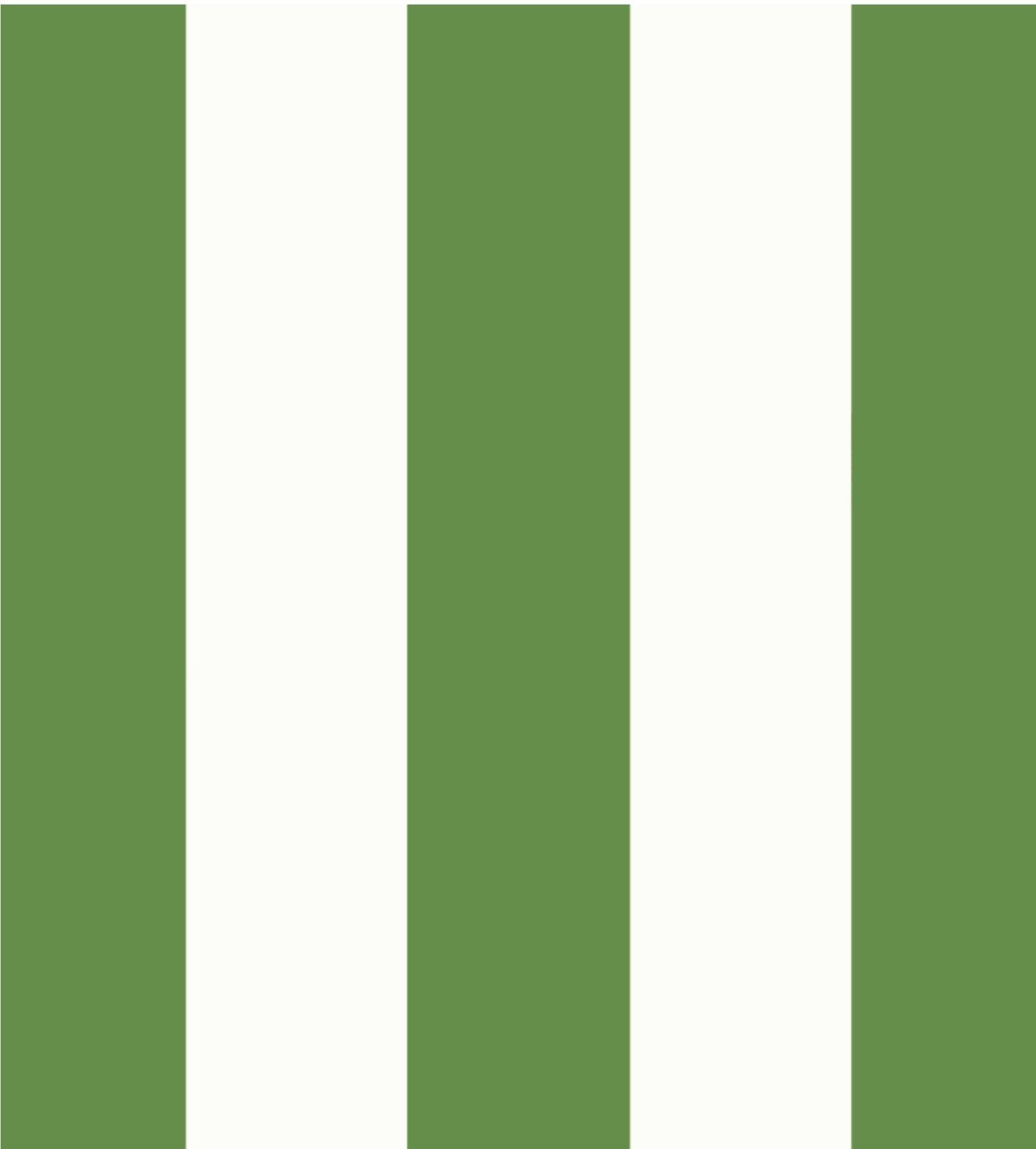


**Bali Leaves | W065D3NQY75**

Leafy palm branches fill a space with nature's balm. Let light linen blinds bring in the day light and use natural materials to create a private haven.

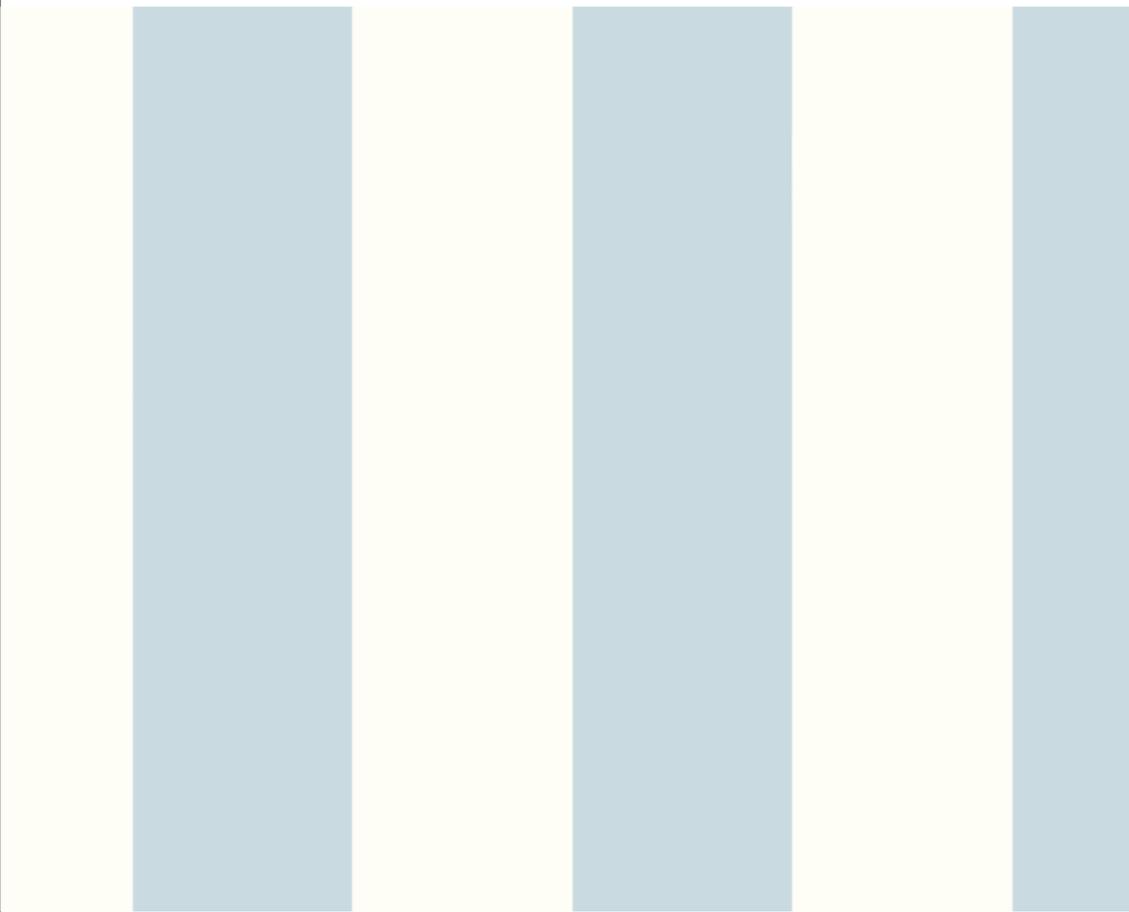


**W065D3NQY75**

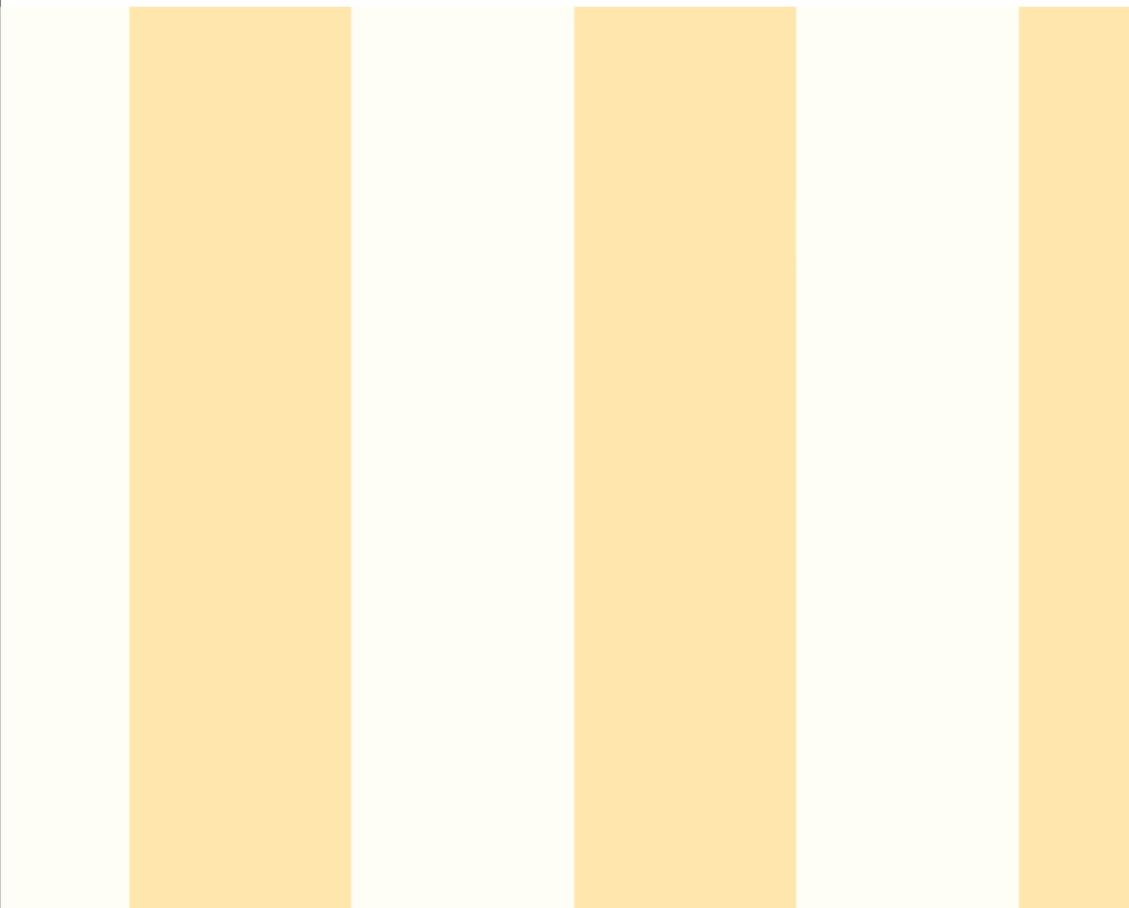


**3" Stripes | W065D3NCY75**

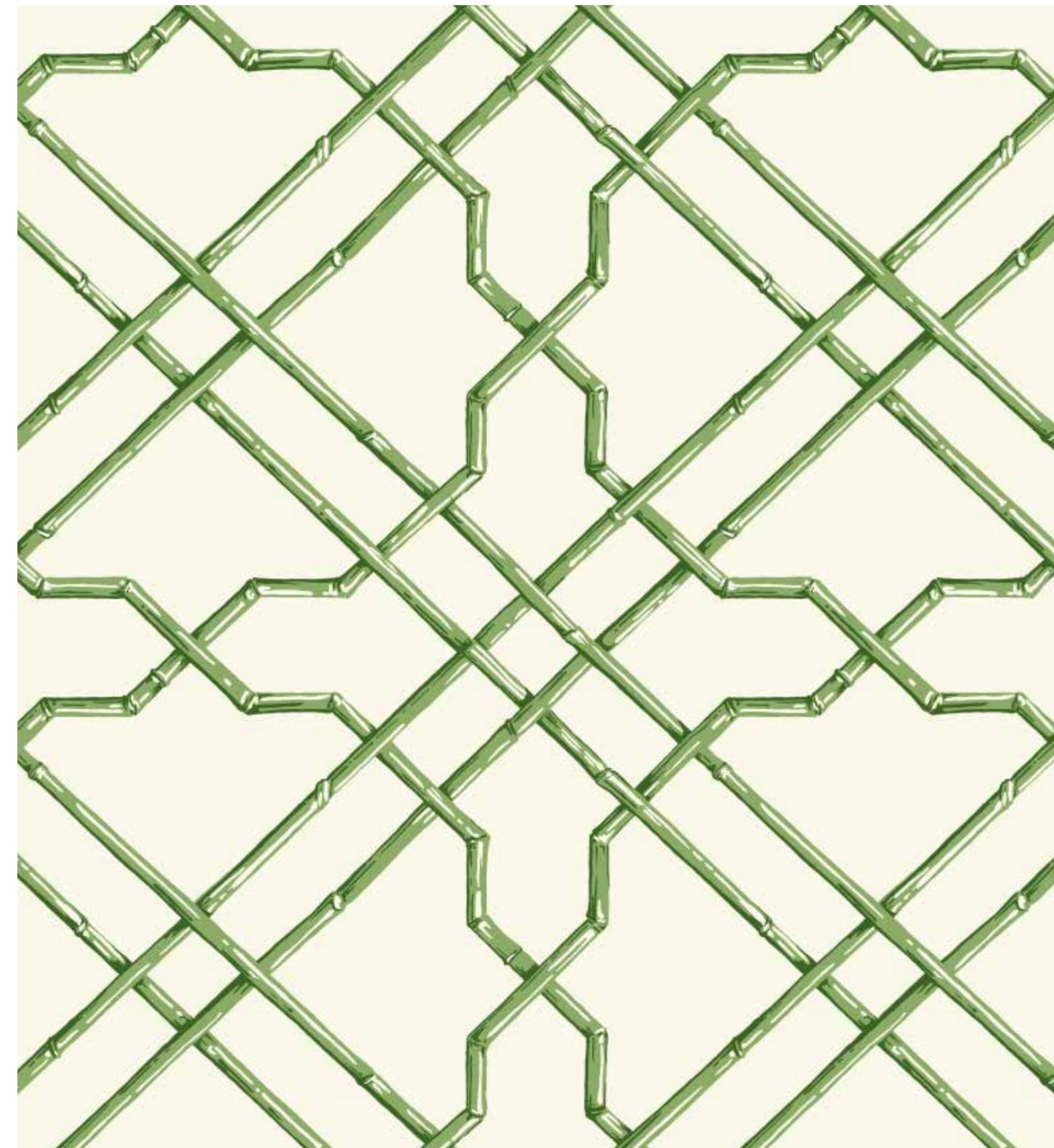
Broad bands such as these are space enhancing and relaxing.  
A busy décor scheme with plenty of colour and interesting  
accessories create an interesting and vibrant look.



**W065D3VLY75**

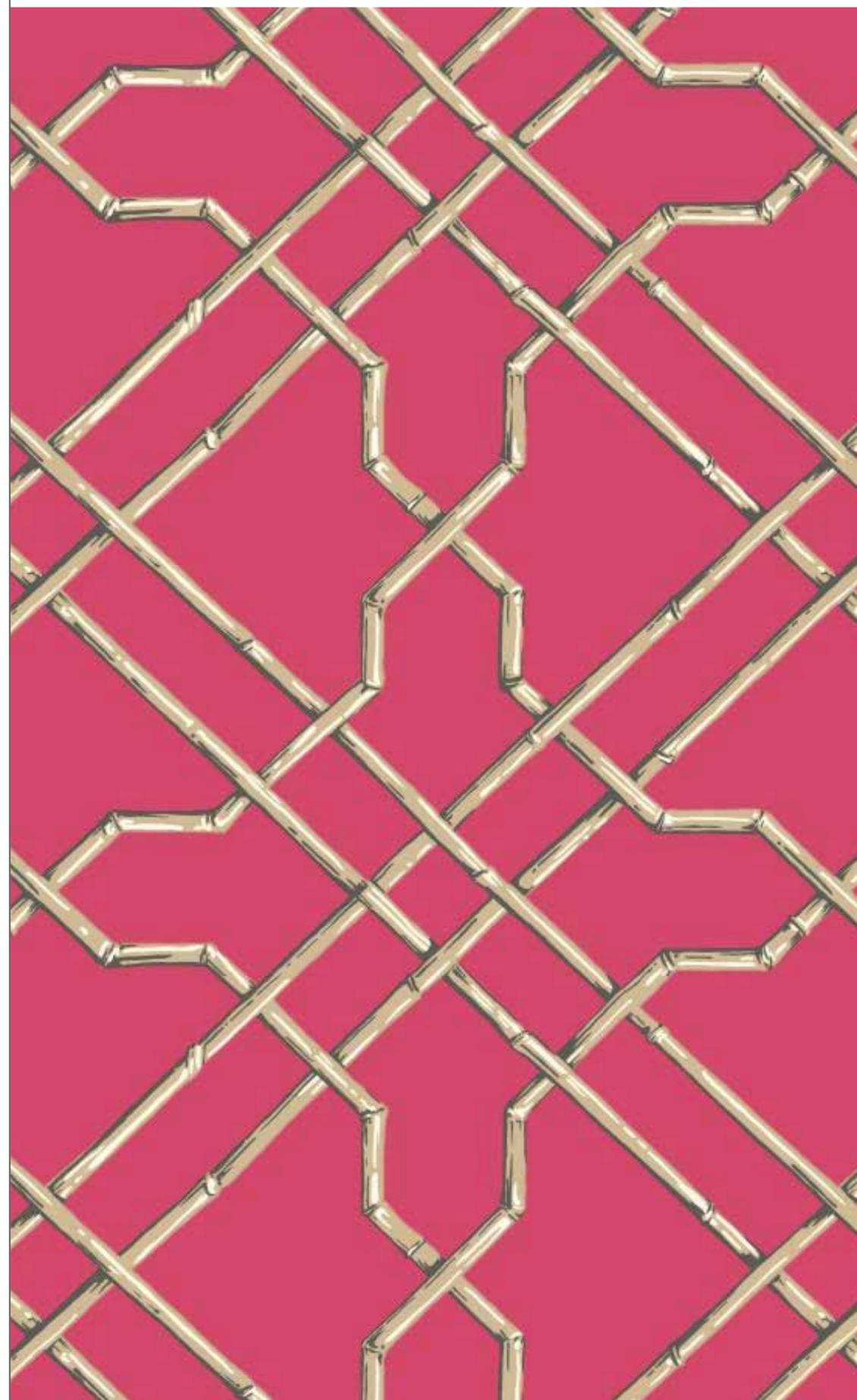


**W065D3VNY75**



**Bamboo Trellis | W065D3NTY75**

Intricate bamboo patterning brings in an evocative and fluid regal grace into an environment and call for a romantic setting.



W065D3NUY75



**Fiji Garden | W065D3NXY75**

A dramatic design of painted florals will carry an interior all by itself. Furnishings in jewel tones like rich plum in velvet or electric and cobalt blues will make an interior ooze luxury and romance.

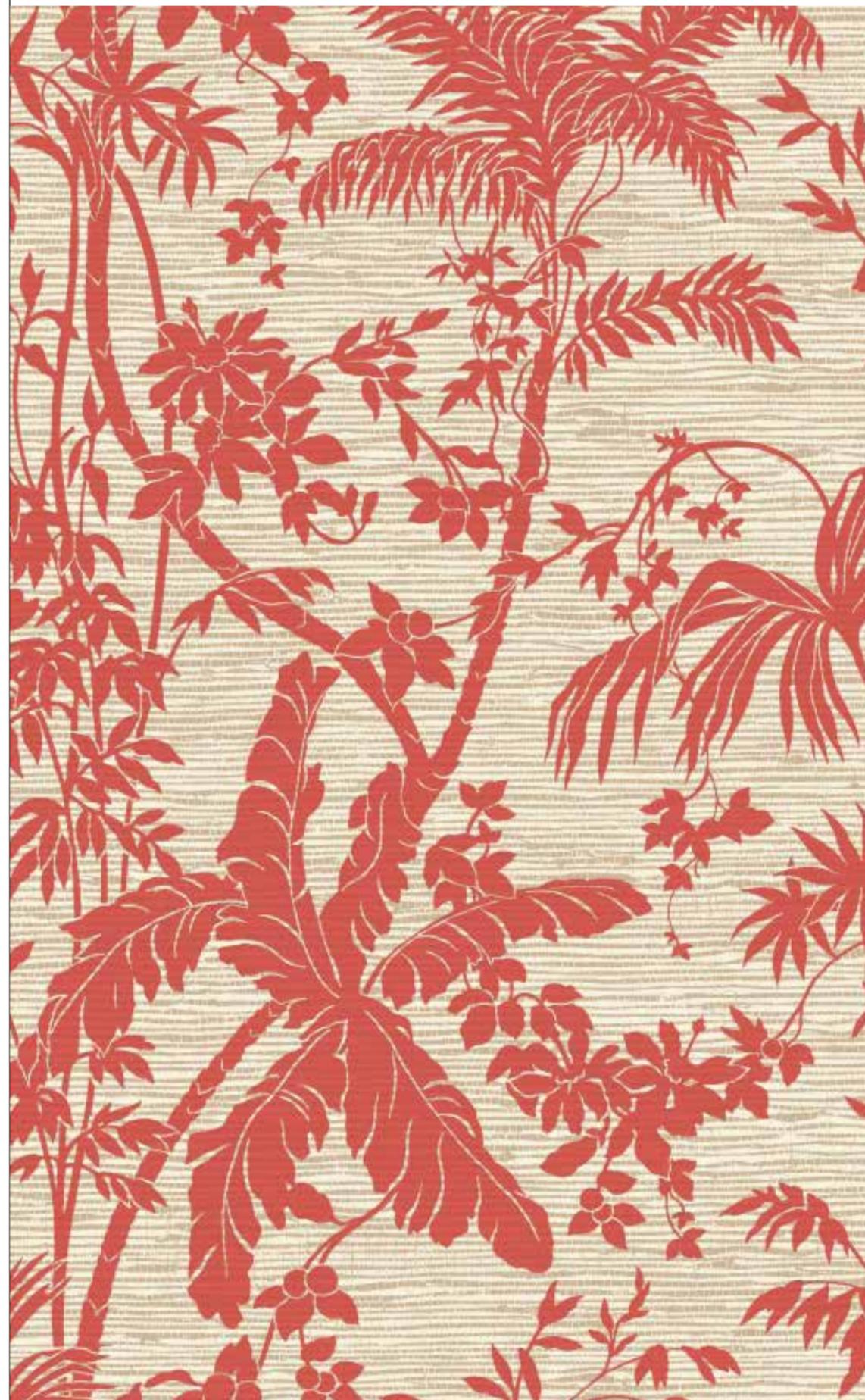


W065D3NXY75



**Palm Shadow | W065D303Y75**

Leafy fronds bring home the lush beauty of the tropics.

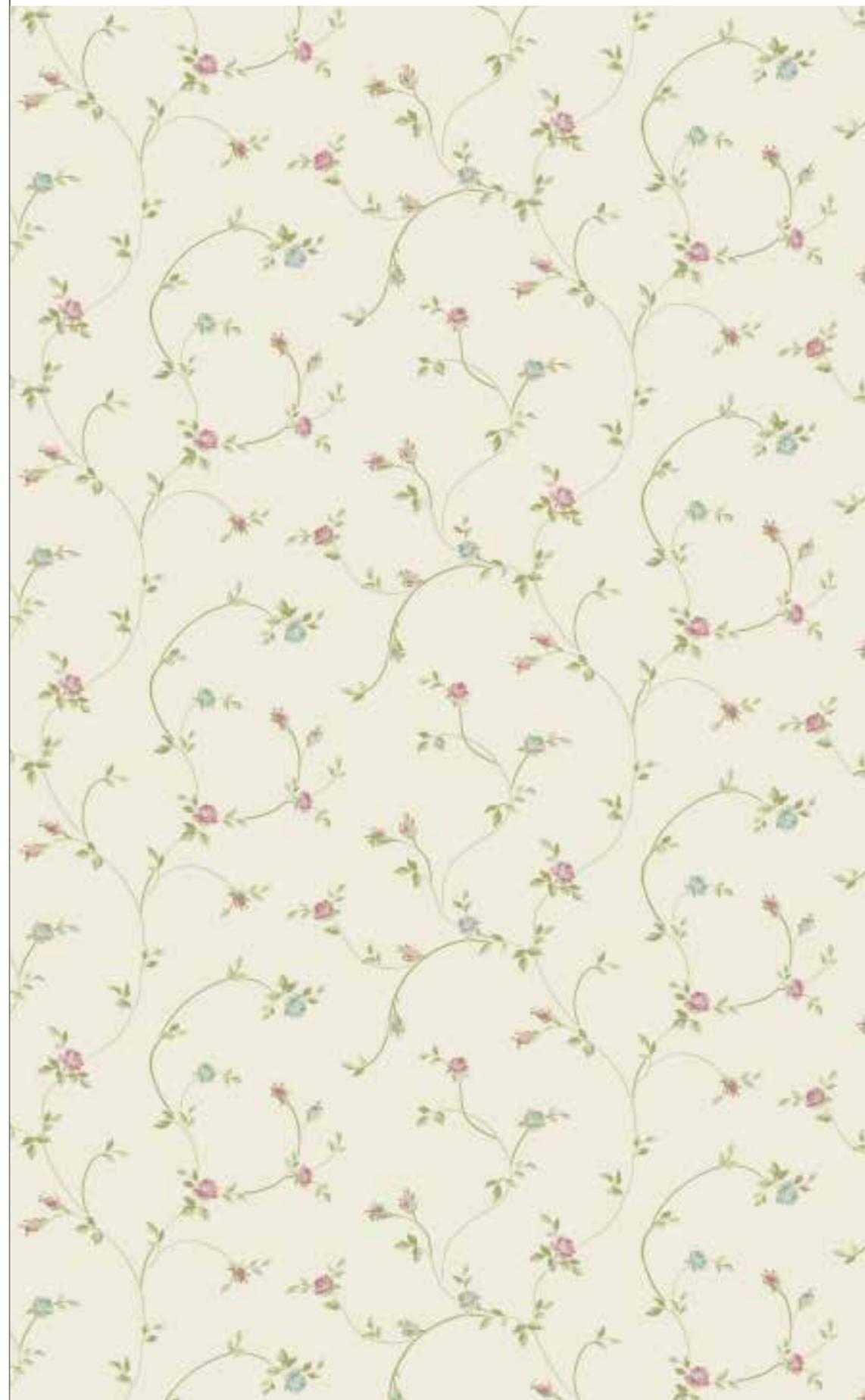


**W065D305Y75**



**Rose Toss | W065D3OAY75**

Gossamer threads of lacy tendrils evoke an ethereal atmosphere. Either create an astonishing 90's punk effect by going with big and bold statement furniture or follow the theme and create a delicate décor scheme.



**W065D3TJY75**



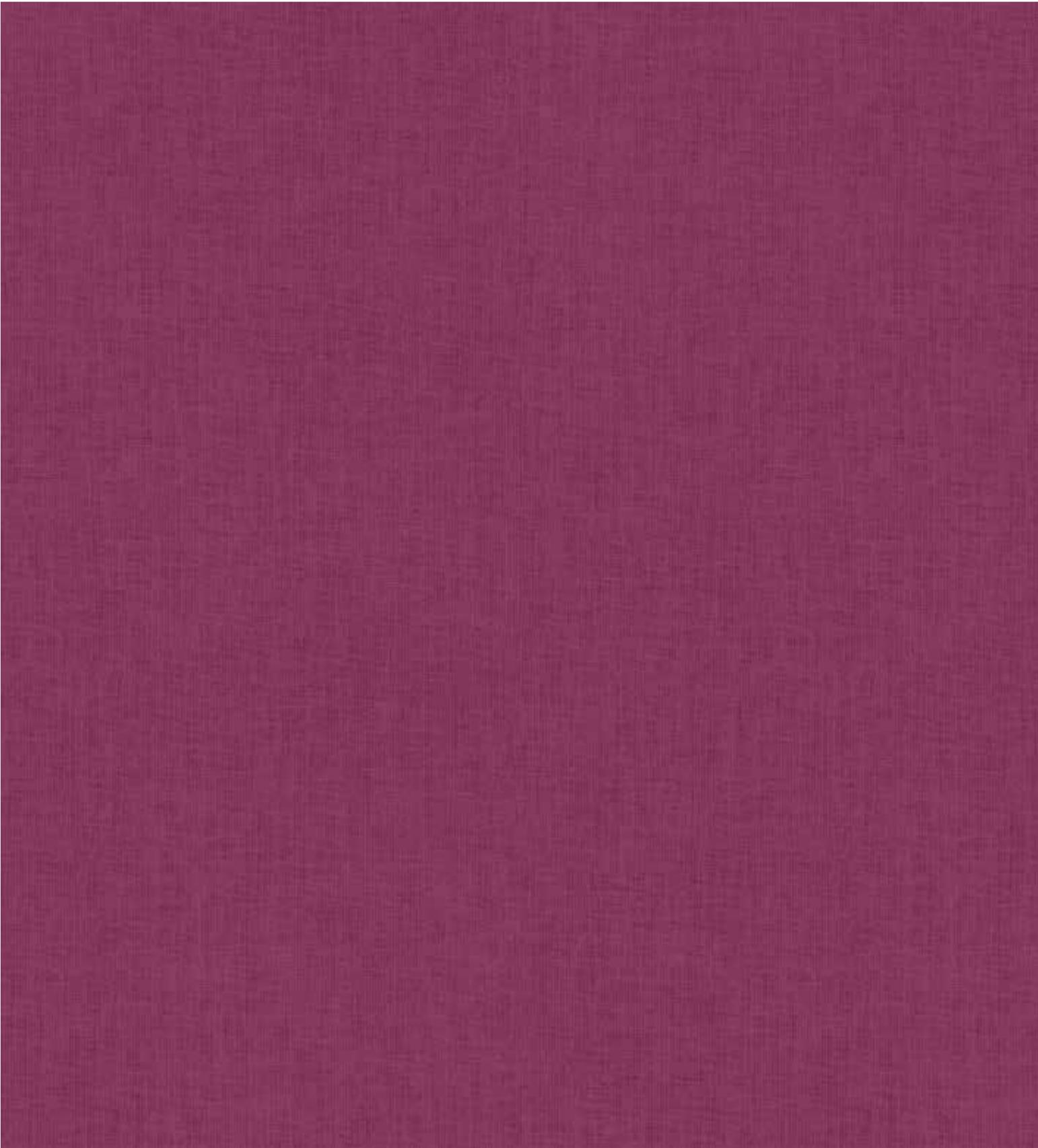
**Wild Flowers | W065D3OCY75**

A cool, northern summer fills a space with quiet grace. Team with beautiful wicker furniture painted white and bright cushions and watch how inviting the room gets.



**Sea Floral | W065D3ONY75**

Stylised foliage ushers in a feeling of nature's abundance into a space with a distinct contemporary touch.



**Mesh Texture | W065D3P4Y75**

This soothing pattern immediately brings with it an ambience of serenity and doesn't need much help to transform a space. A few simple pieces of furniture –in cane or bamboo covered in natural fabrics should be enough to complete the picture.



**W065D3P6Y75**



**Bellissima Vine | W065D3PBY75**

Gossamer threads of lacy tendrils evoke an ethereal atmosphere. Either create an astonishing 90's punk effect by going with big and bold statement furniture or follow the theme and create a delicate décor scheme.



**W065D3PAY75**

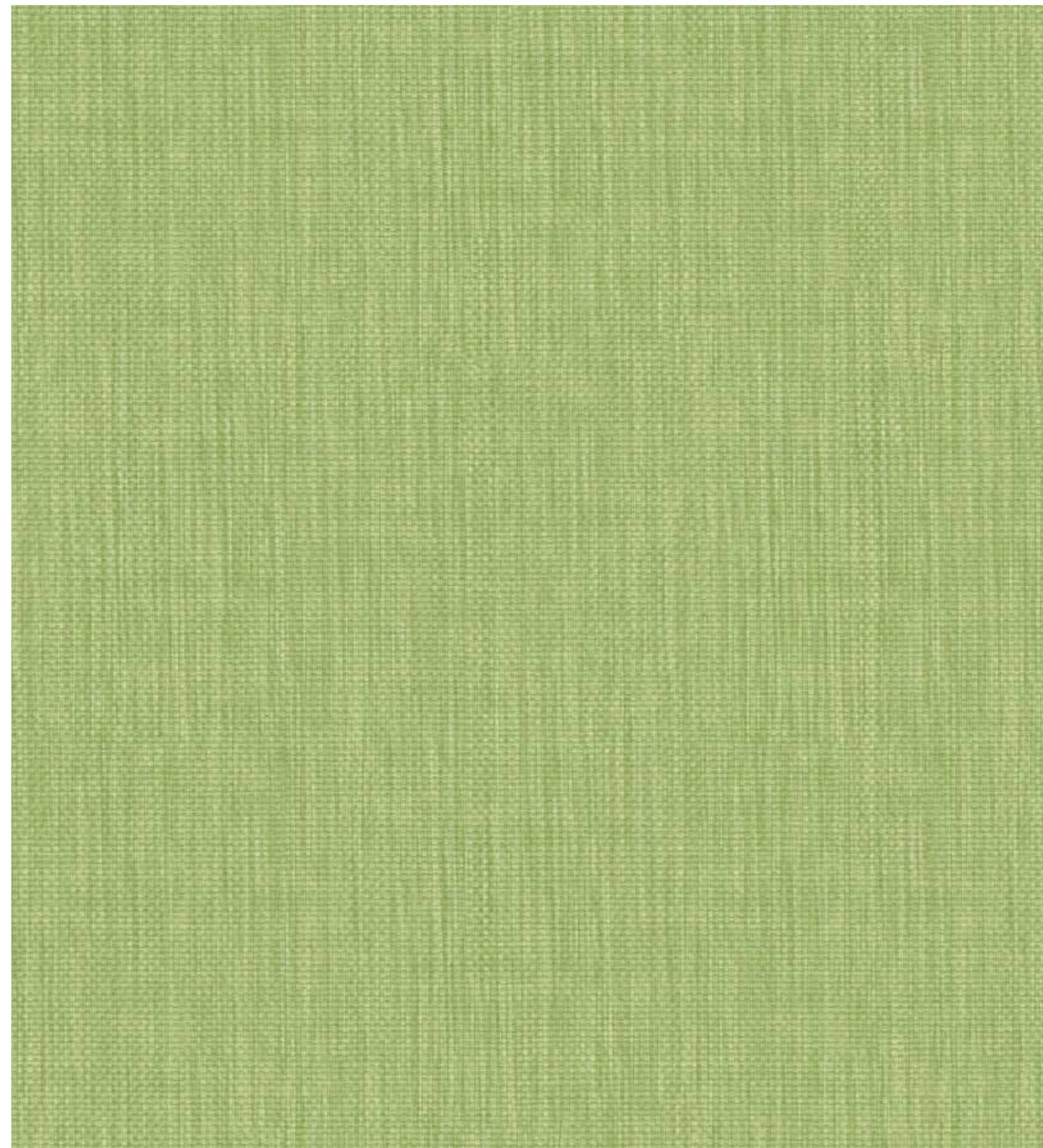


**W065D3P9Y75**



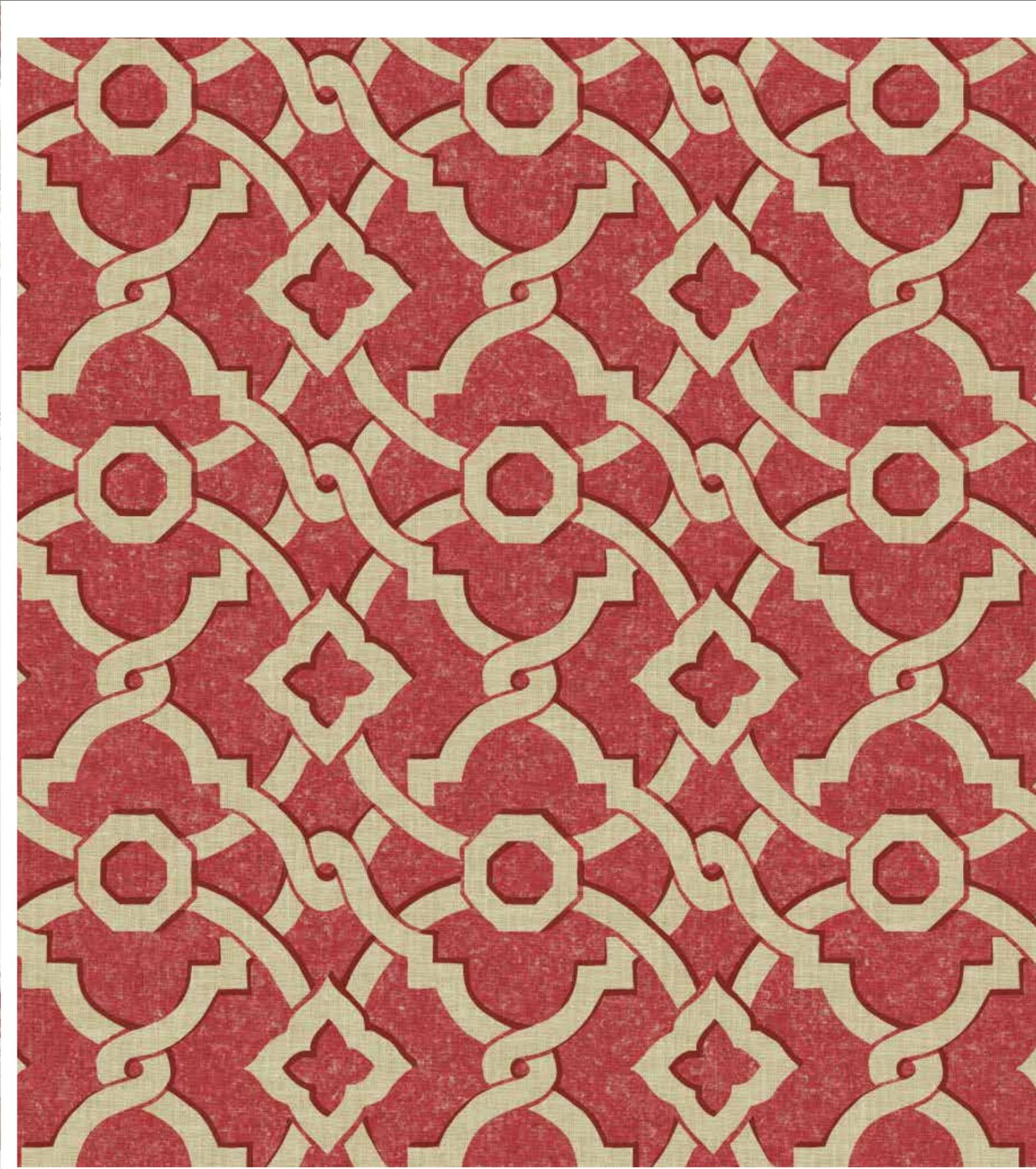
**Buzzing Around Trellis | W065D3PDY75**

Elongated quatrefoils is the starting point for a classic and elegant look. Choose antique furniture and classic fabrics for an enduringly beautiful 1900's look.



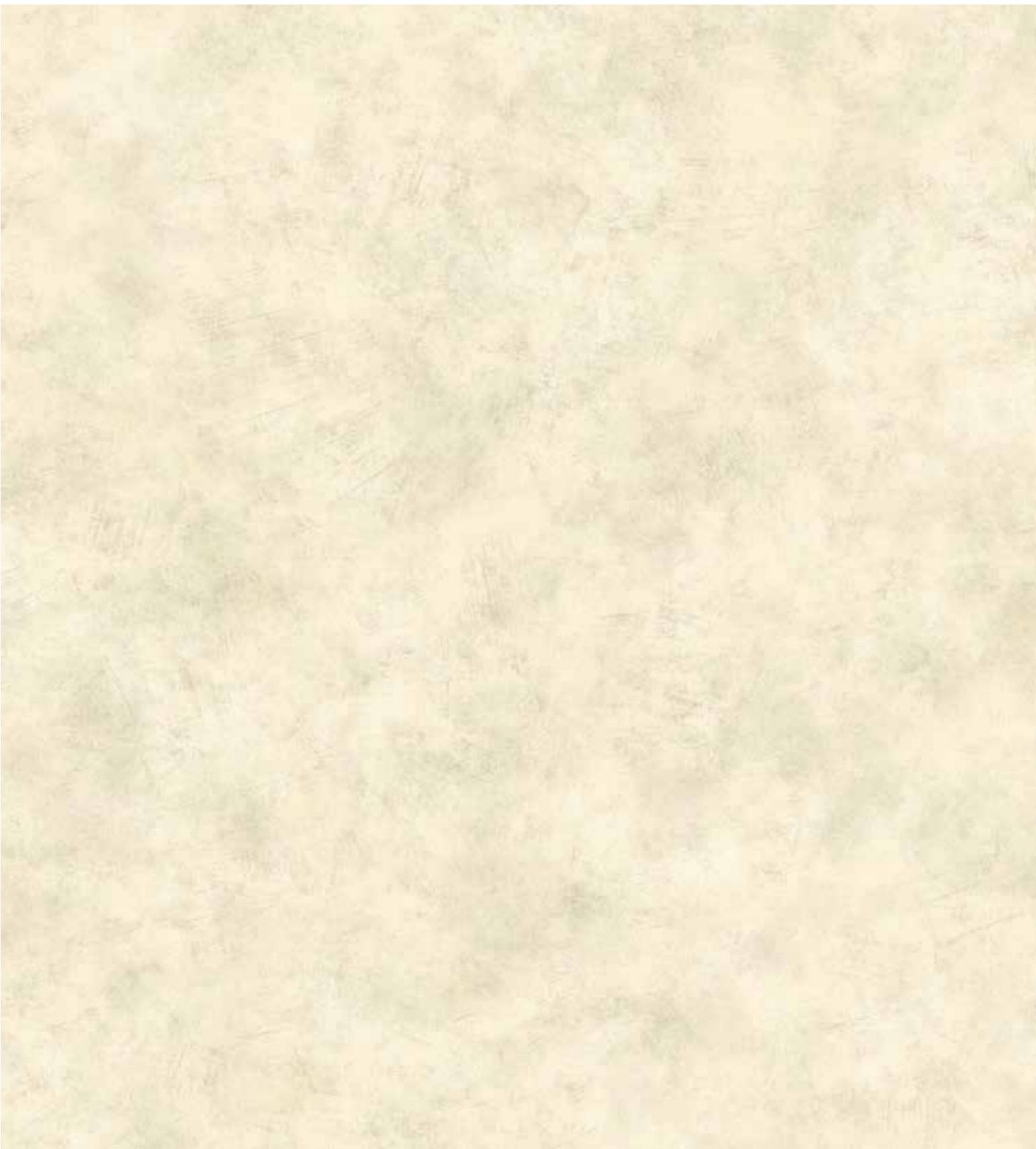
**Sweet Grass | W065D3PNY75**

Create an environment that is refreshing and tranquil with this ethnic, soft textured grassy wallpaper.



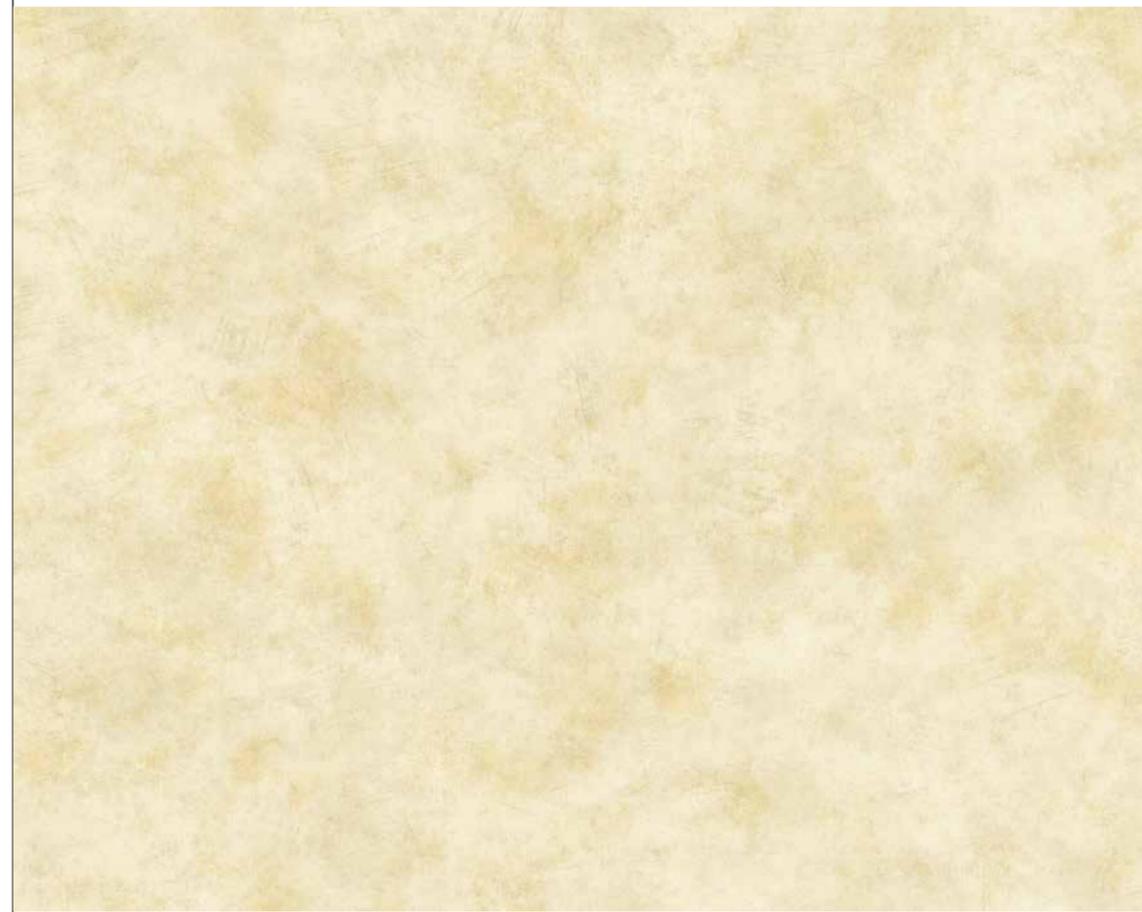
**Artistic Twist | W065D3Q1Y75**

An impactful pattern that switches on the energy of a space. Pair unexpected combinations of furnishings for a strikingly original look.



**Painterly Texture | W065D24VY75**

Atmospheric, peaceful and spare. Harmonize with minimalist decorations – a single stem blossom in a coloured bottled and statement accessories: a table top in onyx to create a zone apart from the ordinary.



**W065D24WY75**



**W065D24YY75**



**Paradox | W065D3QQY75**

A muted gold paired with orange bring out the best in each other. A modern orange couch, cream coloured cushions and a low basket weave table are all you need for a space right out of a magazine!



**Foxy | W065D3R9Y75**

That 60's show! A lovely soft edged 60's vibe comes through with this delightful wallscape. Get groovy and fill your space with fun furnishings.



**Arabella | W065D3QWY75**

A baby green and sage bring out the best in each other. A modern couch, cream coloured cushions and a low basket weave table are all you need for a space right out of a magazine!

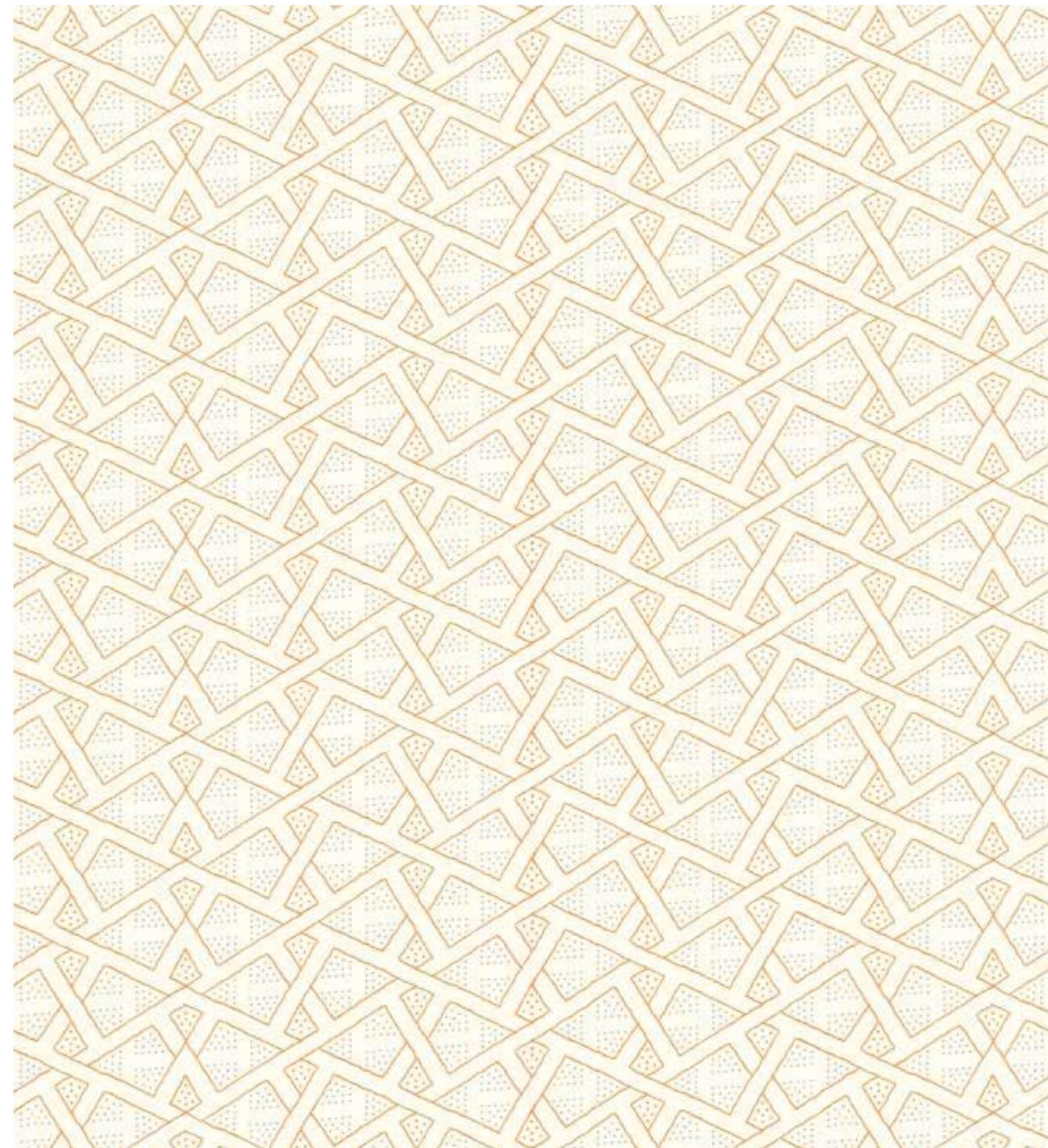


**W065D3QZY75**



**Ogee Damask | W065D3RKY75**

Nature's soothing effect works wonders indoors. Soft foliage relaxes the atmosphere. Let light linen blinds bring in the day light and use natural materials to create a private haven.



**Charade | W065D3RDY75**

White and abstract patterning is an arresting wallscape. Imposing furniture like floor to ceiling book shelves, wide armed sofas in wine tones and hand crafted accessories like painted vases will give you a homey but stylish look.



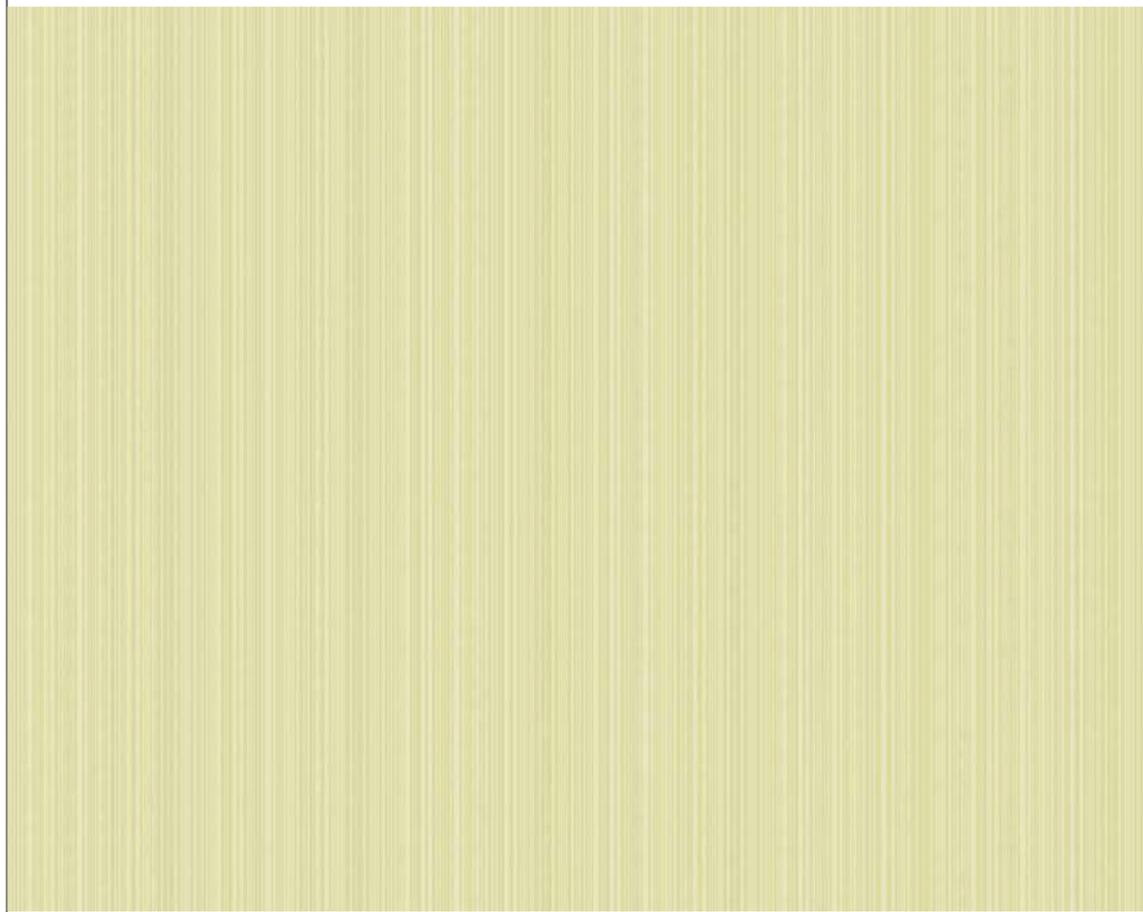
**Small Trellis | W065D3RVY75**

Quatrefoils within quatrefoils and soft psychedelic shades creates a warm yet dynamic atmosphere inviting you to play with furnishings for an unusual look.



**Red Damask | W065D3S5Y75**

Gossamer threads of lacy tendrils evoke an ethereal atmosphere. Either create an astonishing 90's punk effect by going with big and bold statement furniture or follow the theme and create a delicate décor scheme.



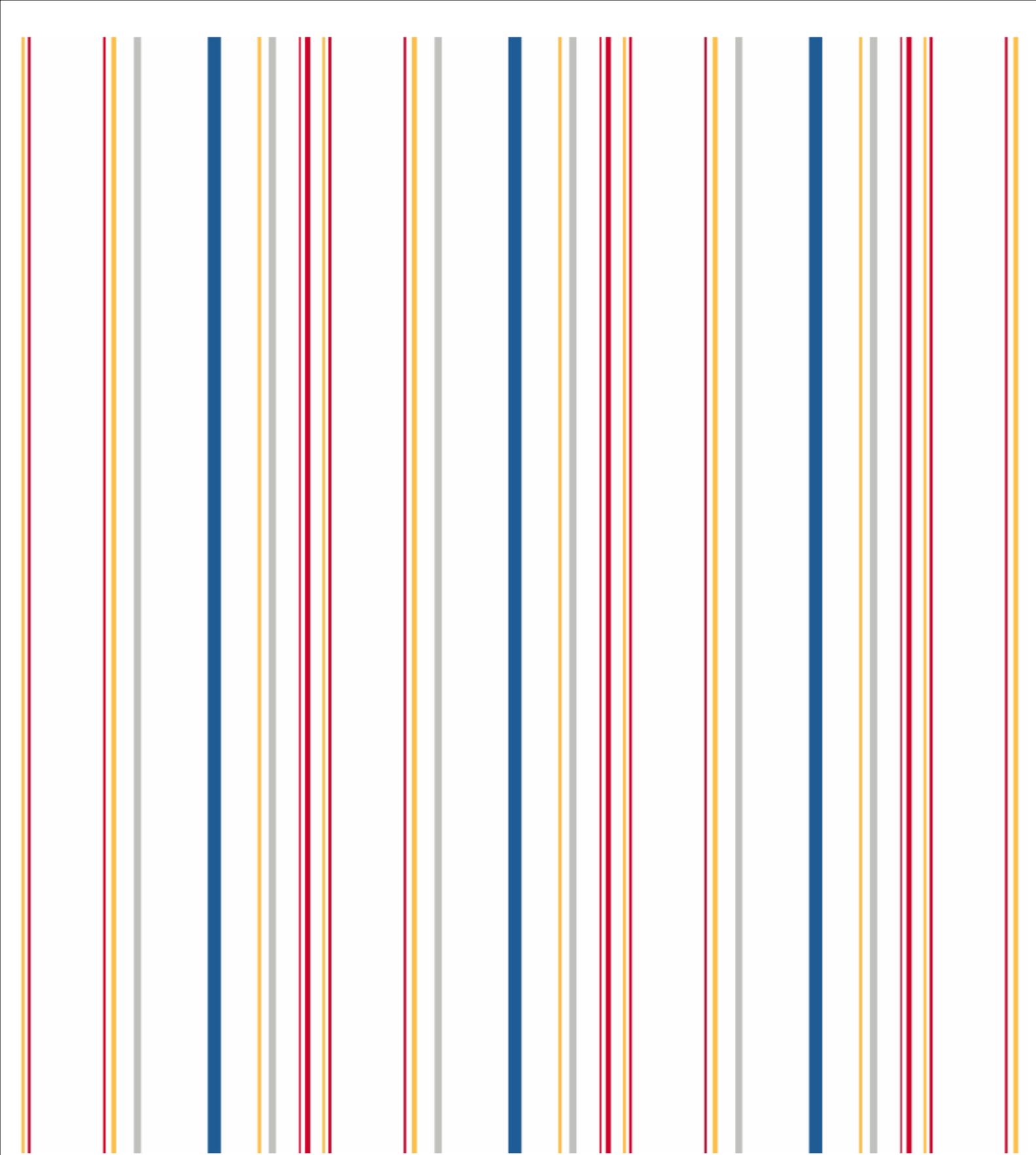
W065D3RRY75



W065D3RTY75

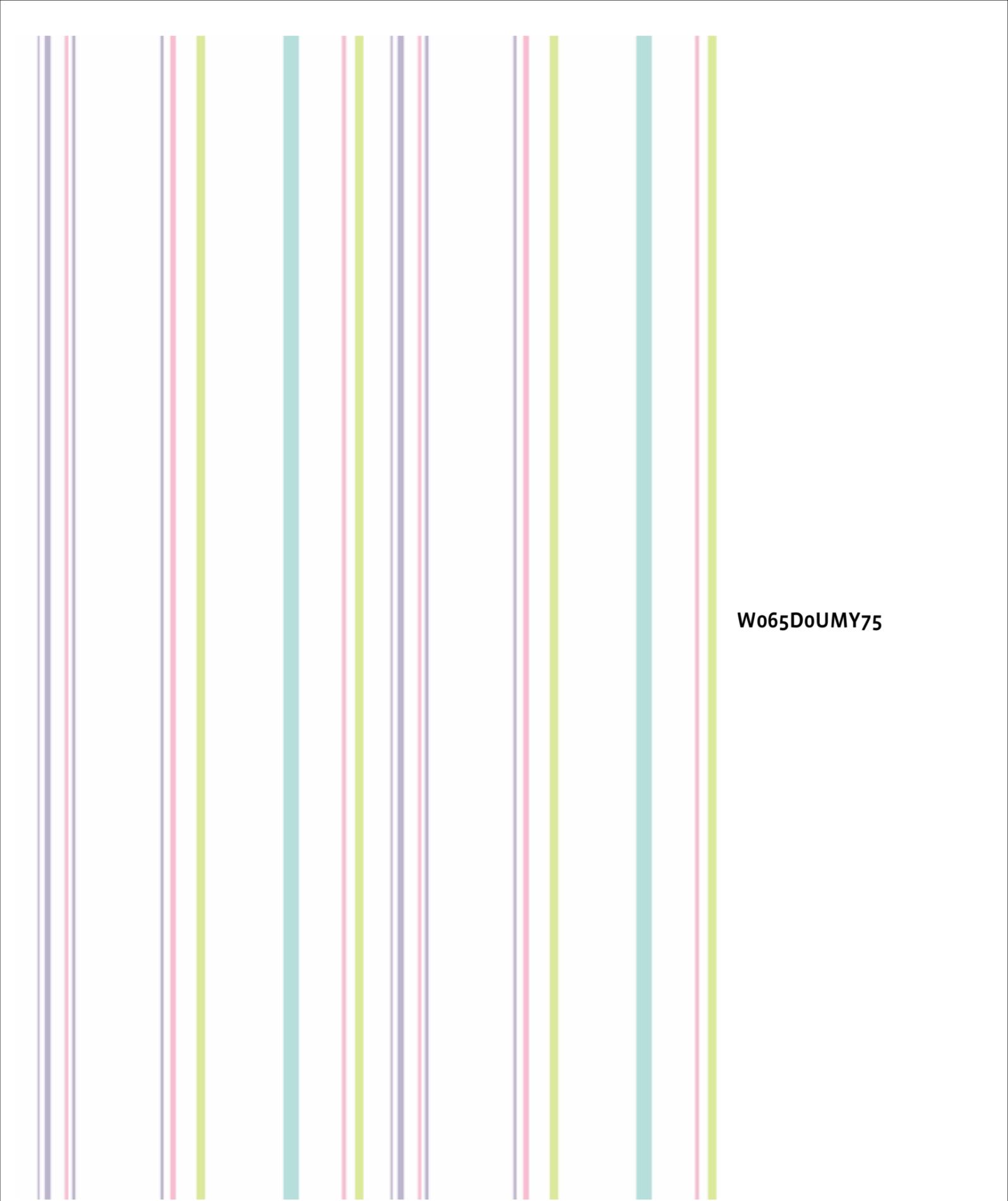
**Waterfall | W065D3RRY75**

Smooth toned bands create a handsome and contemporary atmosphere. Theme with bright shades and a modernistic scheme.

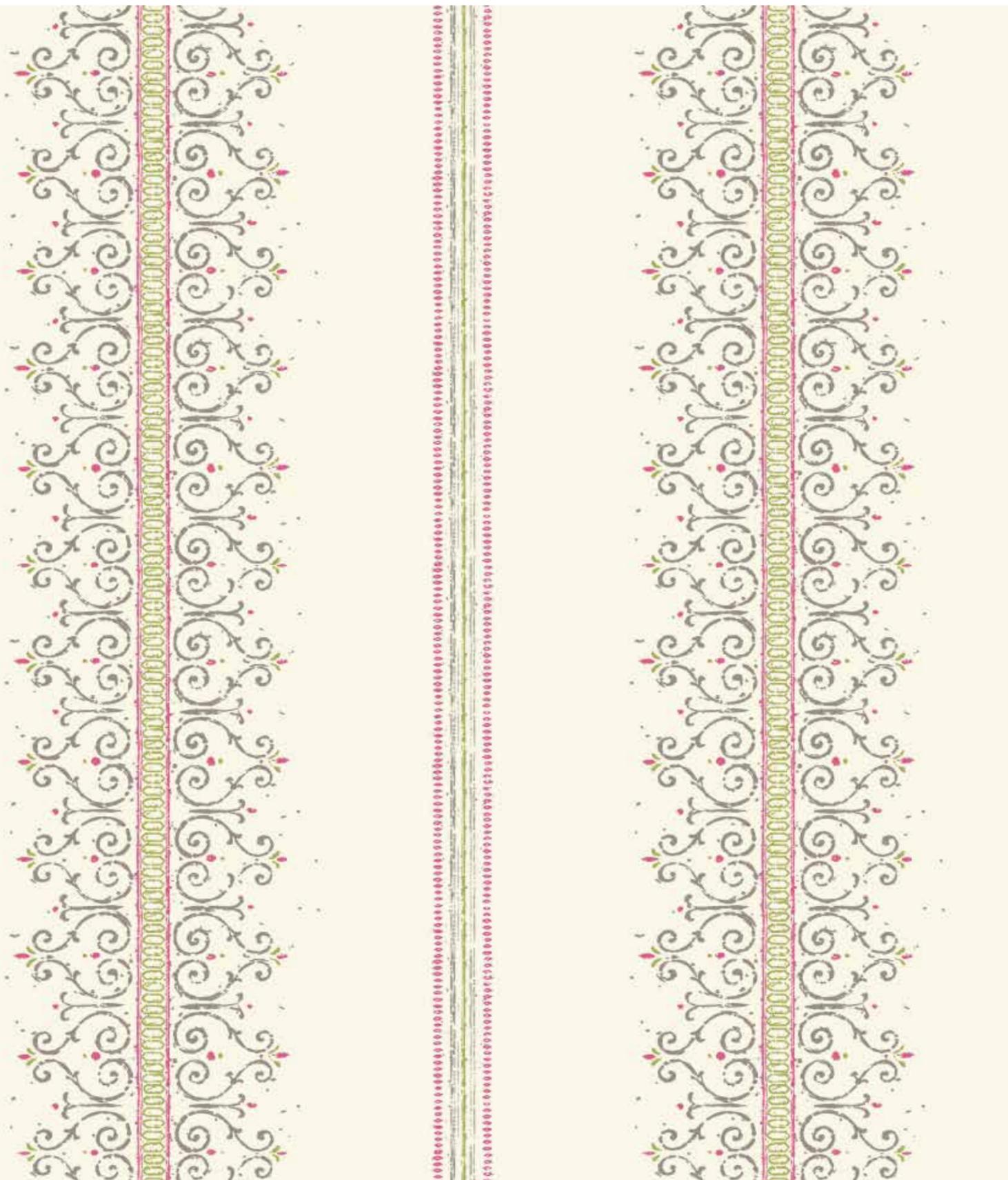


**Wide Multi Stripes | W065DoUOY75**

Narrow bands of alternating shades have enormous personality and provide a focal point for a room. Match these smart stripes with bold shades and strong lined furniture.



**W065DoUMY75**



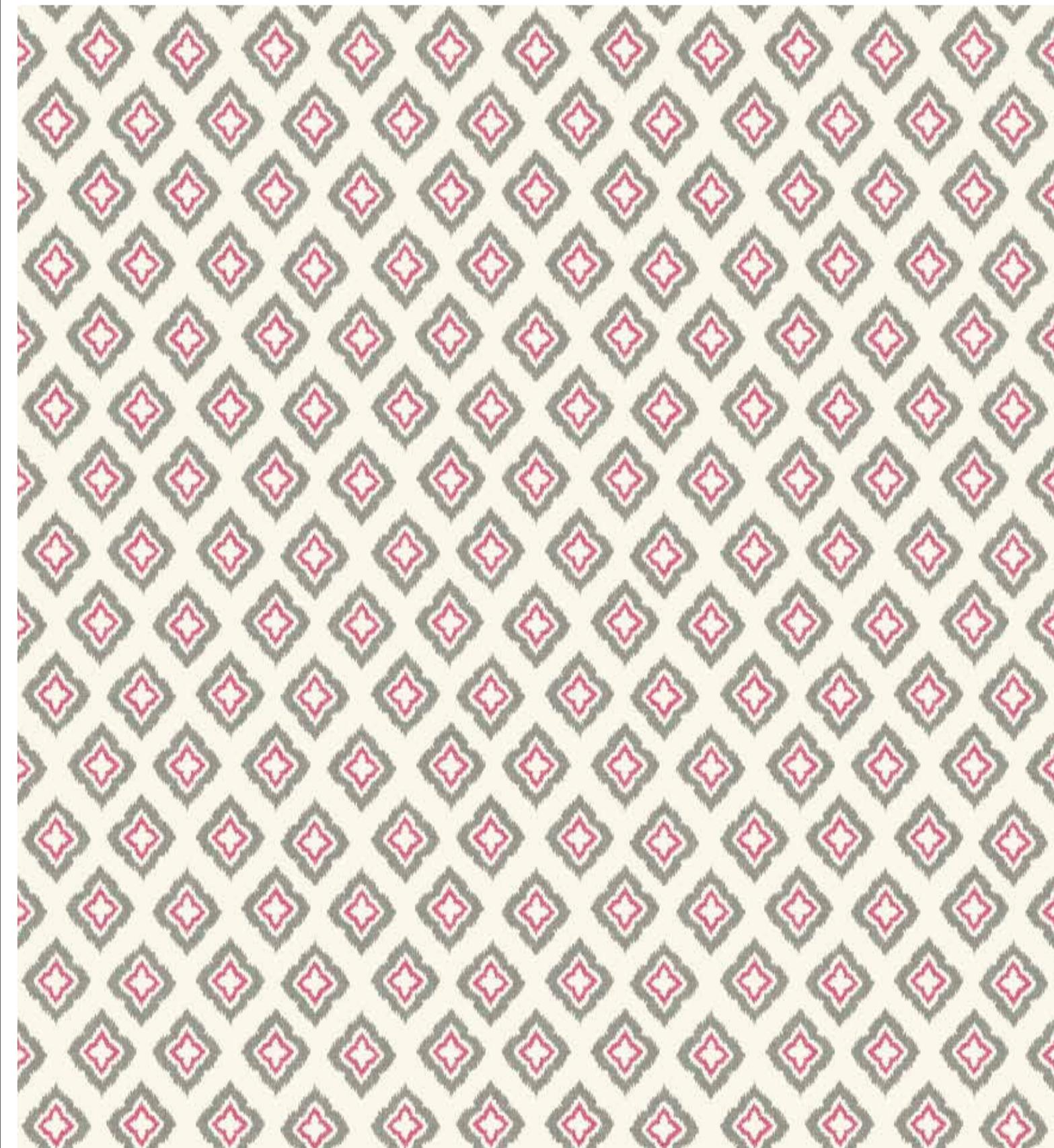
**Radiant Filigree | W065D3S8Y75**

Block printed ornamentation transports you to the age of elegance and allows you to create a sumptuous setting. Complement with burgundy velvets and satins.



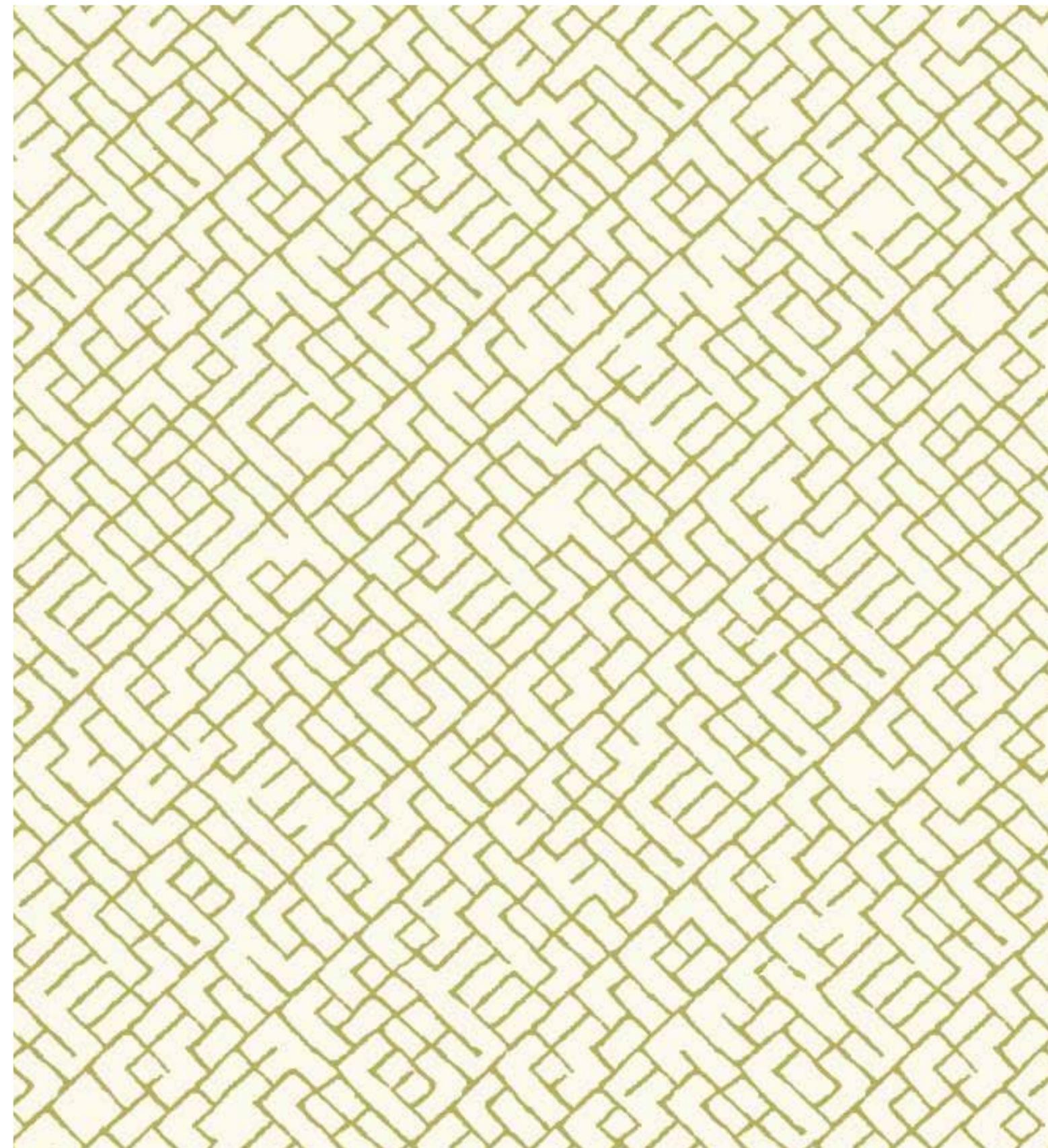
**Basilica | W065D3SCY75**

Ogees like floral fireworks, warm and celebratory, will enhance the beauty of pine wood floors. Hunky wooden furniture, richly embroidered rugs, large floor cushions in softer tones will add to the cosy, log cabin feel.



**Keystone | W065D3SEY75**

Jaunty ikat diamonds. What could be more brisk? Go for a handwoven look in textiles and mats to create an ethnic vibe.



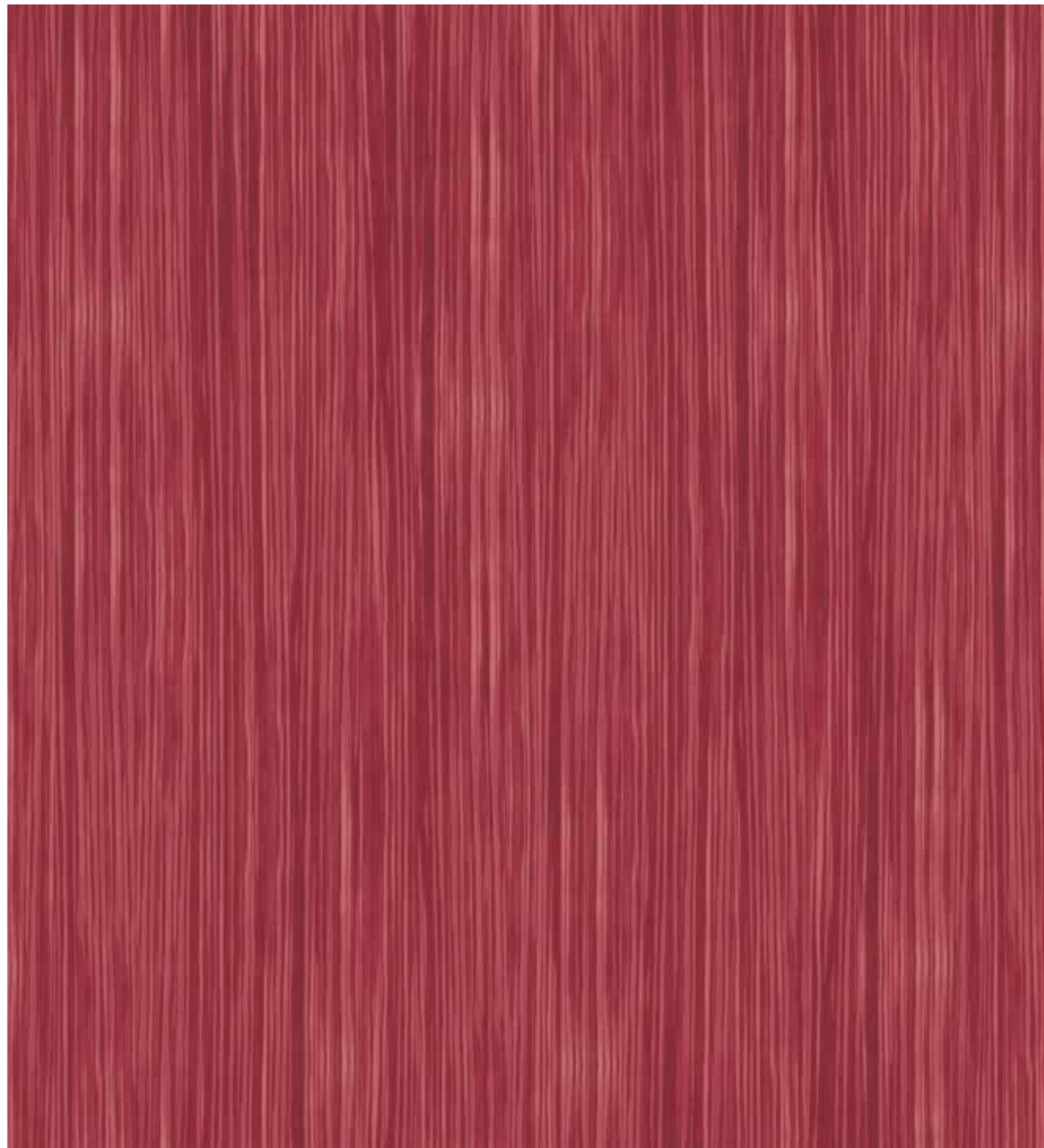
**Mason | W065D3SIY75**

Interlocking grid work invites you to conjure up an alluring, exotic setting. Mix with vivid shades like terracotta and ochre and pile on the rugs and cushions.



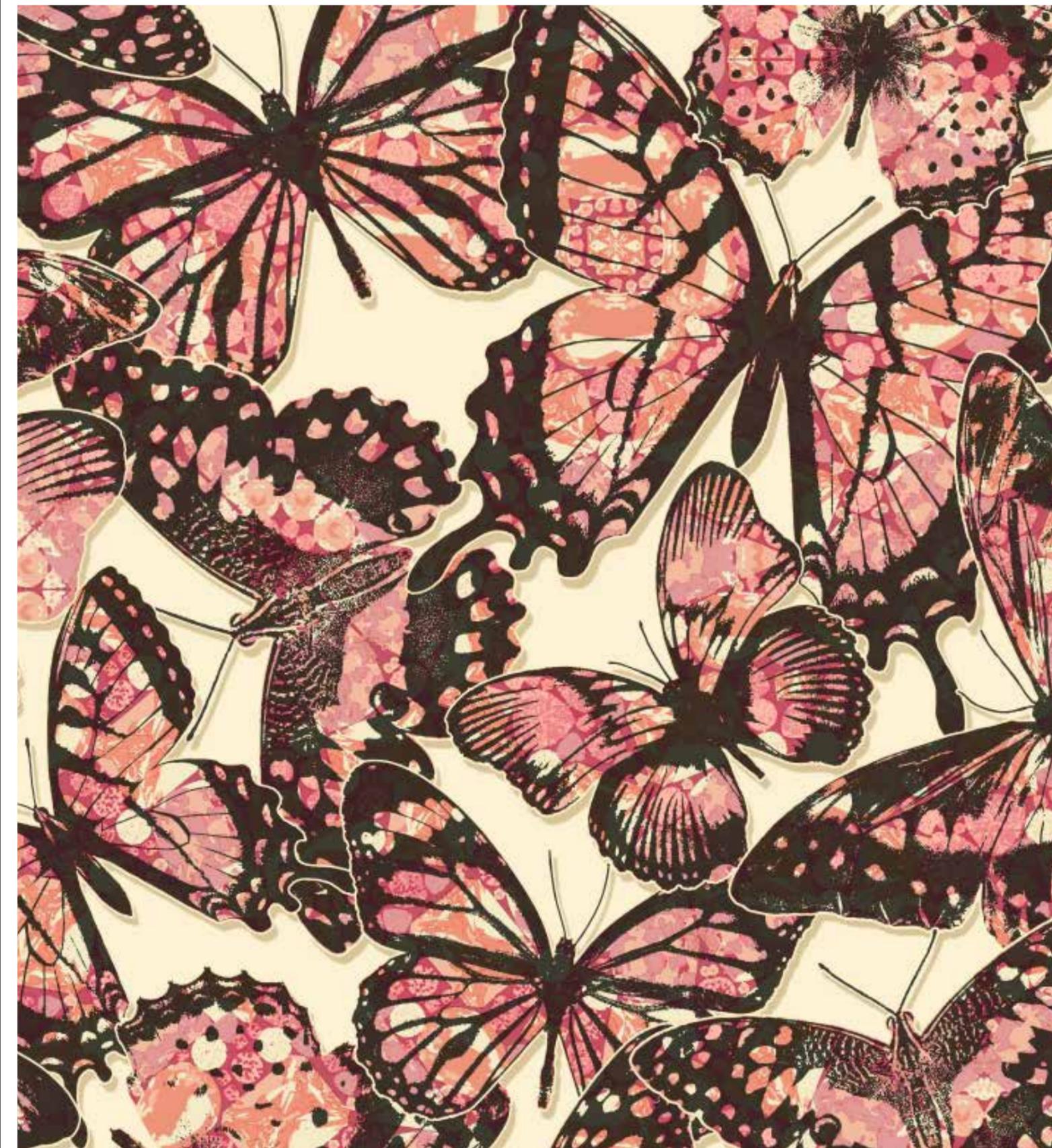
**Raffia | W064D3SVY75**

Distressed horizontal bands add vibrancy to a space. Mix these muted tones with a scheme that employs high personality accompaniments for a cosmopolitan feel.



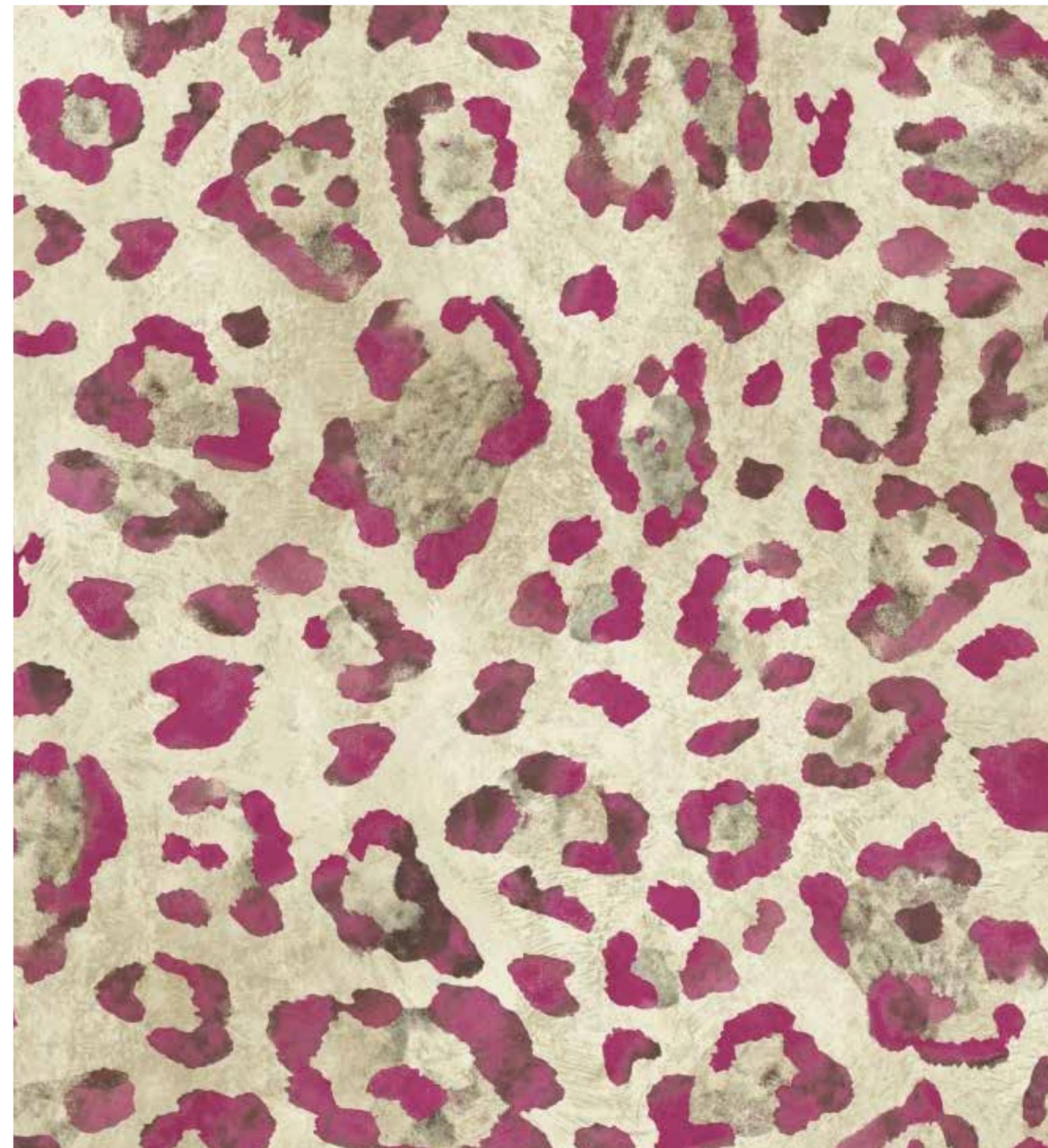
**Wood Texture | W065D3TKY75**

Calming bark effect breathes fresh air and relaxation into your home.



**Jeweled Monarch | W065D3TXY75**

A group of butterflies is called a kaleidoscope. And just like a kaleidoscope this vibrant pattern wakes up the senses. Add large, luxurious furnishings to create a decadently luxurious space.



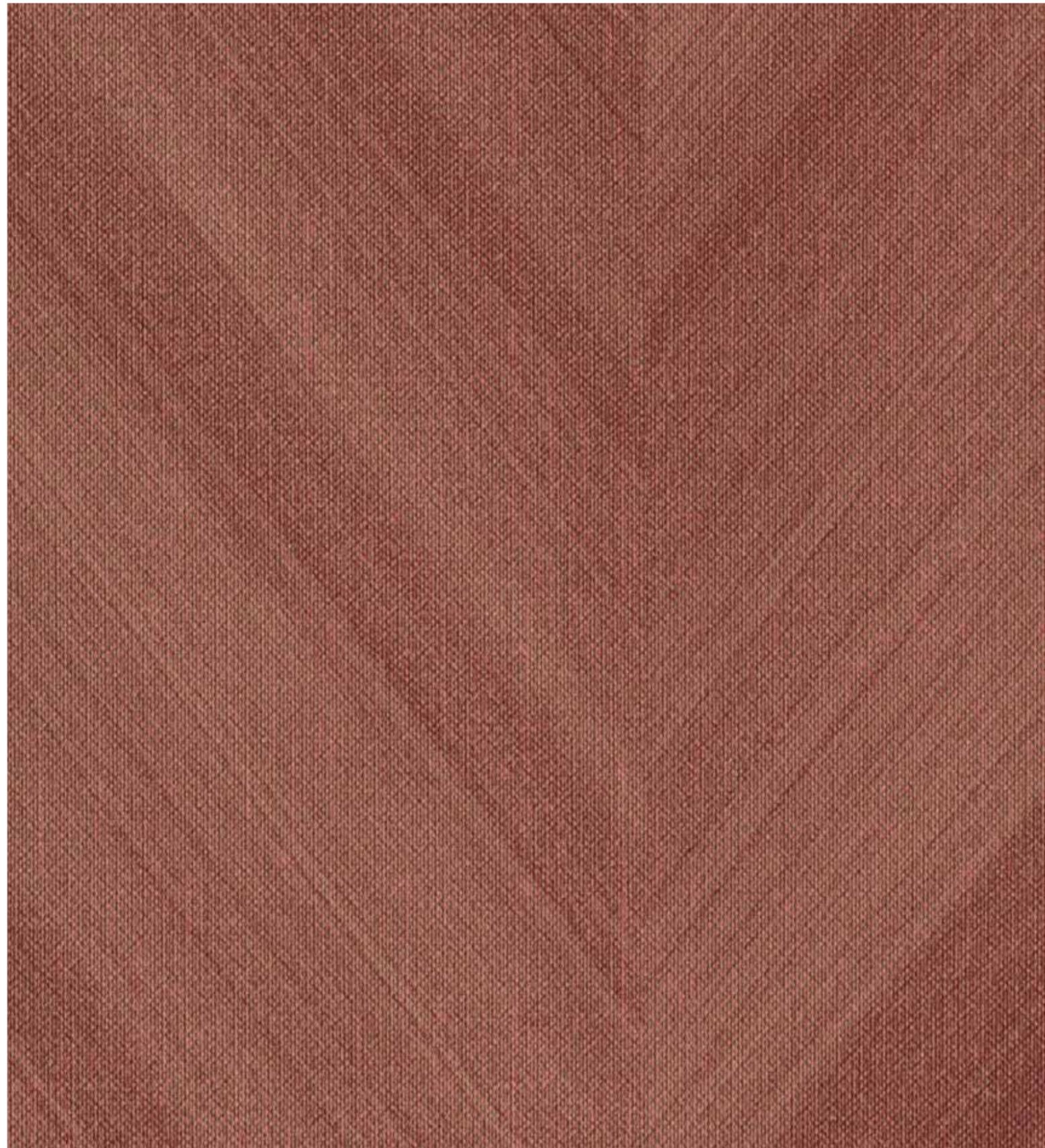
**Jungle Chic | W065D3U4Y75**

A leopard won't change its spots but a roaring animal print will change your room in an instant! Fill up your room with heaped cushions in varying prints to complement this fun scheme.



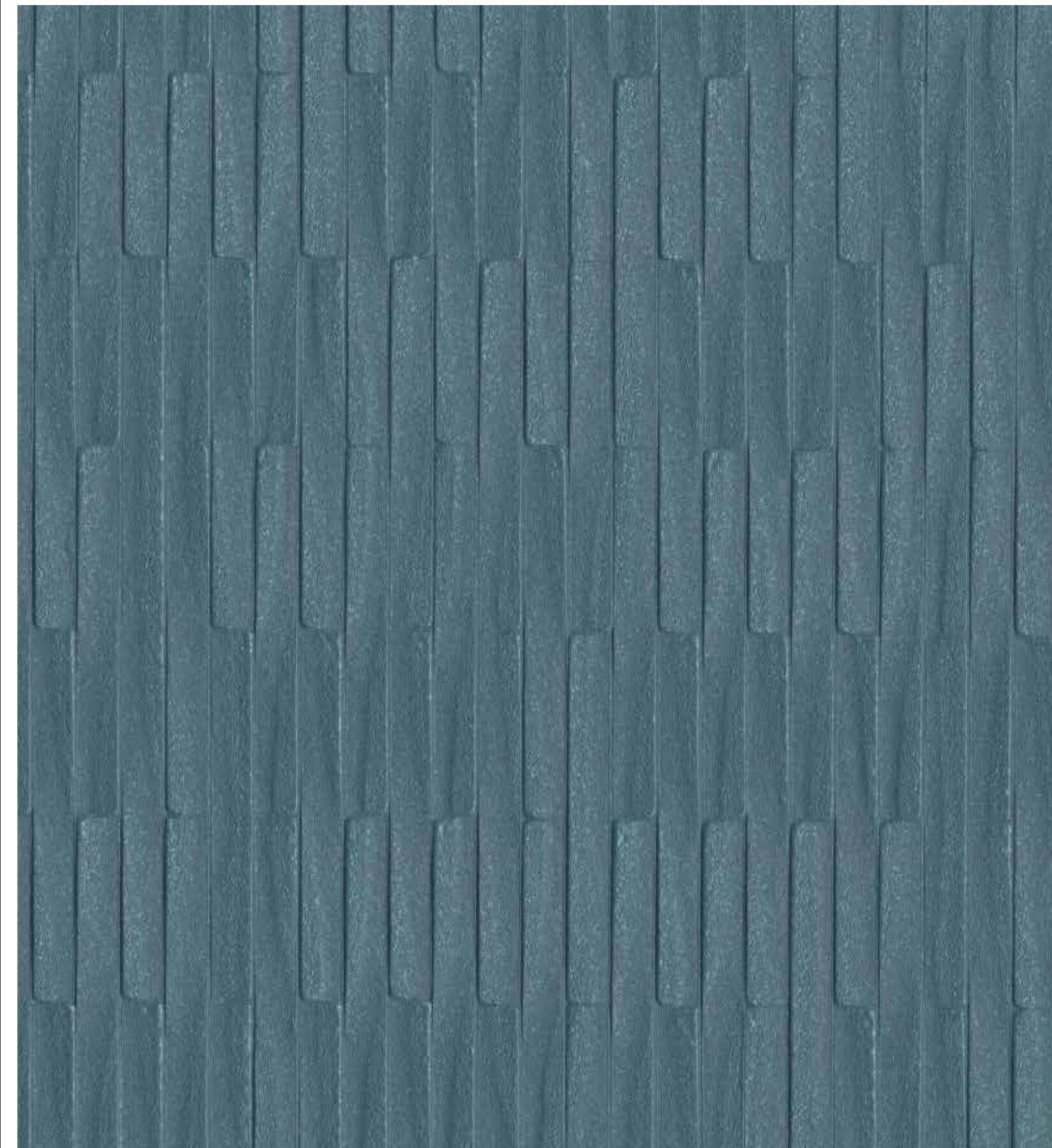
**Ruching | W065D3VBY75**

Straight up monochrome with glints and light texturing.  
Makes a compatible partner with pine wood and pale effects.



**Volt | W065D3VEY75**

An atmospheric design that takes you back to a place of power, very masculine  
and strong. Create a look with pieces that have character and originality.



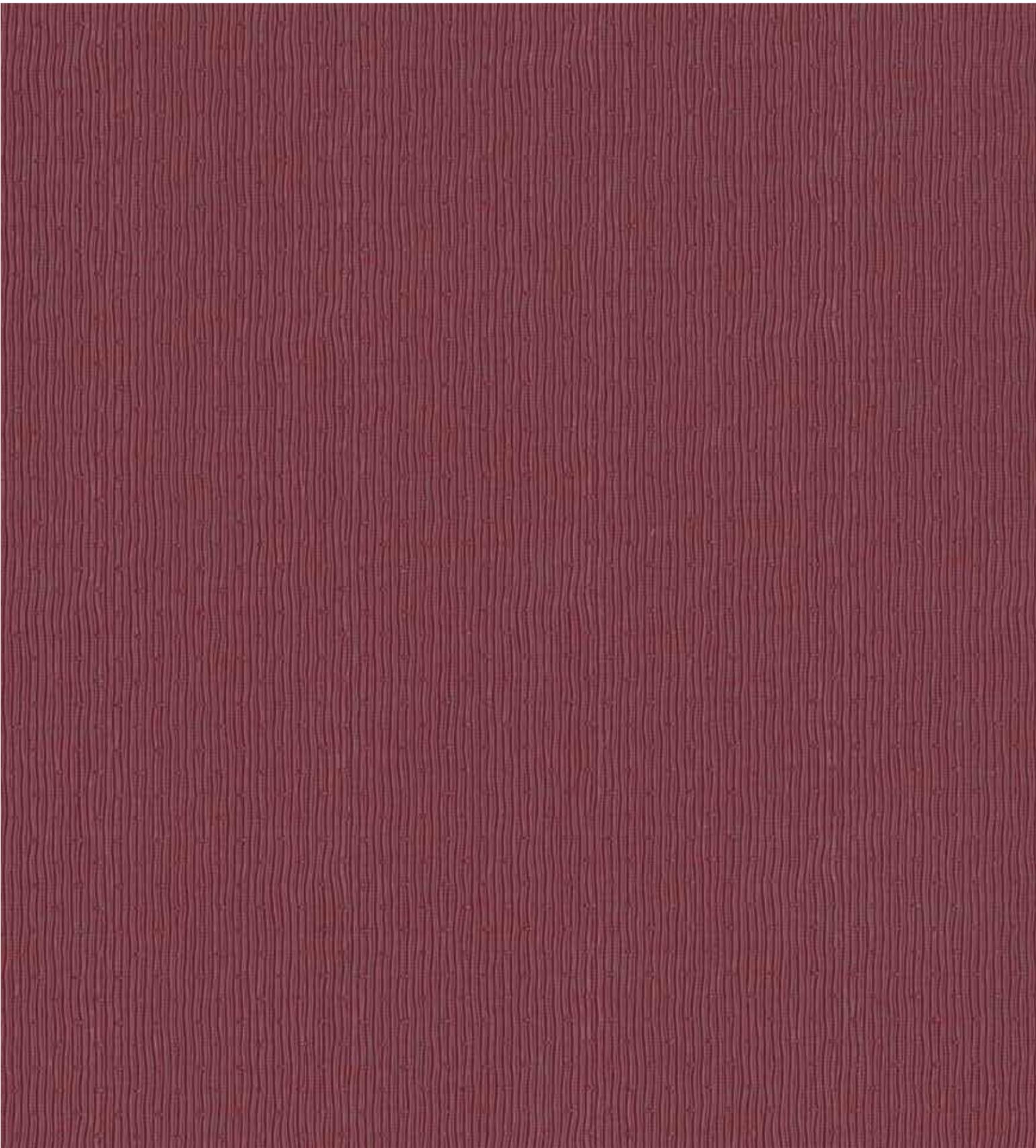
**Bambu (Capsules) | W065D3Vfy75**

A lovely, bark like effect calls for simple décor. Go with clean lines and unbleached fabrics for a serene and soothing atmosphere.



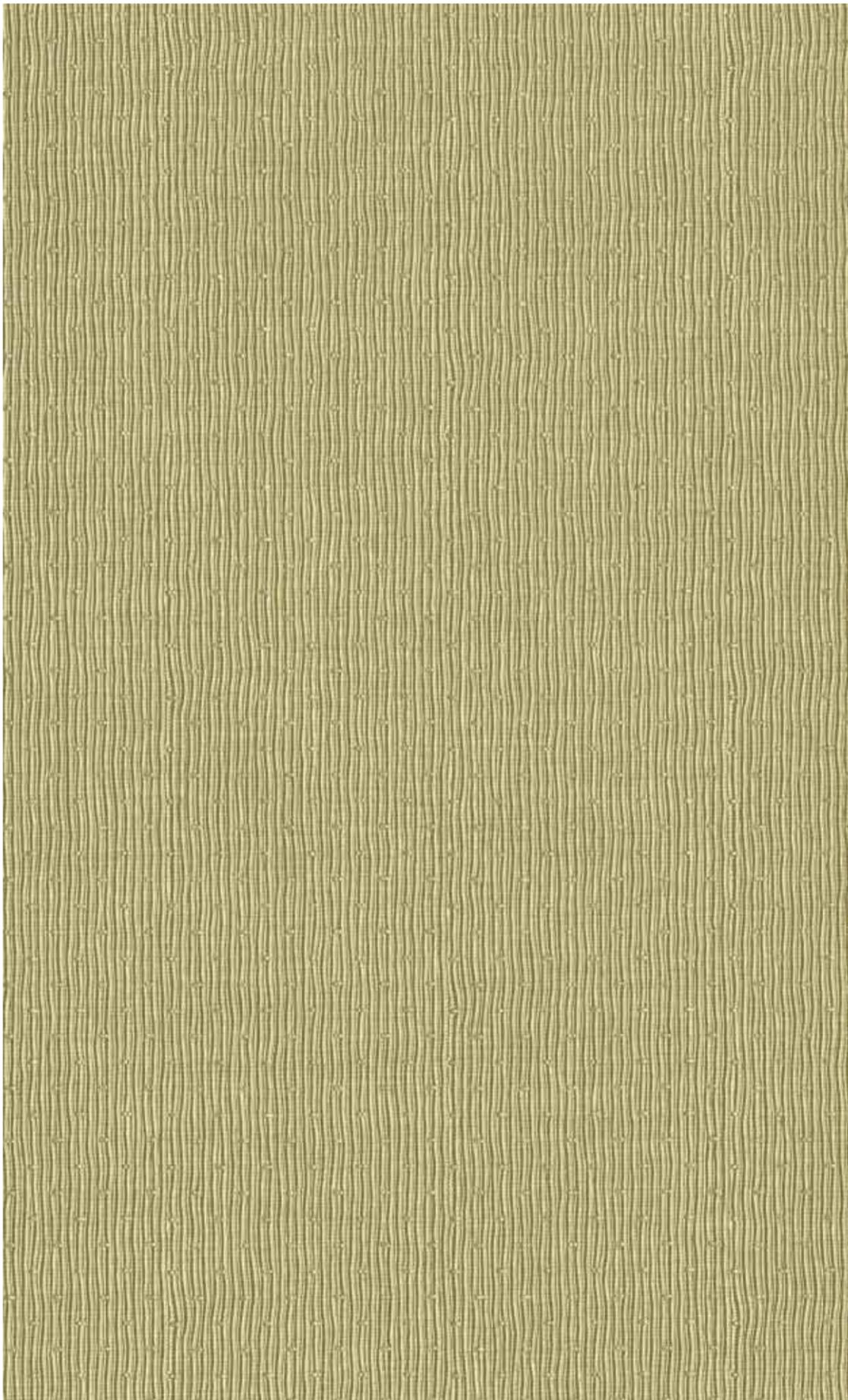
**Mother Of Pearl | W065D3VHY75**

A design of few words – the quiet elegance of windowpane checks. Balance with a few select pieces and matching colours for all the impact you need.



**Knitt Swiss | W065D3VIY75**

Contemplative and creative, this visually stimulating design calls for an eclectic arrangement. Access your inner wanderer and put together a look composed of unusual pieces.

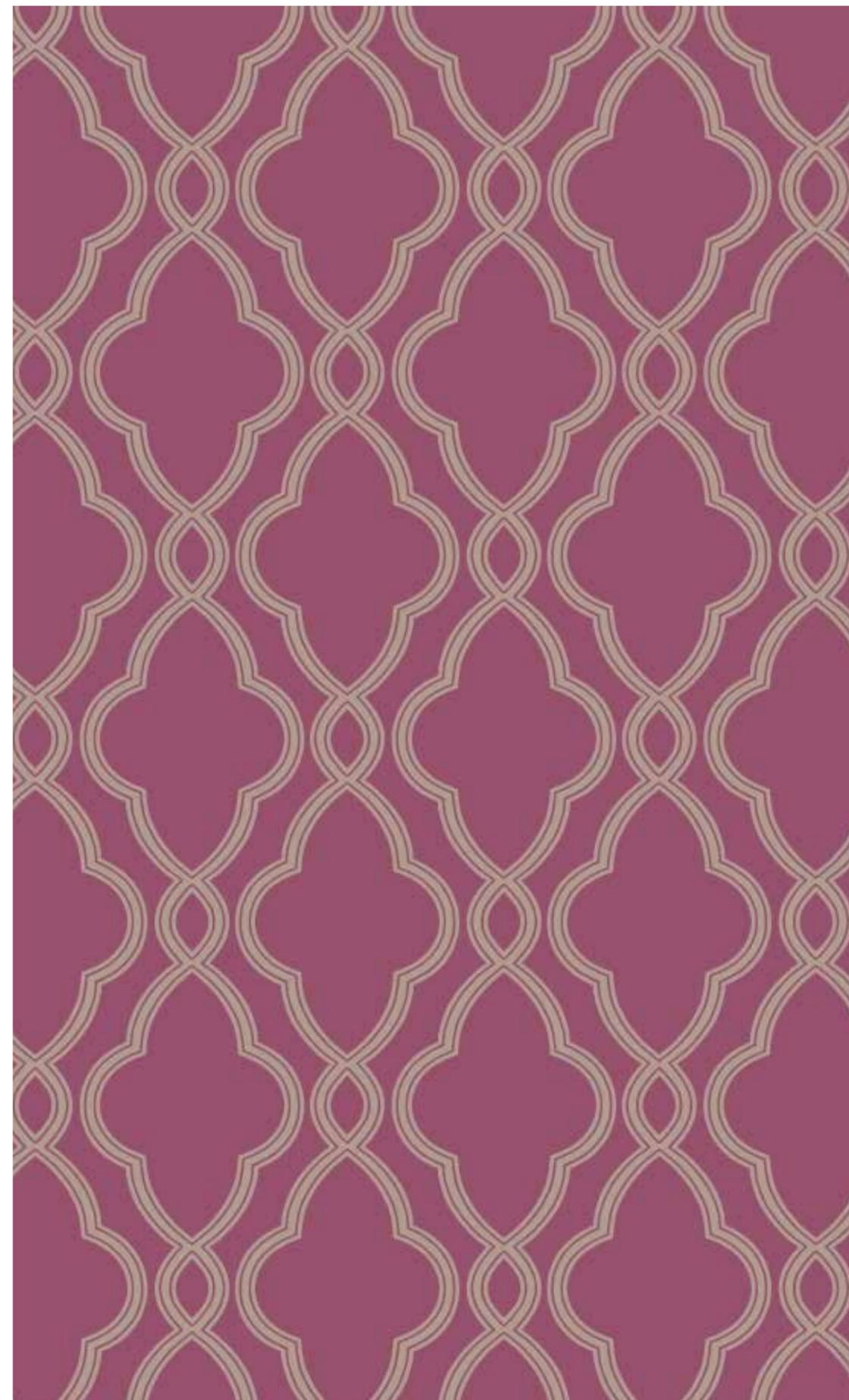


**W065D3VJY75**



**Hampton Trellis | W065D3WFY75**

A joyous, celebratory pattern of quatrefoils infuses the air with high spirits. The neutral colouring allows all sorts of décor experiments so you're free to go with very personal statements.



**W065D3WGY75**



**Mandarin Prose | W065D3WNY75**

To get on course for a warm, attractive and charming environment, combine this joyous toile de jouty with bright furnishings.



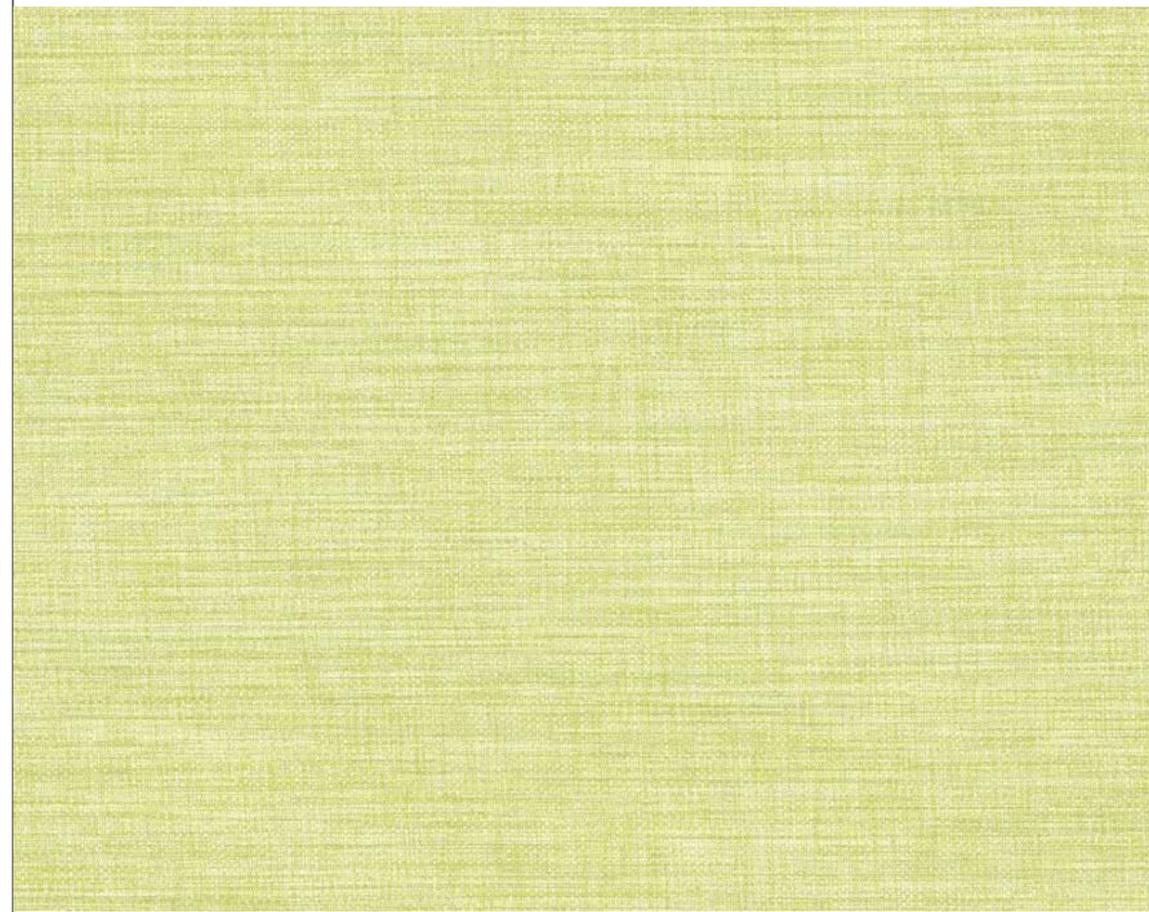
**Diamon Oasis | W065D3X5Y75**

A dramatic design of freewheeling abstract strokes will carry an interior all by itself. Furnishings in jewel tones like rich plum in velvet or electric and cobalt blues will make an interior ooze luxury and romance.



**Glitz | W065D3WVY75**

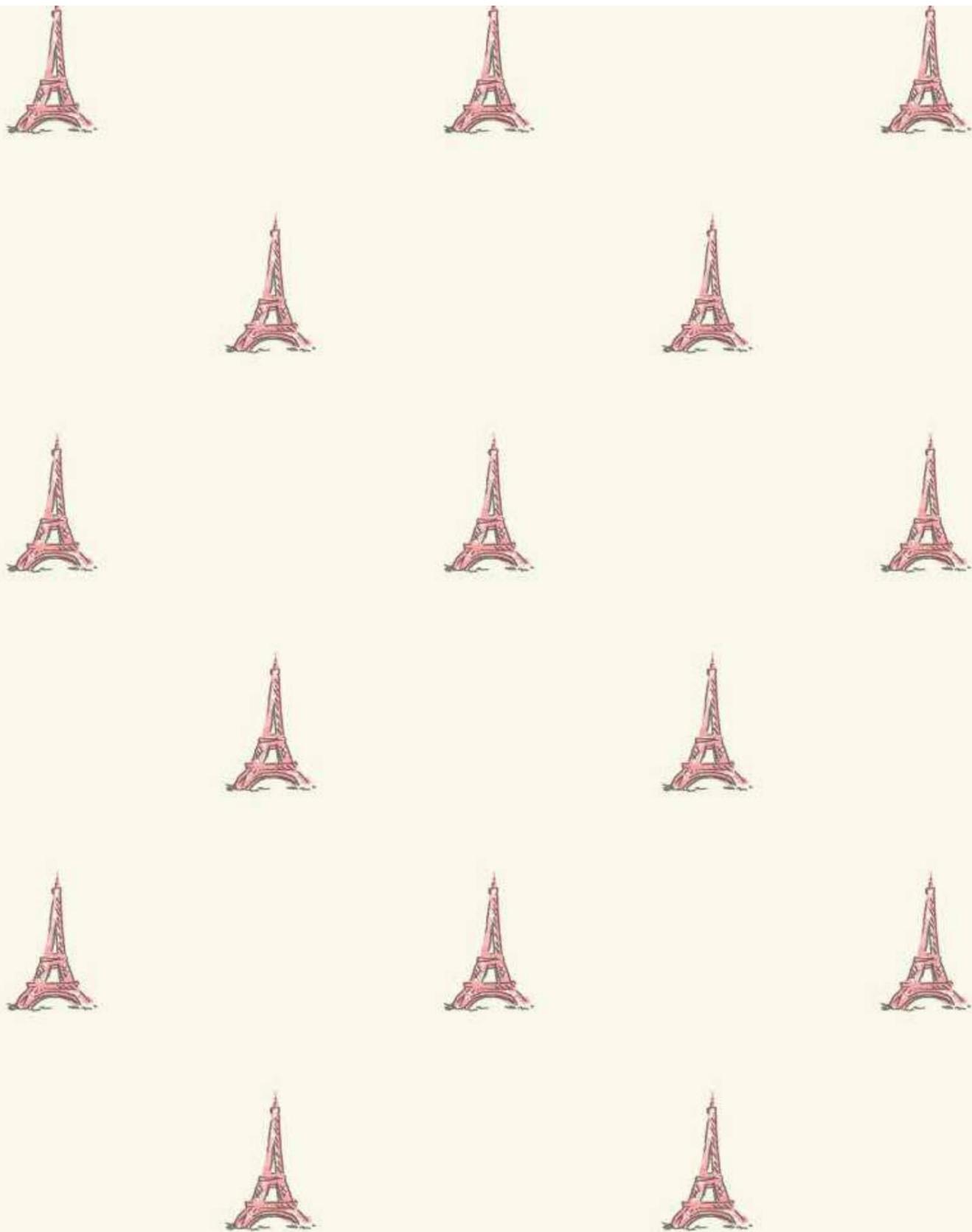
A soft shimmer and a gentle weave has an immediately spirit calming effect and a natural grace that is unmatched. A few choice pieces of furniture in organic material and maybe some fresh flowers in a vase are all you need for a private haven of peace.



**W065D3WVY75**



**W065D3WWY75**



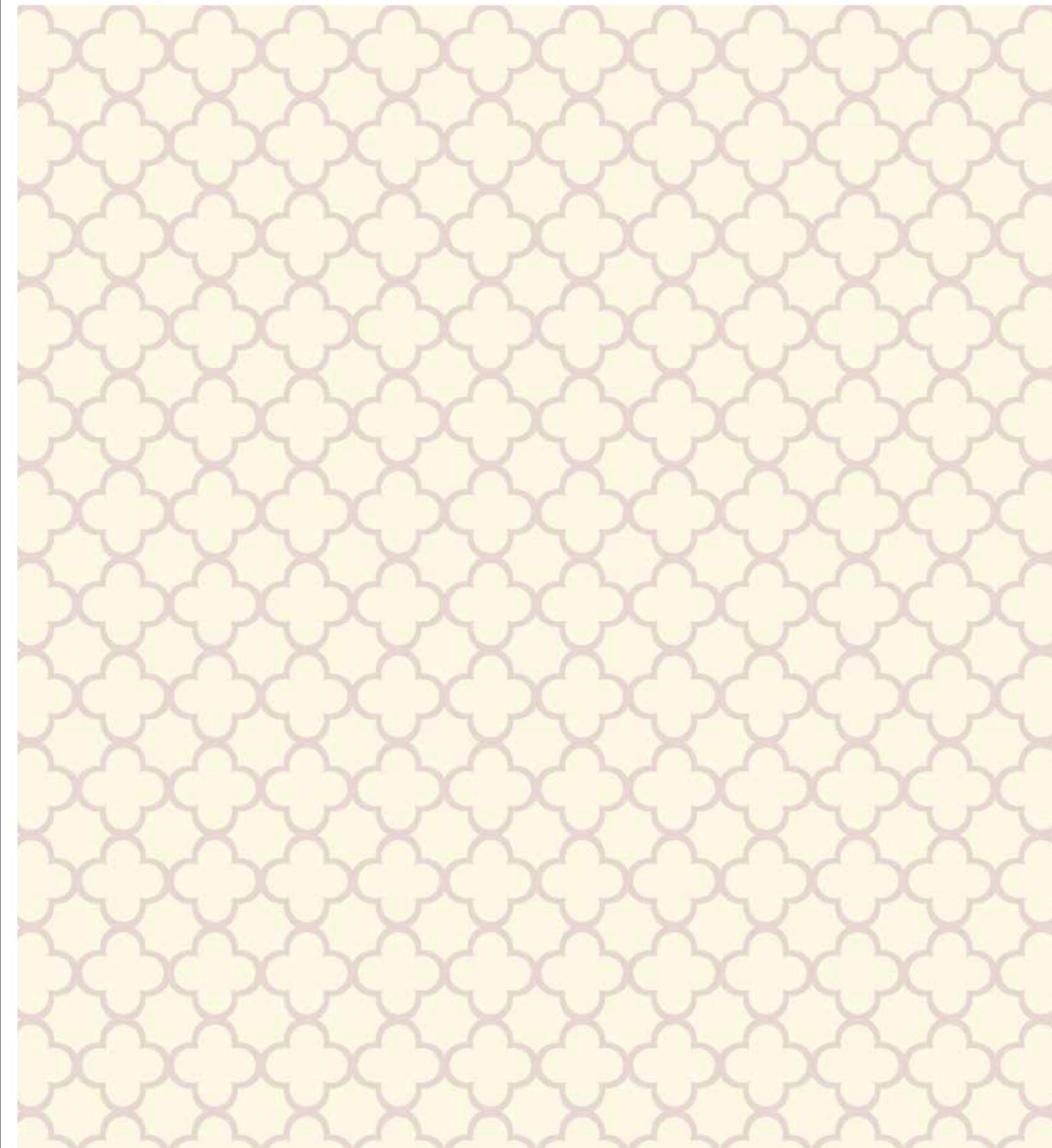
**Tres Chic Tower | W065D3X6Y75**

Bonjour Paris! A quirky and fun pattern full of joie de vivre will add Parisien chic to any room.



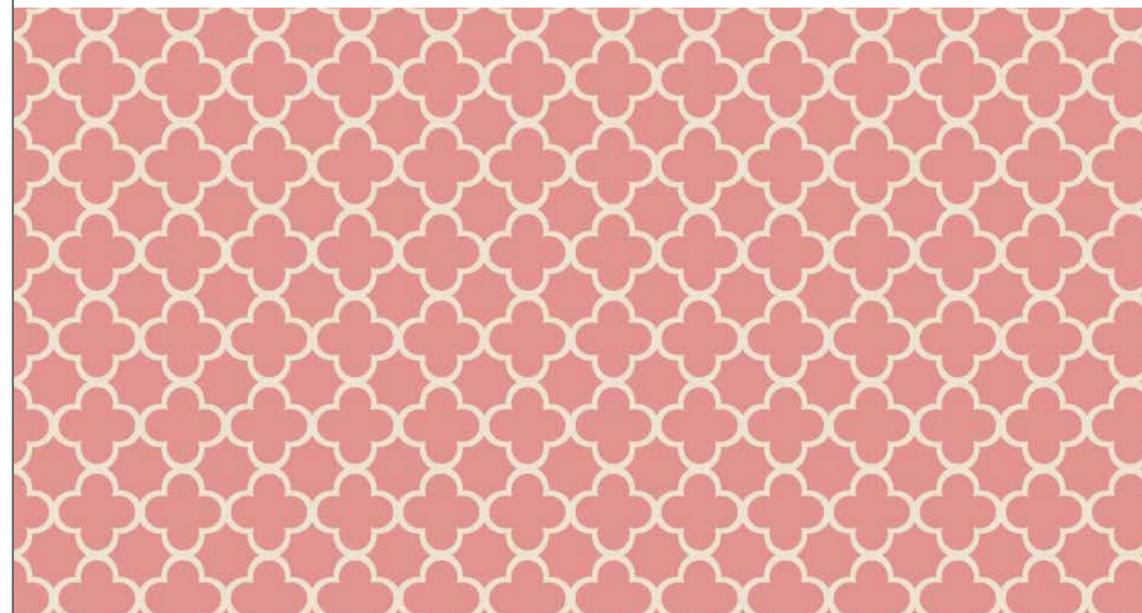
**Watercolor Poppy | W065D3XHY75**

A cinematic effect is created with this oversized flowery declaration. Create a dramatic statement with big personality colours like hot pinks and reds and curved furniture in wood.

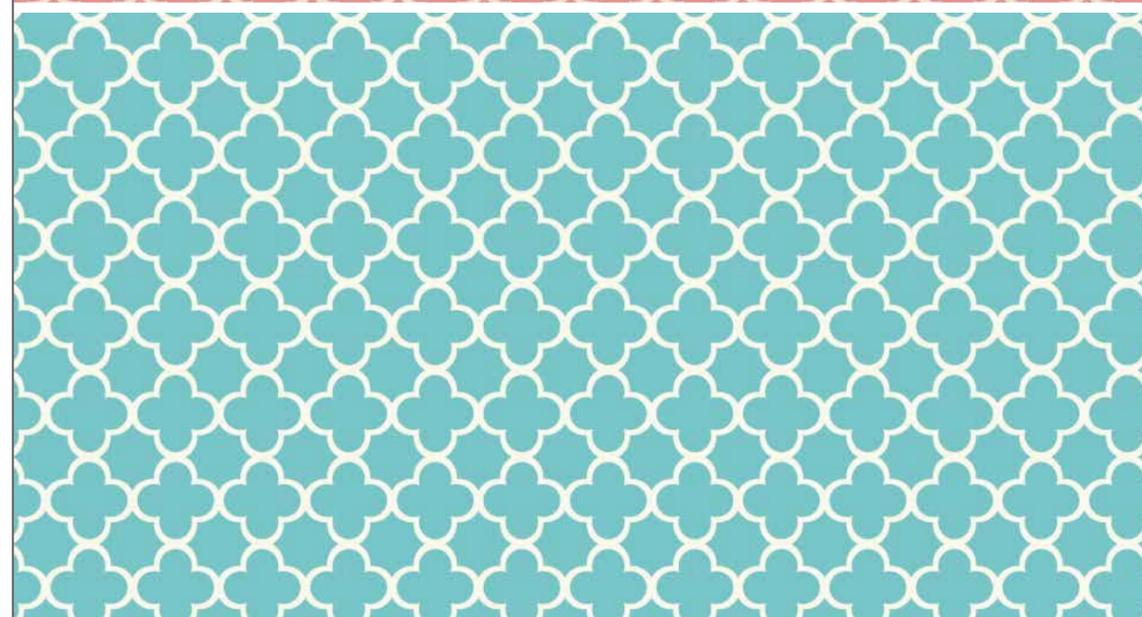


**Framework | W065D3X4Y75**

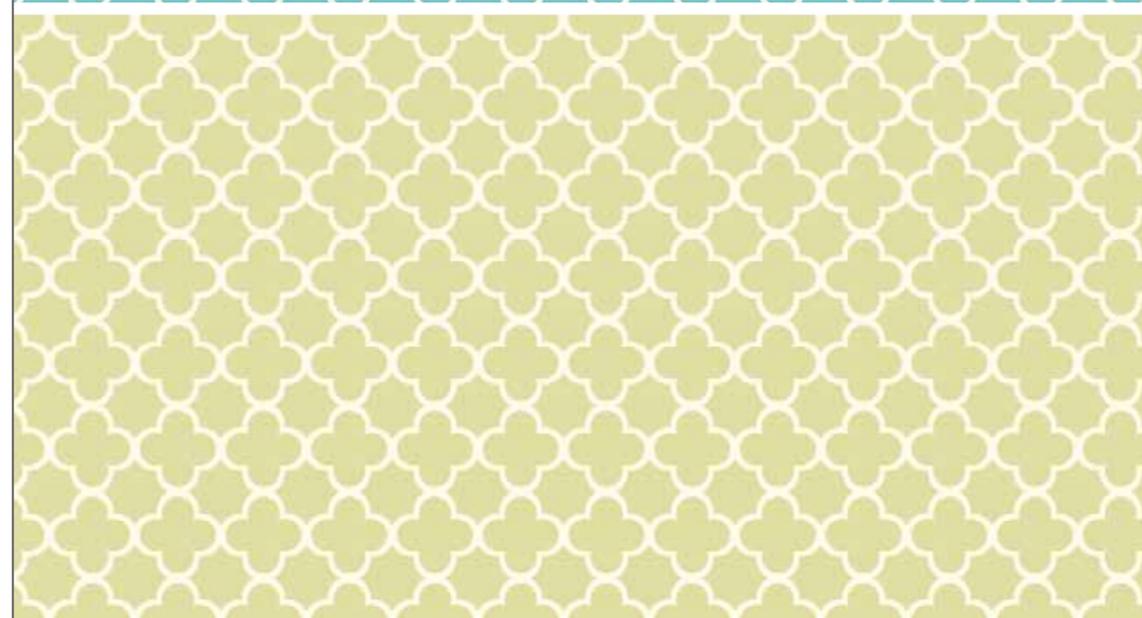
Allover quatrefoils recall a stately atmosphere and will work well with a larger than life, dramatic scheme.



**W065D3WZY75**



**W065D3X9Y75**



**W065D3WYY75**



**Large Lattice | W065D3XPY75**

Grecian geometry. Light modern furnishings will form an interesting creative contrast.



**W065D3XRY75**



**A New Leaf | W065D3XAY75**

Beautifully painted on florals spread warmth and beauty in a space. Partner with rich fabrics and handsome furniture.

# 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:*

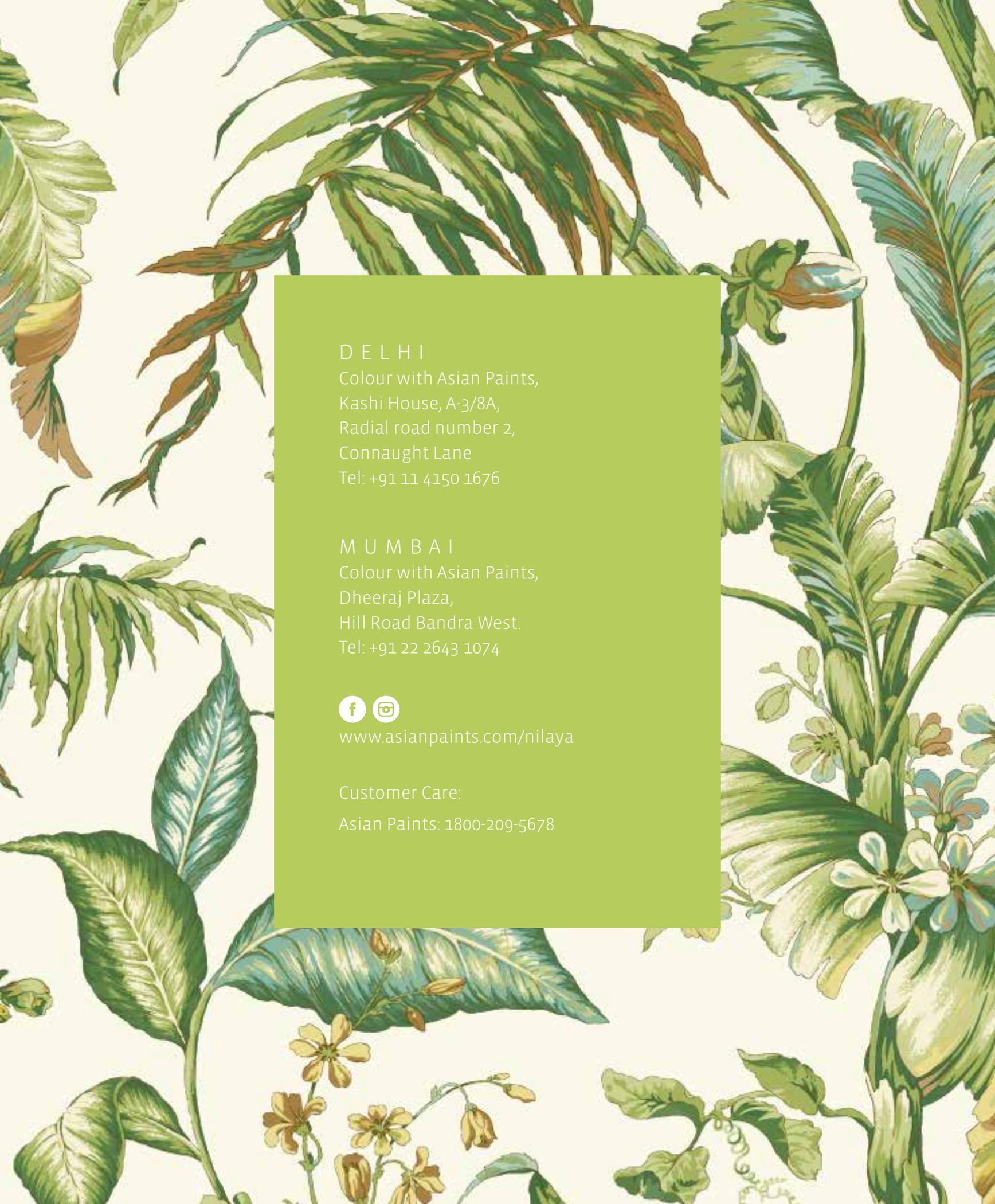
The Nilaya wallcovering adhesive has been specially designed by us to perform well in Indian conditions. It is water based, ready to use and works with a variety of substrates. Moreover, it has anti-microbial properties and zero VOC, making it the perfect choice for all installations.

### - *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 as per your expectations.



D E L H I

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