

IBC Cobalt Blues

nilaya

Wallcoverings by Asian Paints



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 waterproofing, 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.

N I L A Y A

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.

I B C

C O B A L T B L U E S

See the world through
cobalt blue. Stripes,
abstracts, paisley,
damask – all bathed in
the **quiet** beauty of blue,
filling your space with
serenity and **sweetness**.





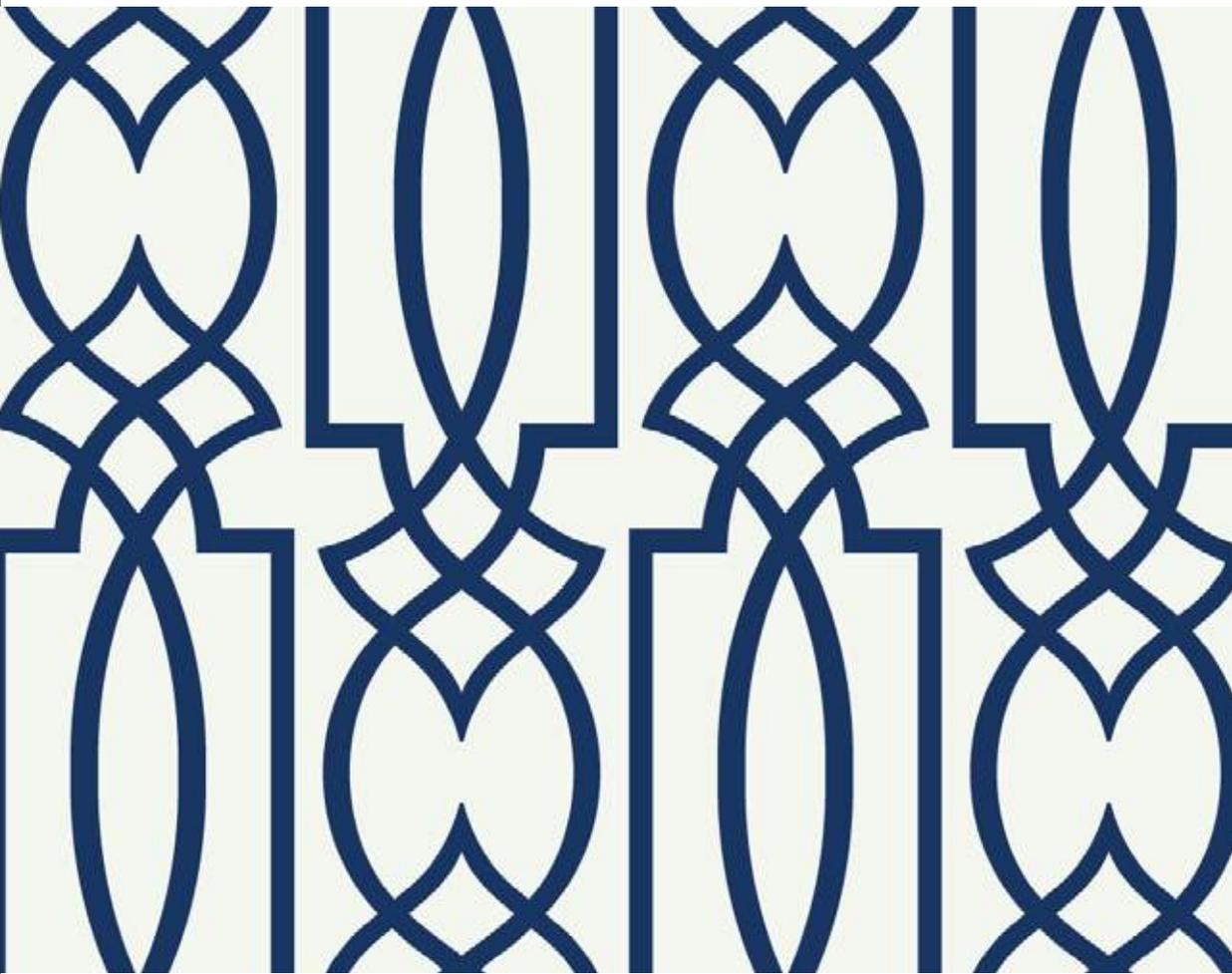
Sea Floral | W063D30MY75

A burst of tropical flora fills up your space with energy and pace.
Complement with a vibrant décor scheme.



Large Lattice | W063D30JY75

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



W063D3OJY75



W063D3SoY75



Criss Cross | W063D30SY75

There's something symphonic about these interlocking stripes – grave and musical. Create something dramatic with maybe strong shaped furniture, some Art Deco glamour and a few touches of jewel colours.



Greek Key | W063D3P3Y75

The Greek key pattern stays timeless and true ushering in an atmosphere of classic grandeur.



A white, ornate side table with curved legs and a decorative top. On the table sits a silver candle holder with a white candle, a terracotta vase containing orange and red flowers, and a clear glass crystal ball. A book is placed under the table.

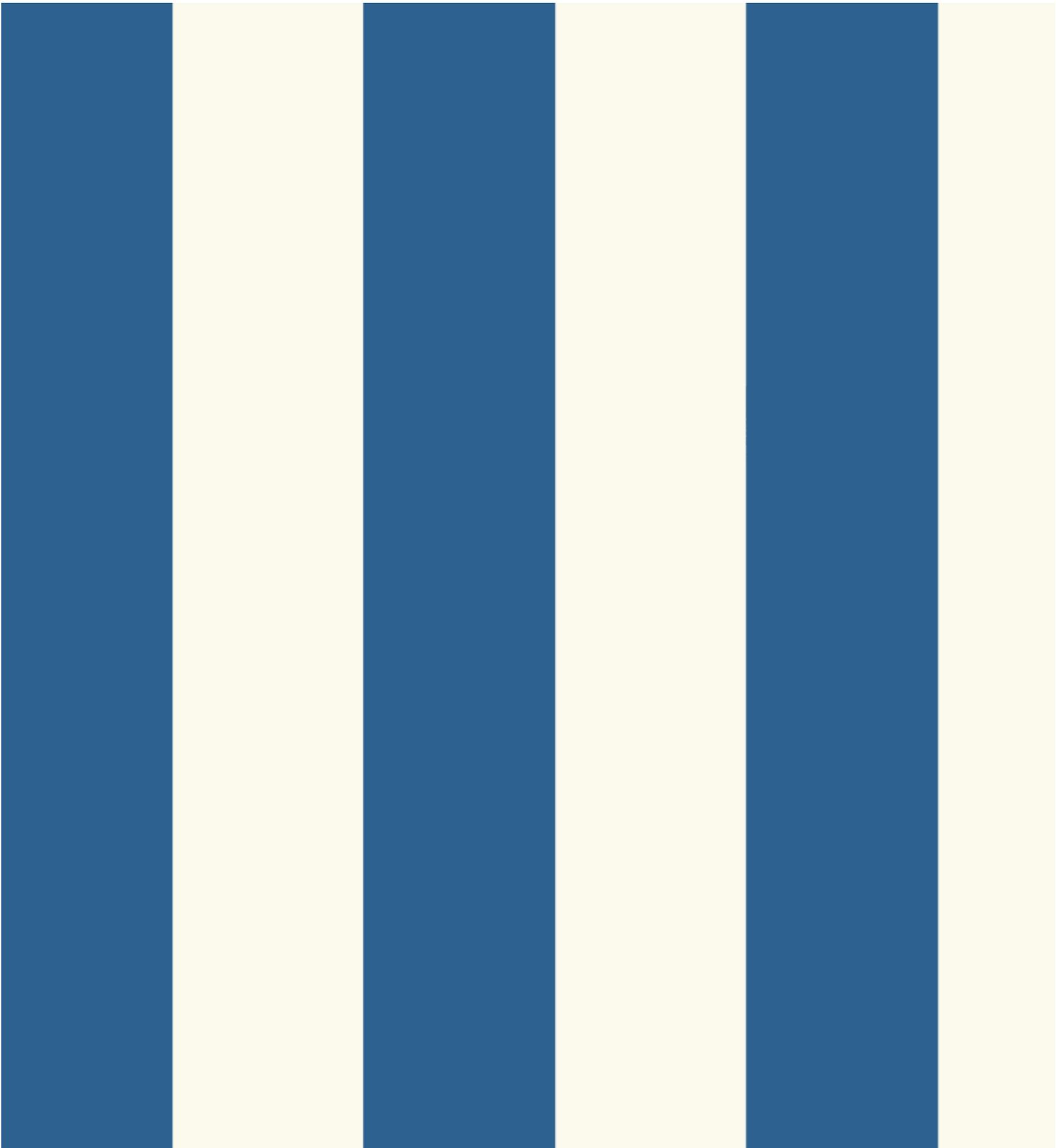
A white wooden chair with a high, arched backrest and curved legs. The seat and backrest are upholstered in a blue and white geometric patterned fabric. A bright teal cushion is placed on the seat. A stack of books is placed under the front legs of the chair.

A stack of five books. The top book has an orange cover. The bottom book has a blue cover with the text "OVER PROOF" and "THE MUSEUM D'ORSEY" visible.



Jaco Floral | W063D30XY75

Giant leaves infuse a room with a tropical balm Accompany with brooding dark shades and some lighter touches. Use light material like cotton and cane.



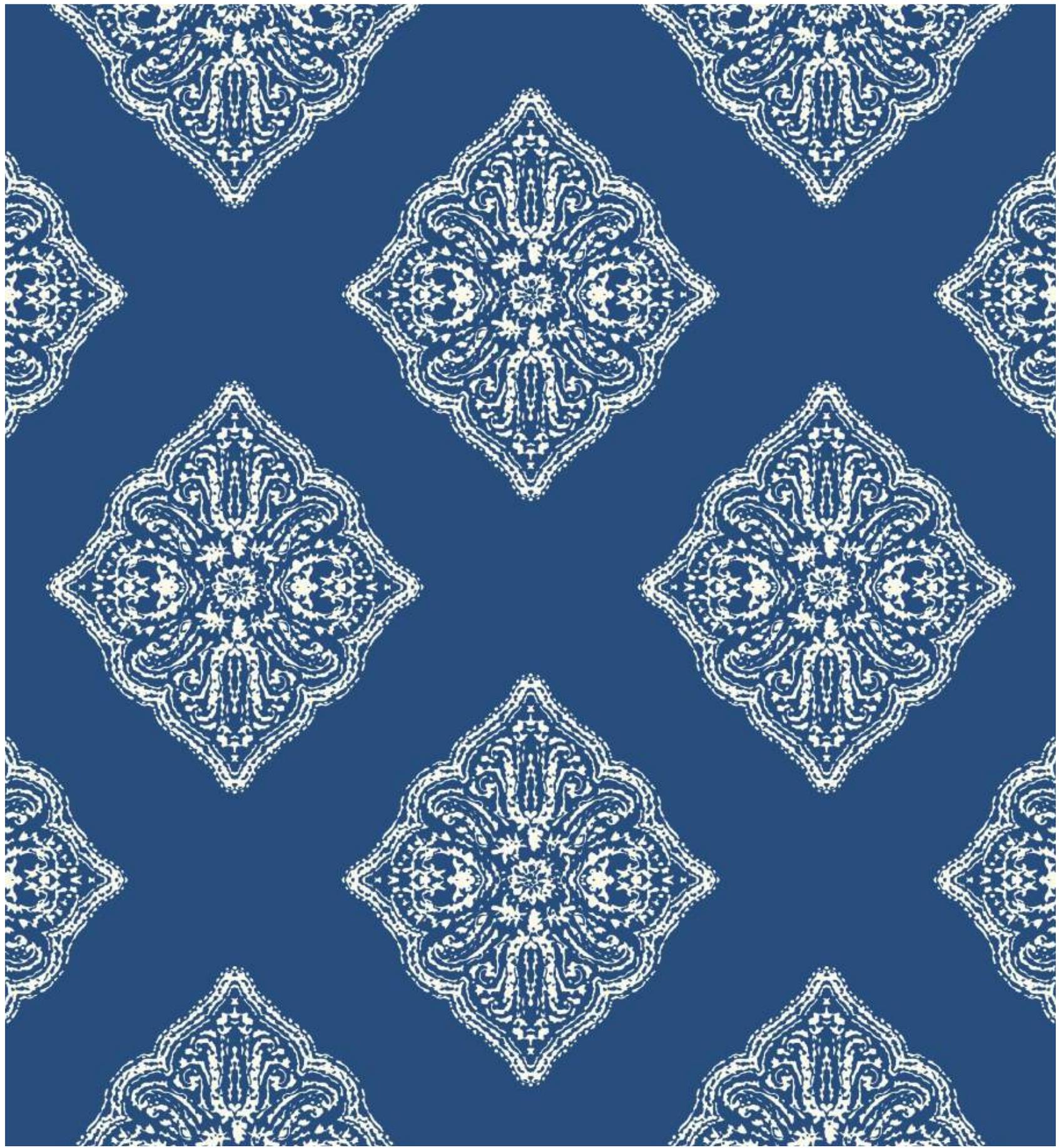
3" Stripes | W063D3NDY75

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.



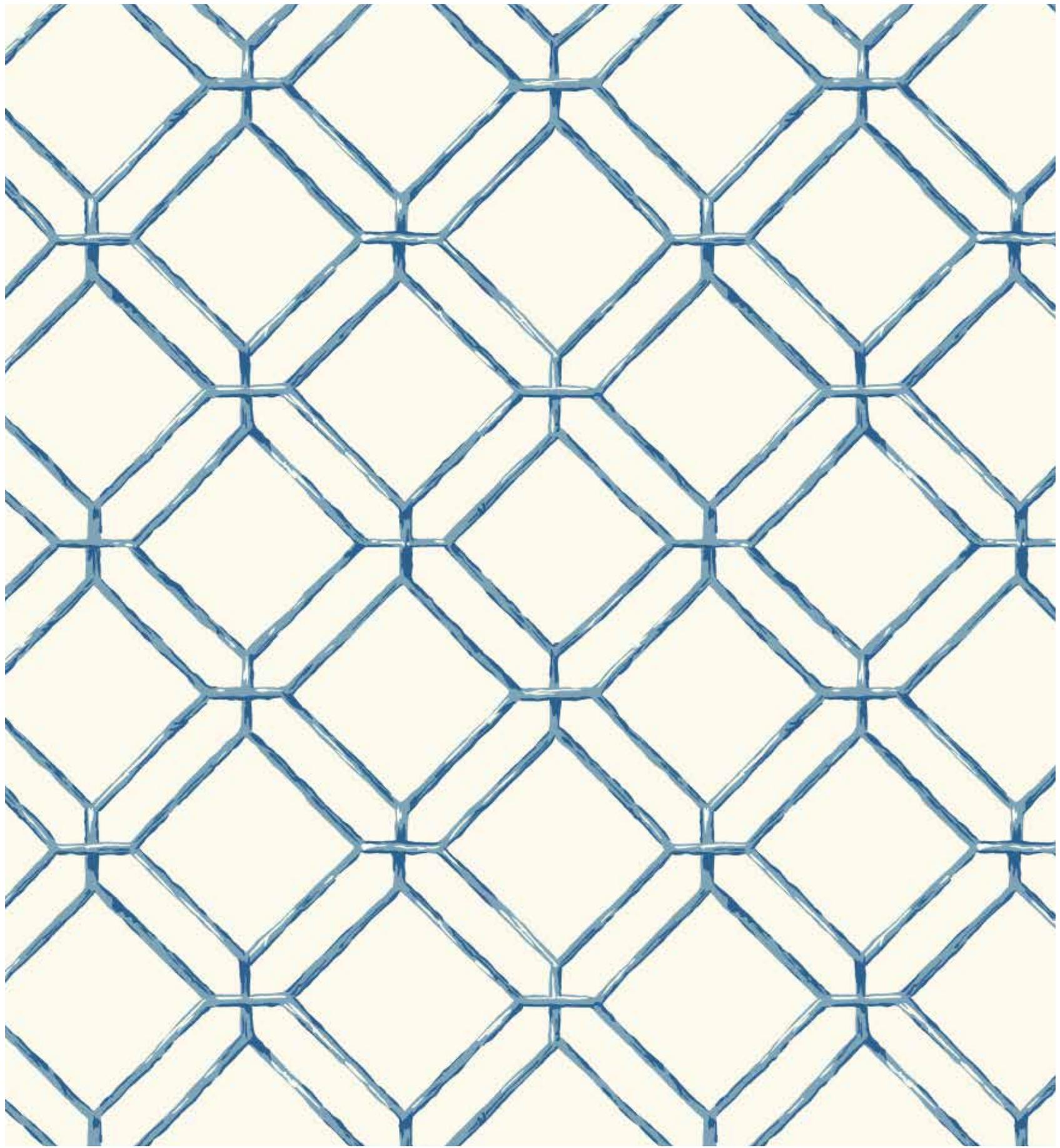
Watercolour Jacobean | W063D3NGY75

Add personality to a space with stylised florals. This free wheeling pattern provides a rich backdrop to any décor idea.



Henna Tiles | W063D3NKY75

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



Diamond Bamboo | W063D3NMY75

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



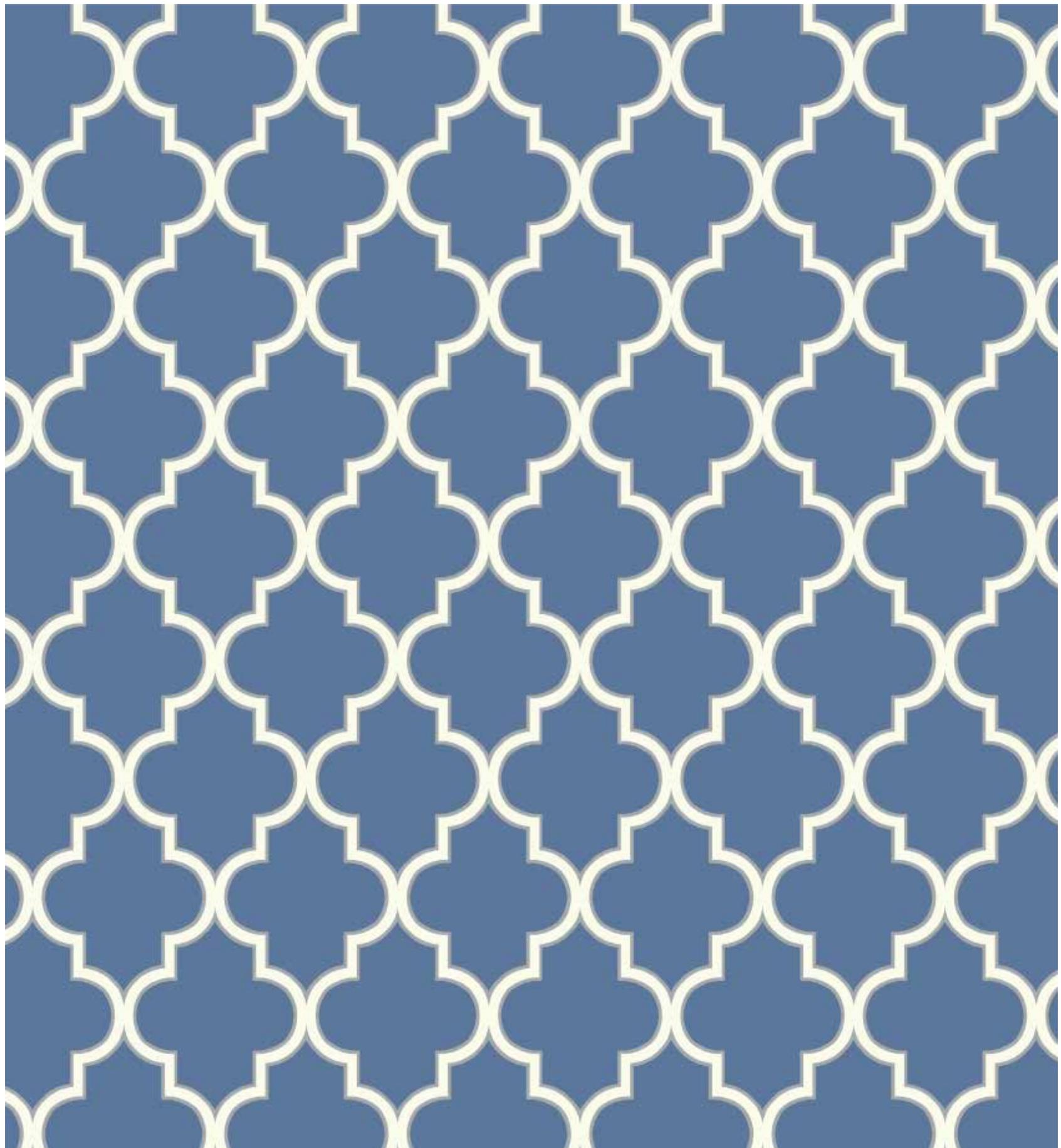
Bellissima Vine | W063D3P8Y75

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.



Teahouse Floral | W063D3OYY75

Peaceful, serene and dreamy, the sleepy blossoms will enhance the sense of space and provide a beautiful background to a comfortable, classic and elegant scheme.



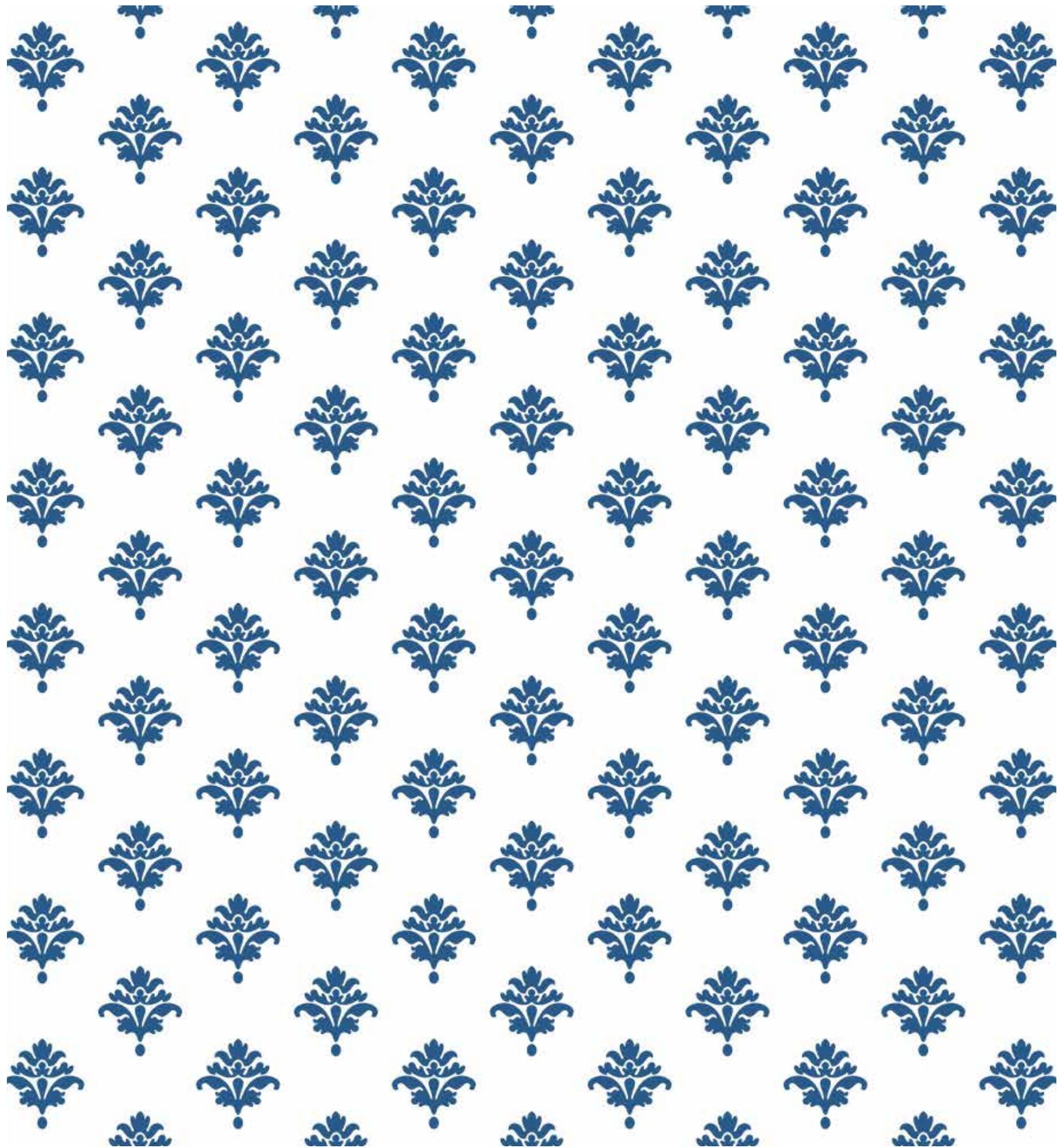
Buzzing Around Trellis | W063D3PEY75

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.



Highwire Stripe | W063D3PFY75

No ordinary stripes, but stripes adorned with dots that has the effect of electrifying a space and creating a fun and stylish atmosphere.



Bling It On | W063D3PHY75

Majestic floral crowns float on a white background and a charming, aristocratic elegance immediately evokes old world luxury.



Kids Clouds | W063D3OHY75

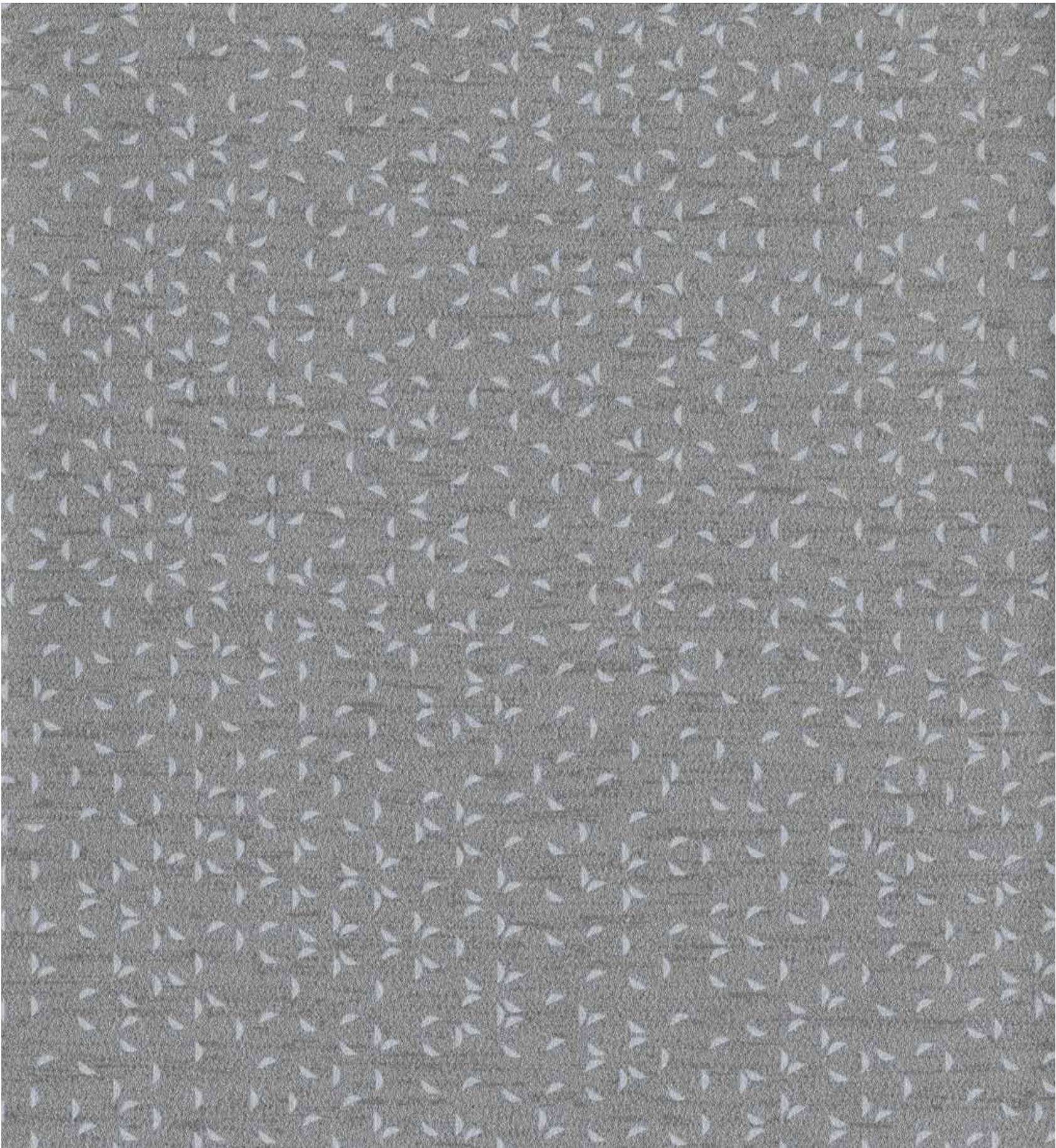
Want space and light? Just let the pale blue sky and wispy clouds in.
Furnish with gentle, neutral fabric for the best effect.





Sweet Grass | W063D3POY75

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



High Gate | W063D3PQY75

A gentle fall of tender leaves on a textured background evokes a sweet atmosphere and requires not much but some comfortable furnishings to create a happy scheme.



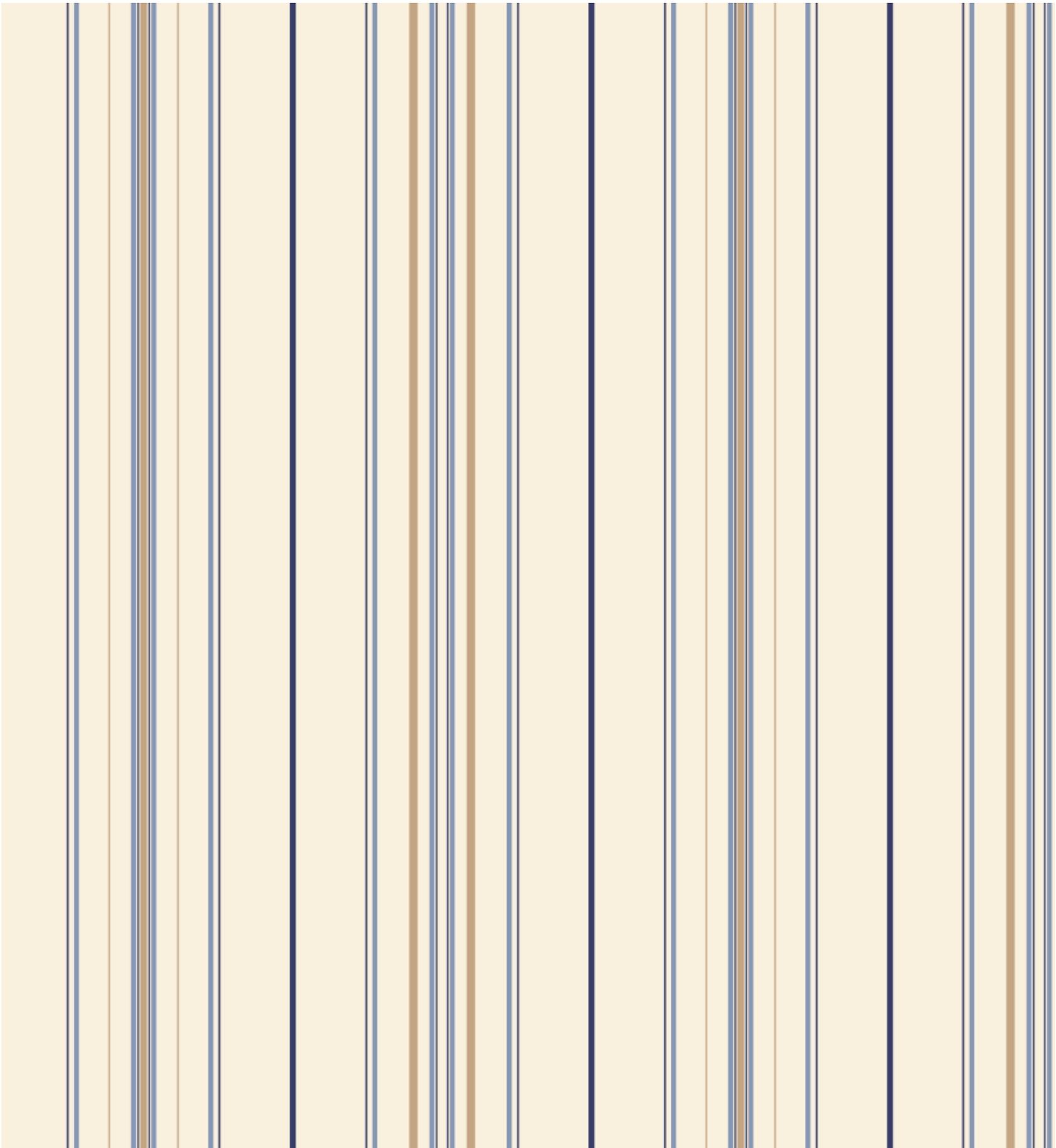
Barbican | W063D3PRY75

Flowing, watery, curving lines adds drama and depth and invites a bold and imaginative scheme for a modern yet elegant look.



Ogee Damask | W063D3RJY75

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.

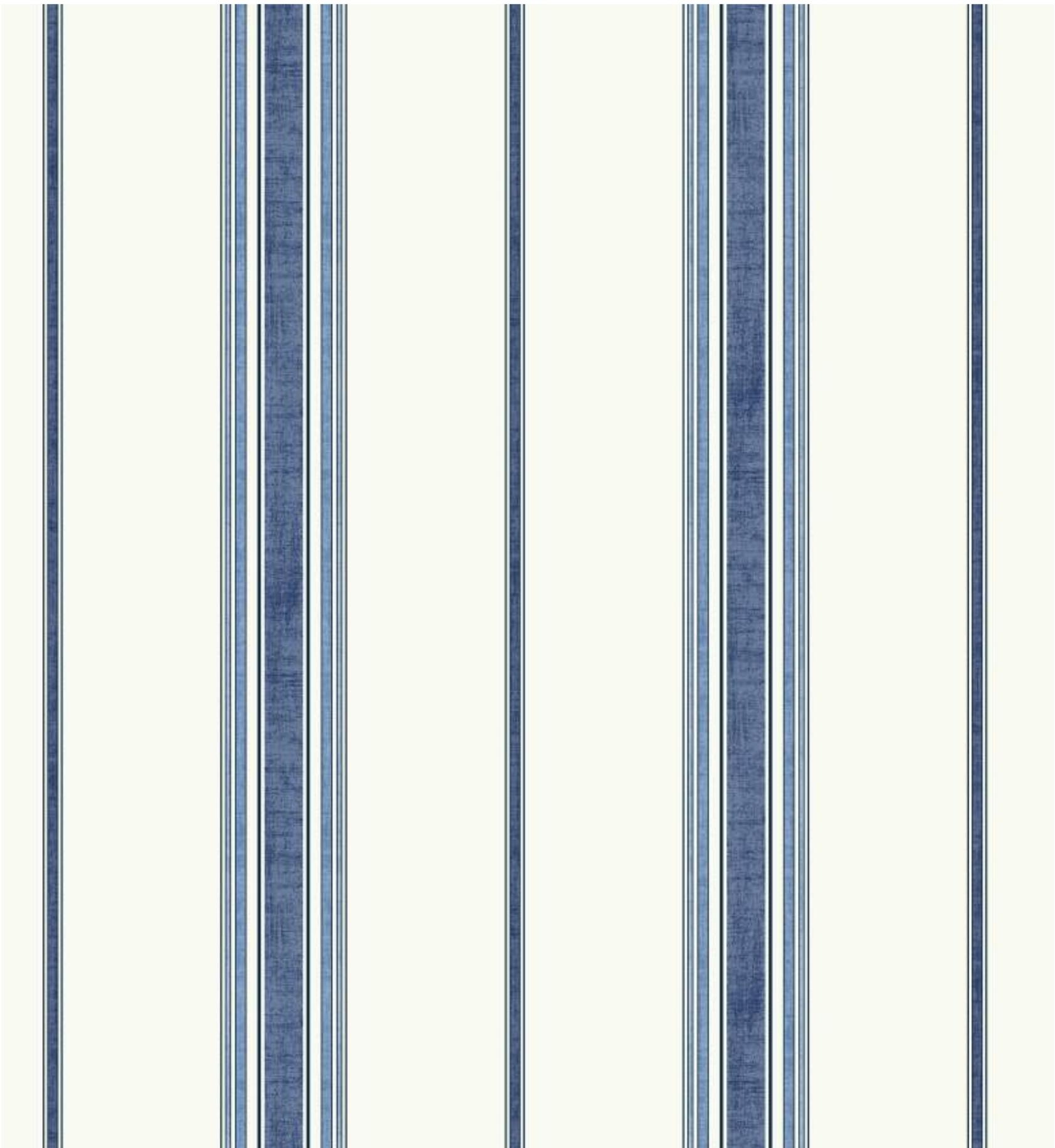


Wide Pinstripe | W063D30GY75

Varying widths of stripes add a hint of swagger and elegant playfulness to a room. Don't play it safe – go the distance with a trendy arrangement.







Incense Stripe | W063D3Q6Y75

Outfit your room with these cheerful stripes. Continue the same colour scheme for a restrained look or combine with brighter, contrasting shades. Monochromes set off the stripes as do big, bold furniture.



Arabella | W063D3QYY75

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!



Graceful Garden Trail | W063D3PZY75

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



Dot Trellis | W063D3QAY75

Flowy ogee patterns ornamented with polka dots lend an exotic grace to a room and offer a sense of opulence. Experiment with jewel tones and rich textures to complement.



Painterly Texture | W063D24TY75

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.



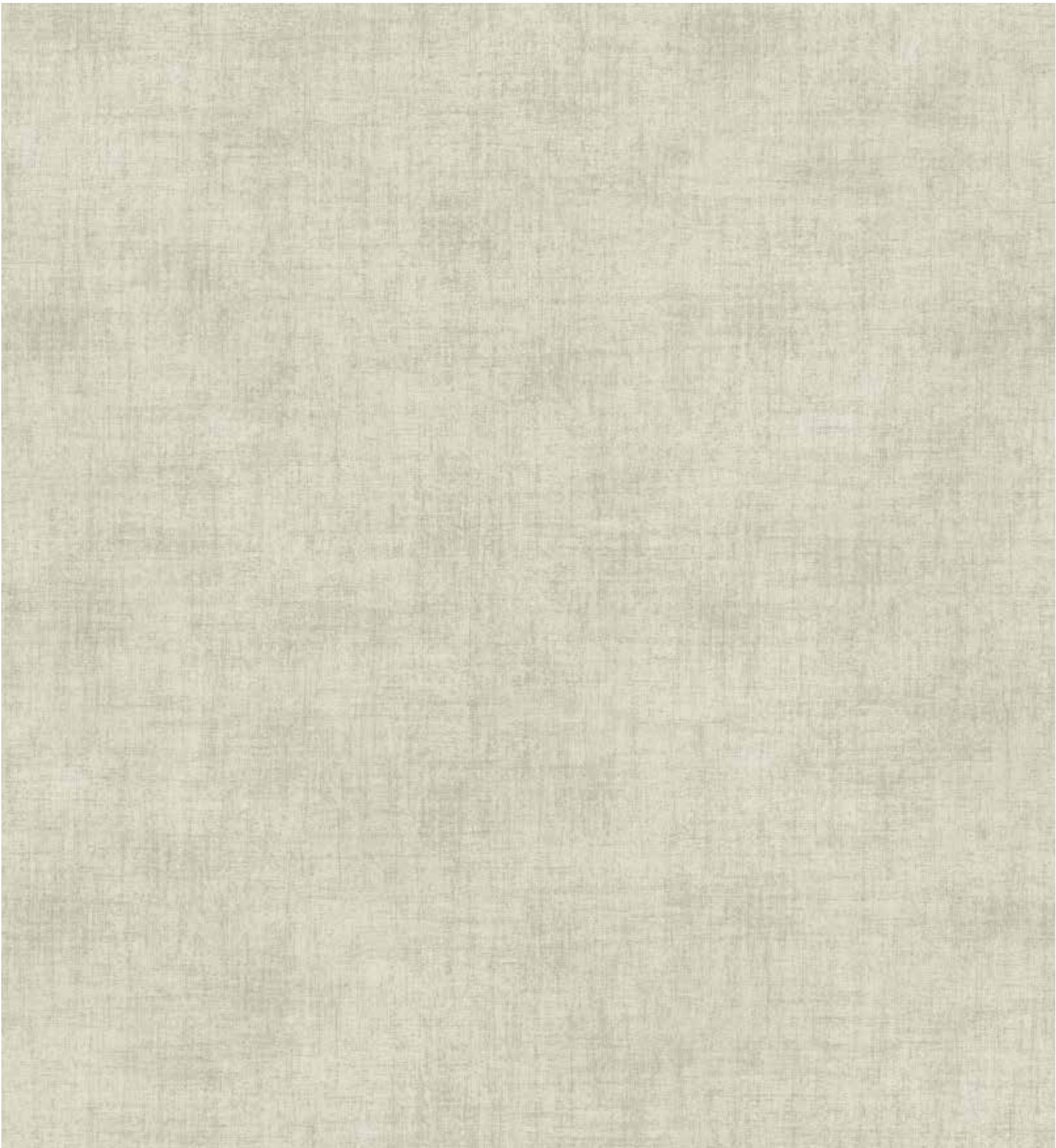
W063D24VY75





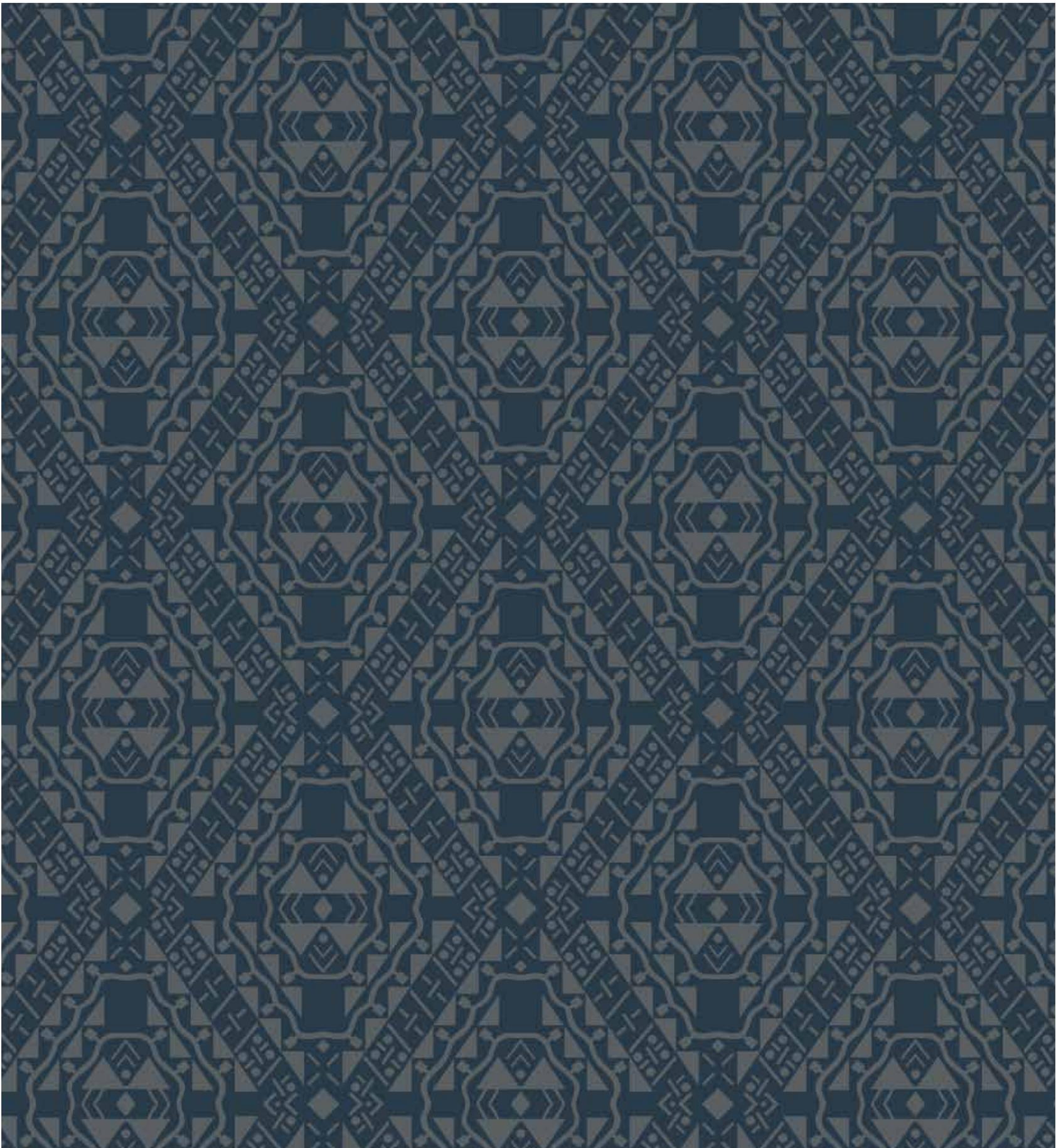
Floral Spray Texture | W063D3QKY75

An evocative, whisper soft and painted on background will work wonders as a feature wall framing imposing furniture or, alternatively, lightly painted wicker.



Texture Broken Linen | W063D3Q7Y75

Linen soothes and calms. Accompany with natural fabrics like hemp or hopsack for a relaxing atmosphere. A background such as this invites you to play with your imagination – so go with your mood or personality.



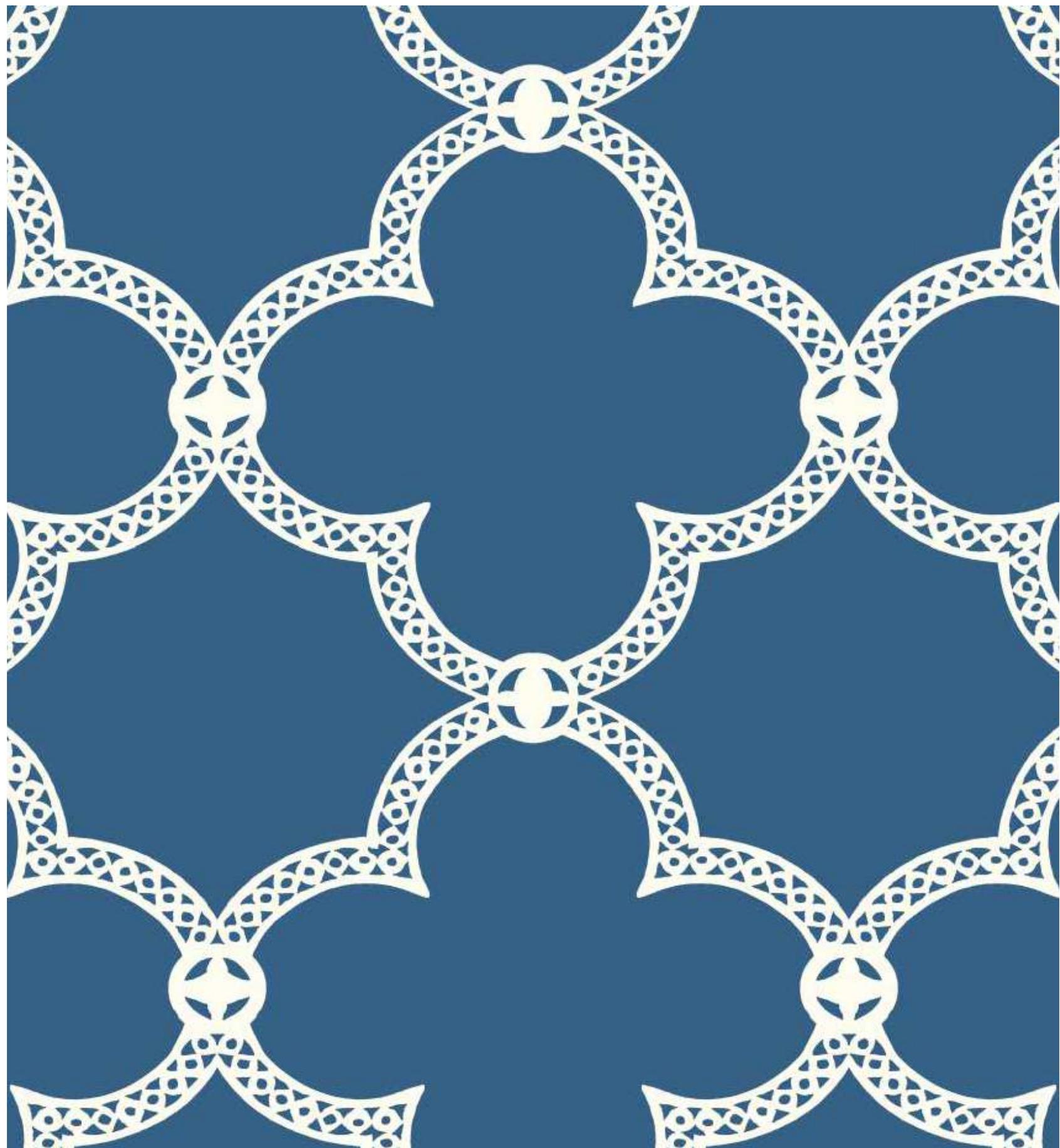
Totem | **W063D3Q7Y75**

A burst of tribal motifs fill up your space with energy and pace.
Complement with a vibrant décor scheme.



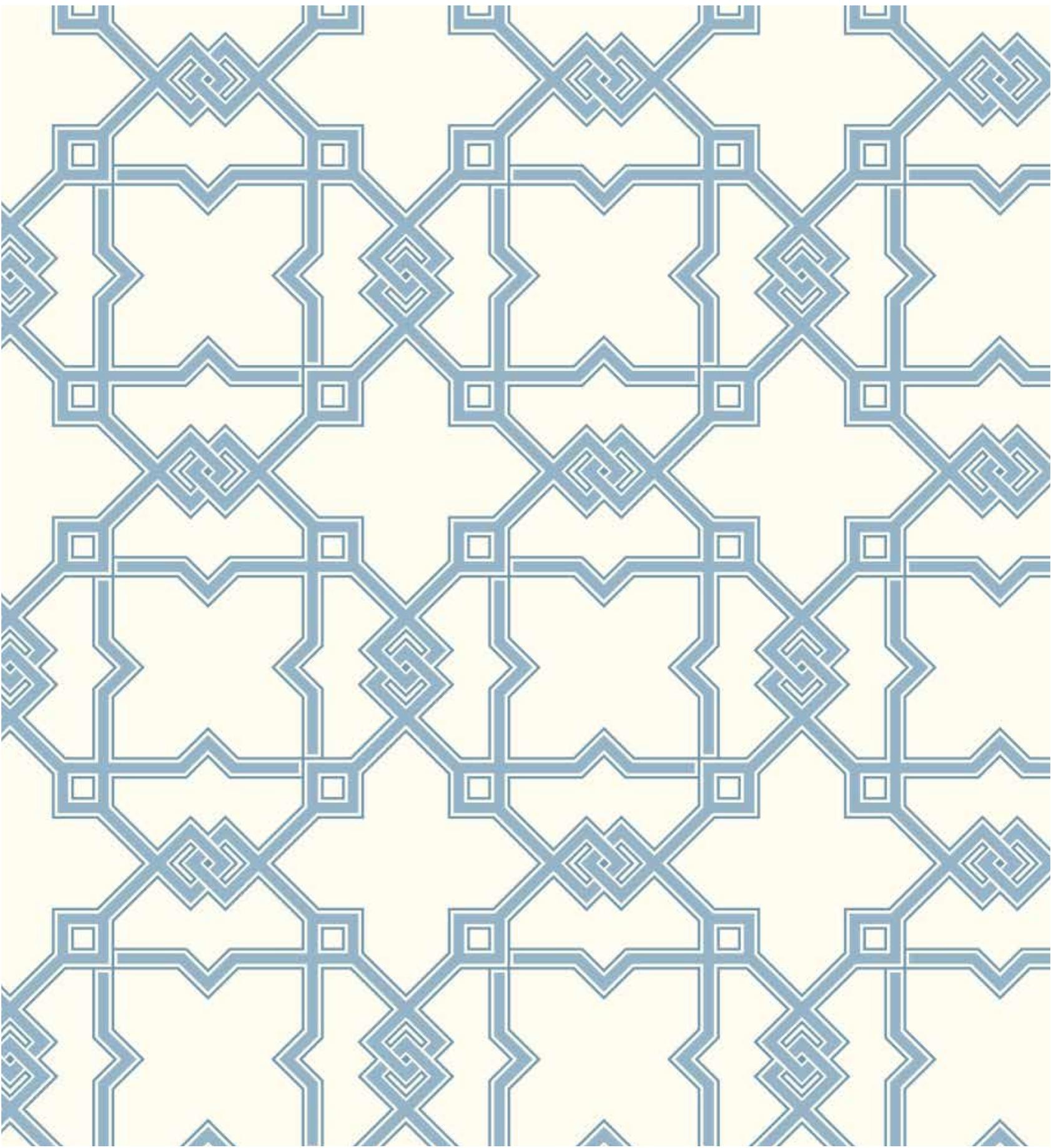
Paradox | W063D3QSY75

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!



Serendipity | W063D3R4Y75

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



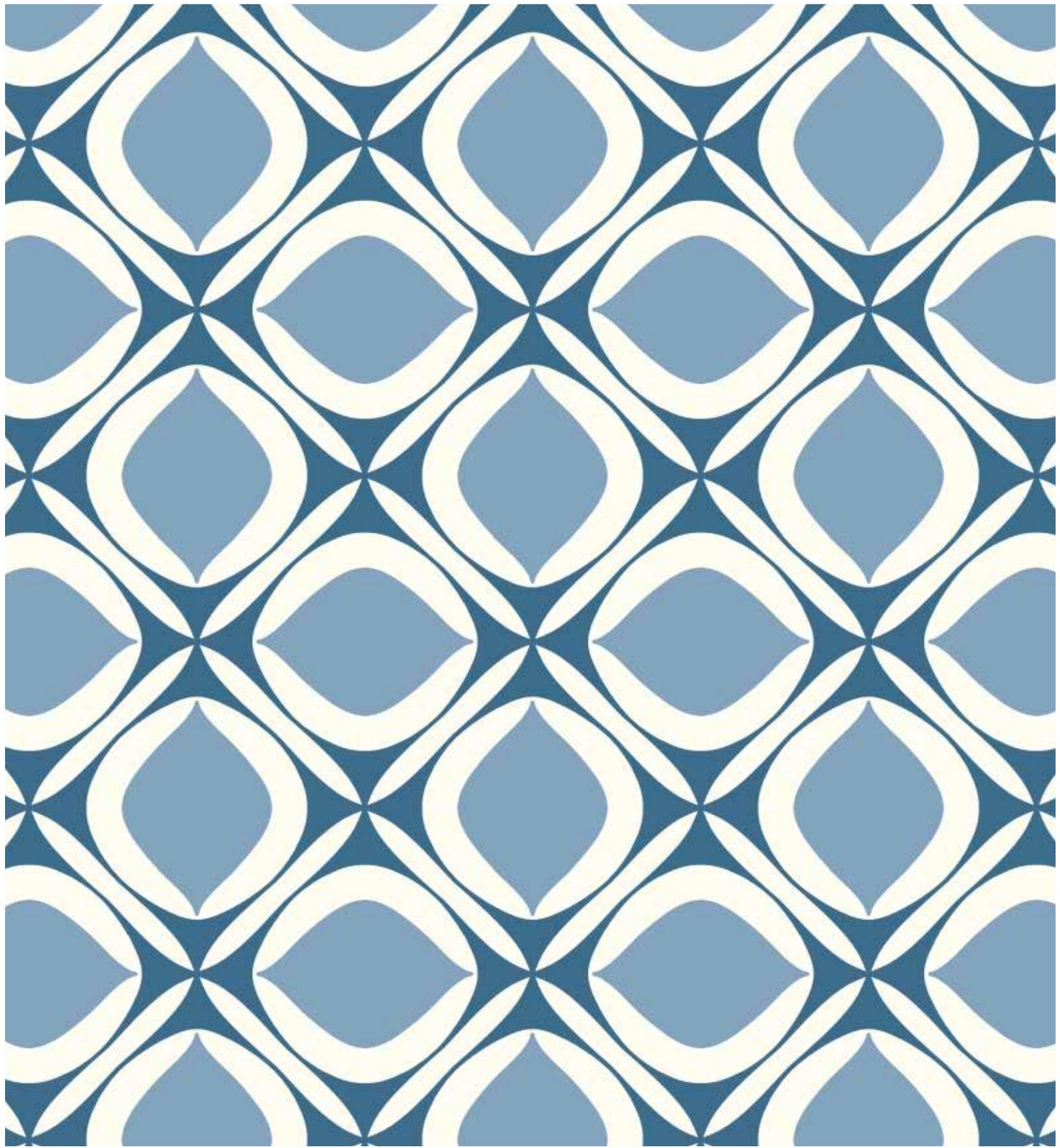
Serenity Now | W063D3R5Y75

Stylised and geometric, this modern arabesque marries the modern with the exotic and invites you to follow its lead with a bold décor scheme.



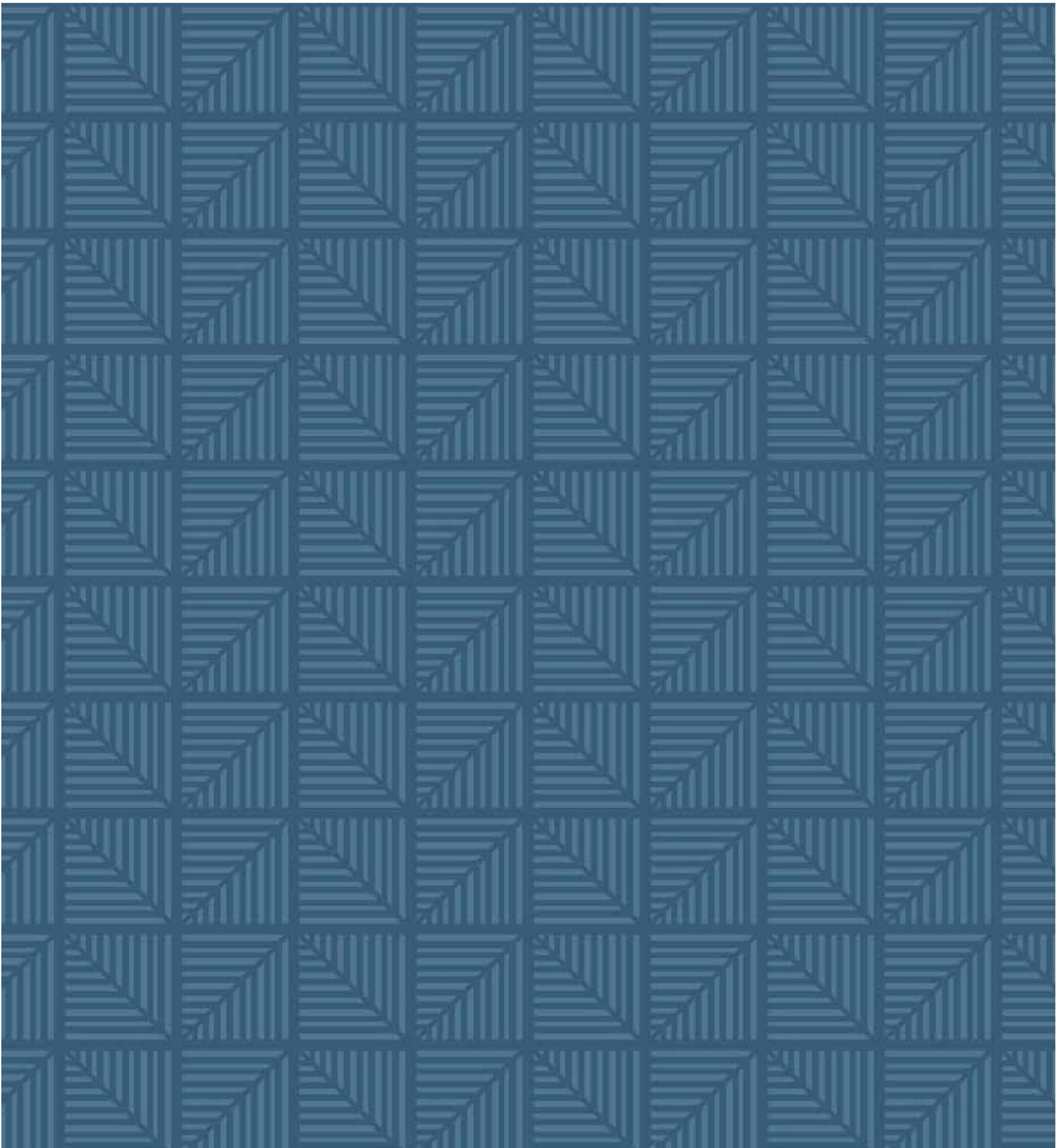
Charade | W063D3RCY75

This rhythmic pattern provides a fun backdrop to any décor idea.



Foxy | W063D3R8Y75

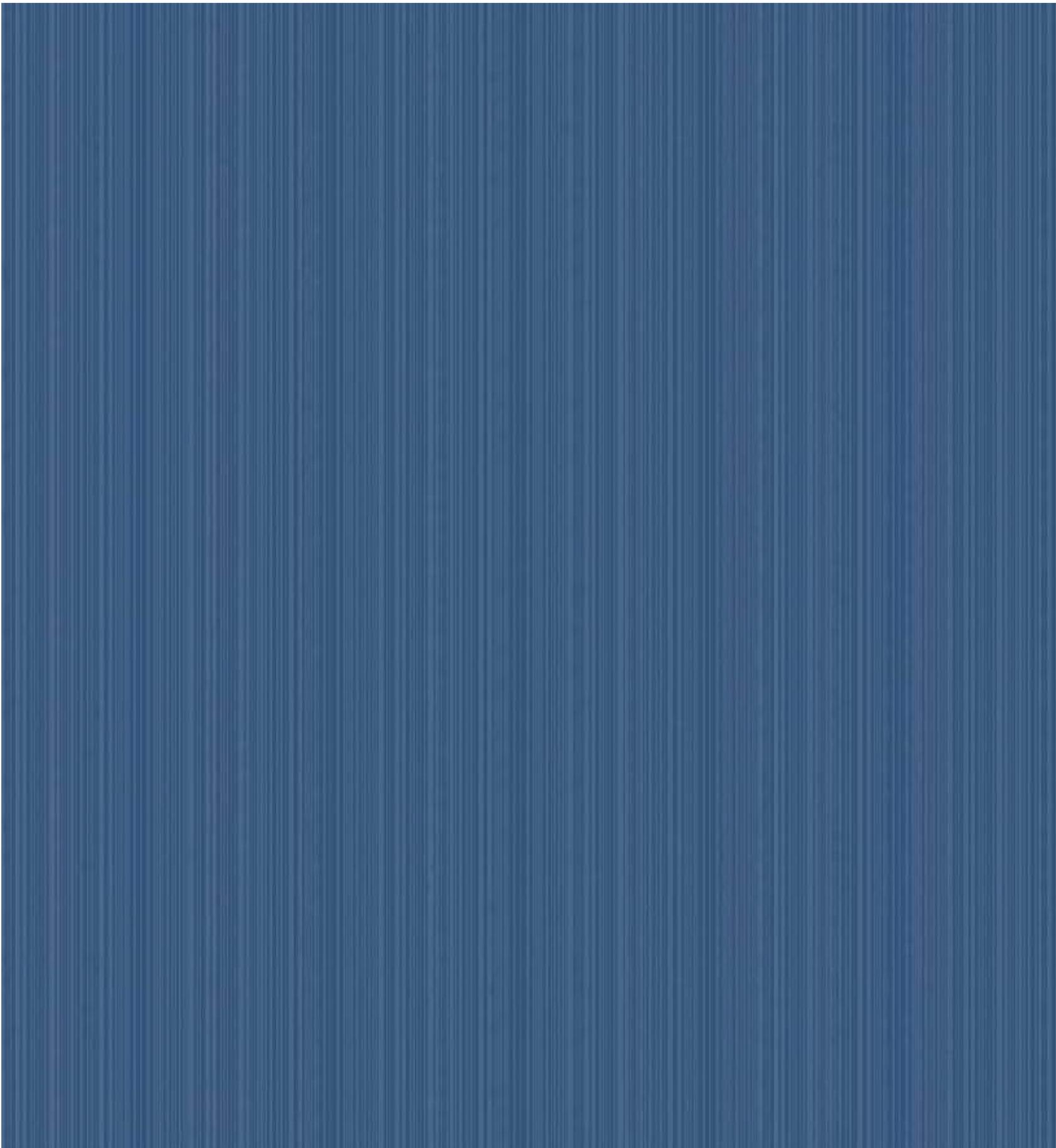
That 60's show! A lovely soft edged 60's vibe comes through with this delightful wallscape. Get groovy and fill your space with fun furnishings.



Archar | W063D3RIY75

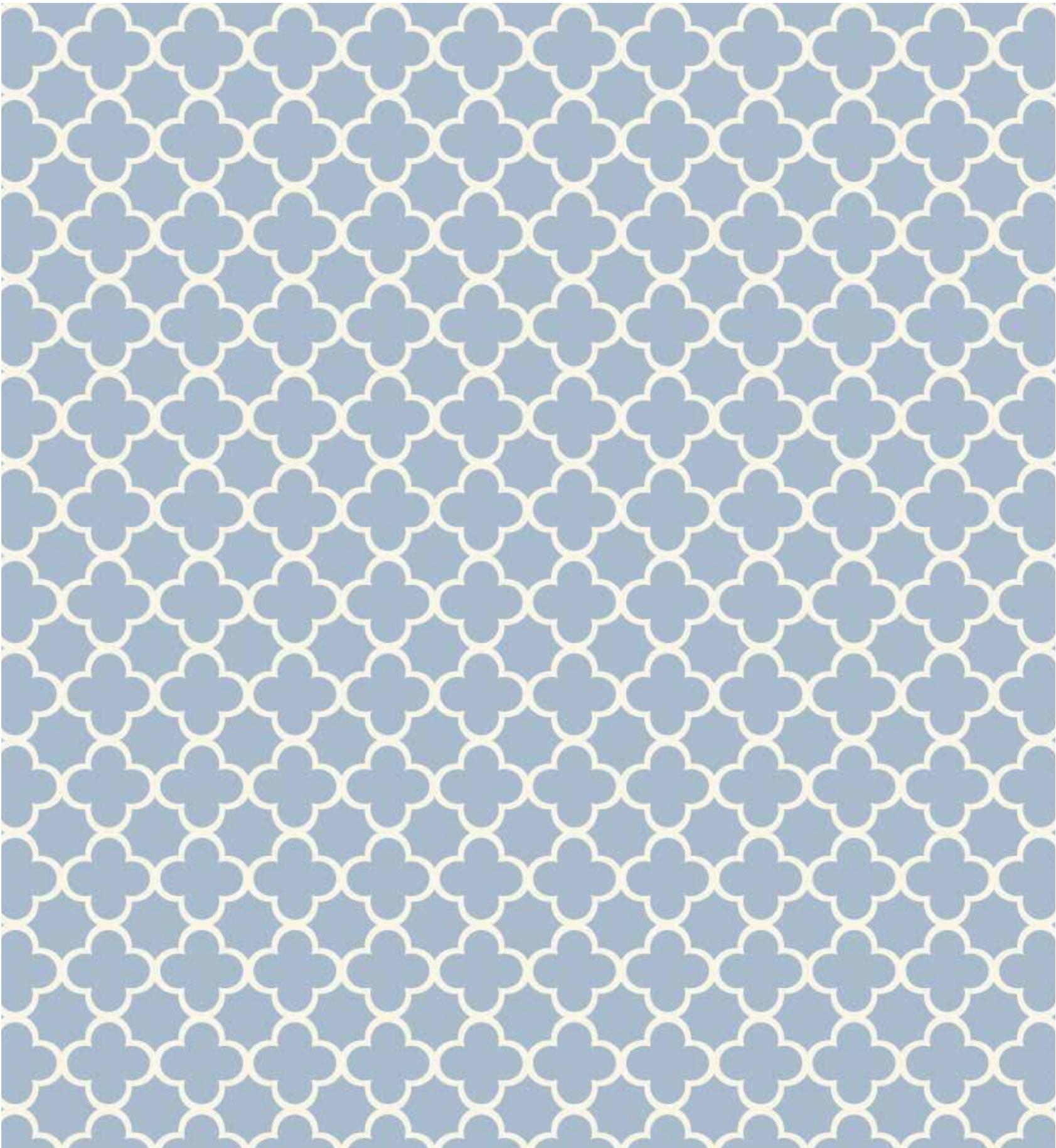
A quietly gorgeous geometric pattern sets the tone for a space while the blue makes it memorable and welcoming.





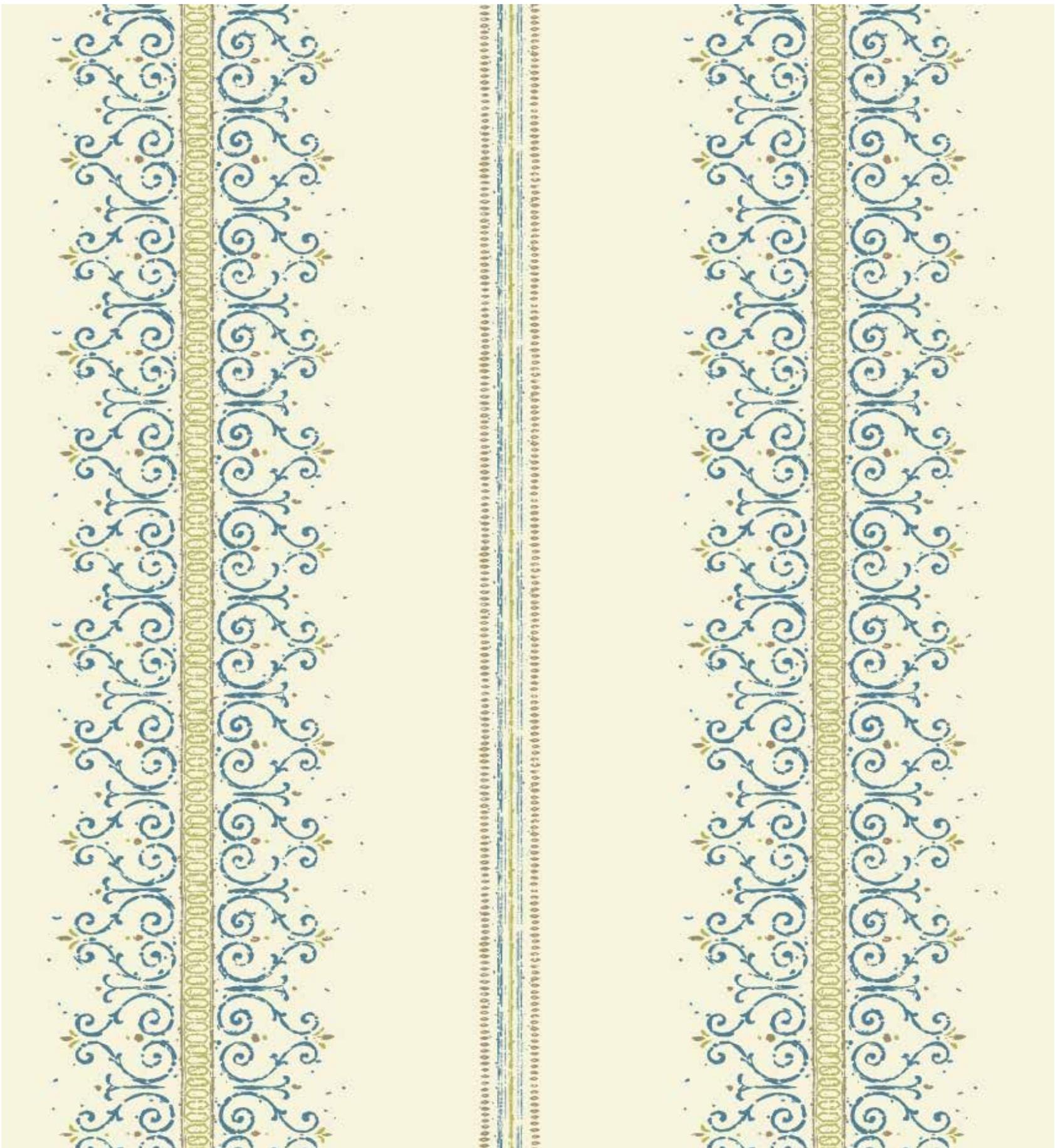
Waterfall | W063D3RUY75

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



Framework | W063D3X2Y75

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



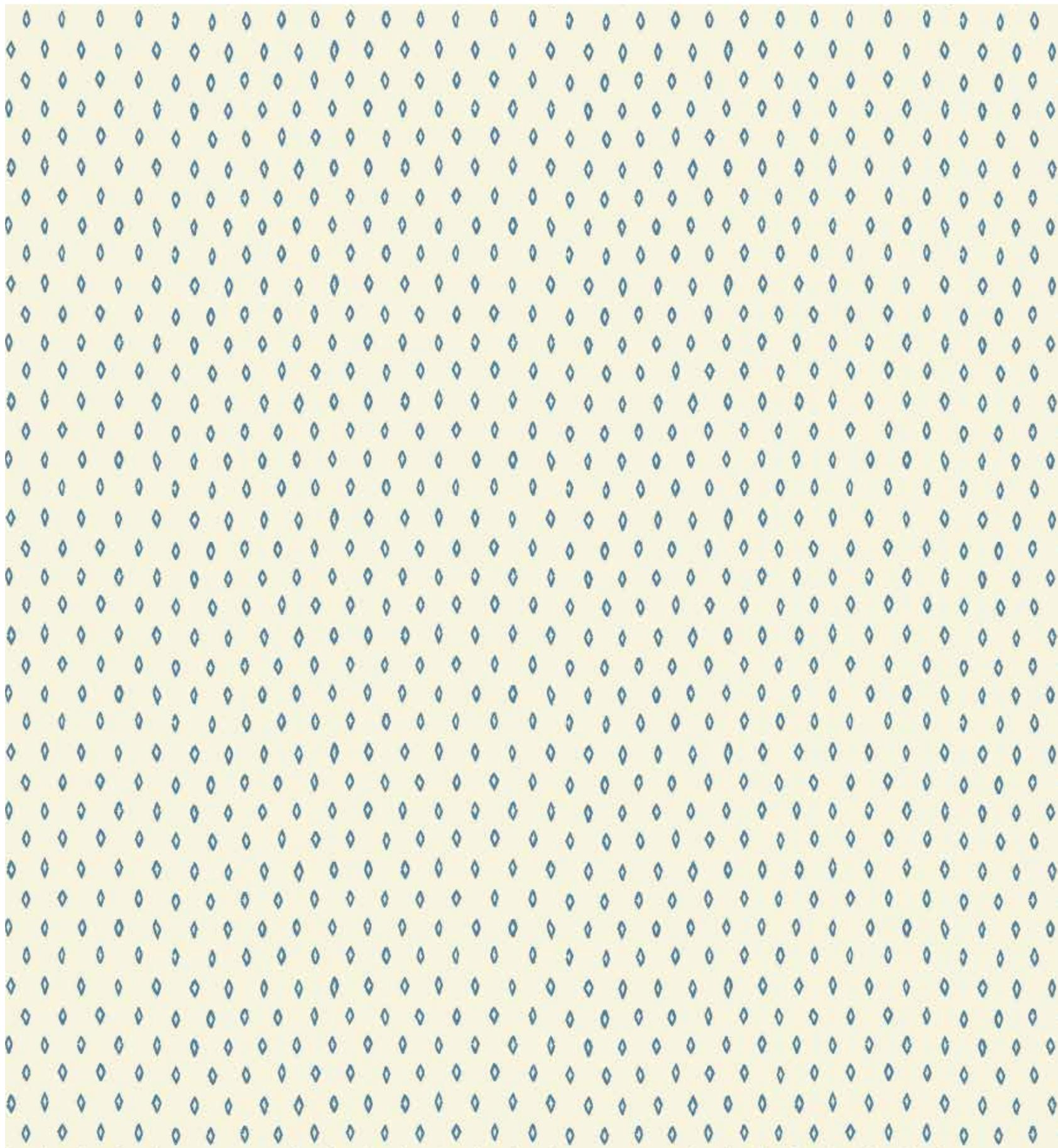
Radiant Filigree | W063D3S9Y75

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



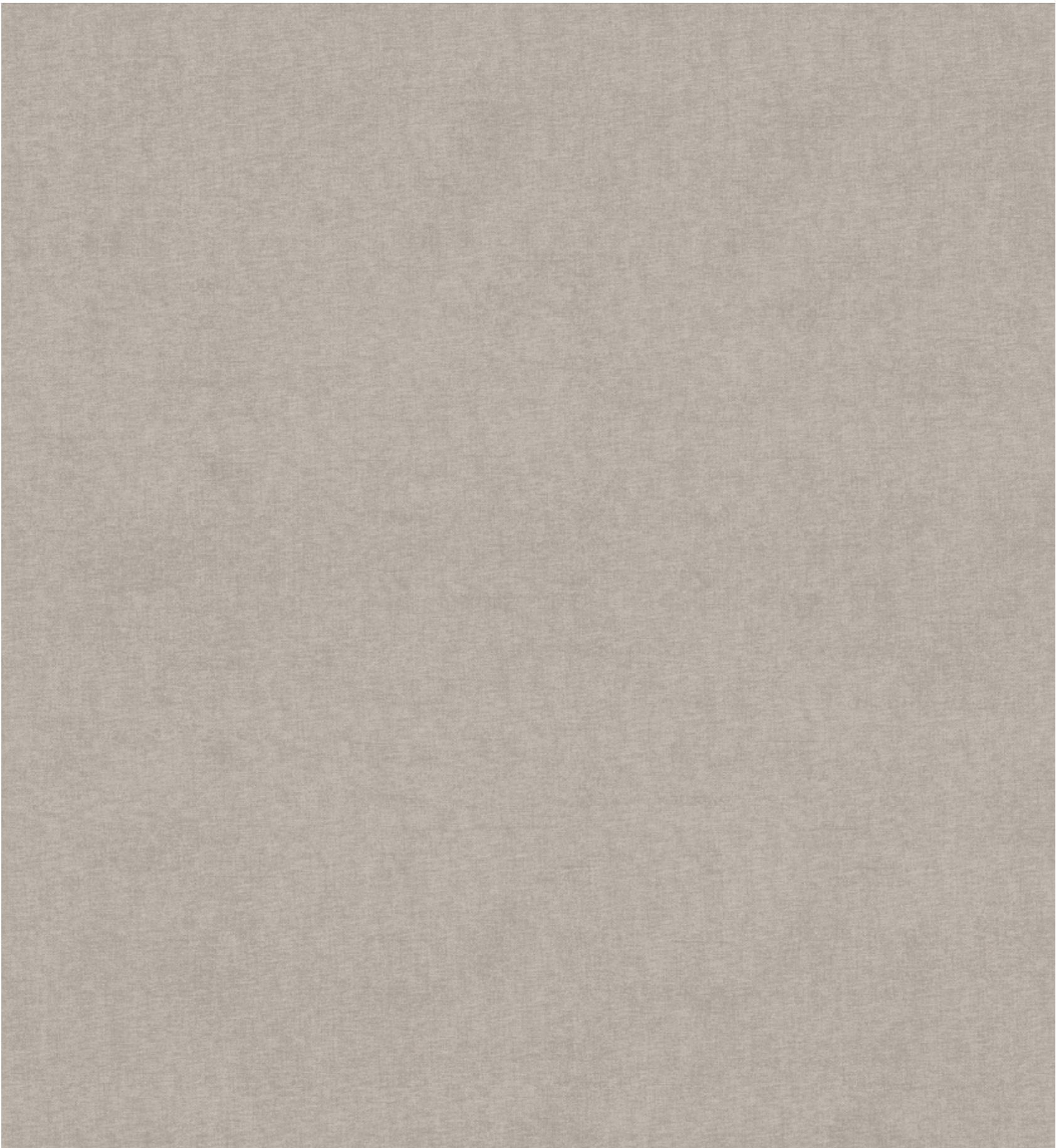
Enamel Ornament | W063D3S6Y75

Enamel is the jewel of country style and this lavish pattern evokes country as well as abundant luxury. Effective as a statement wall or as a highlight in a country kitchen.



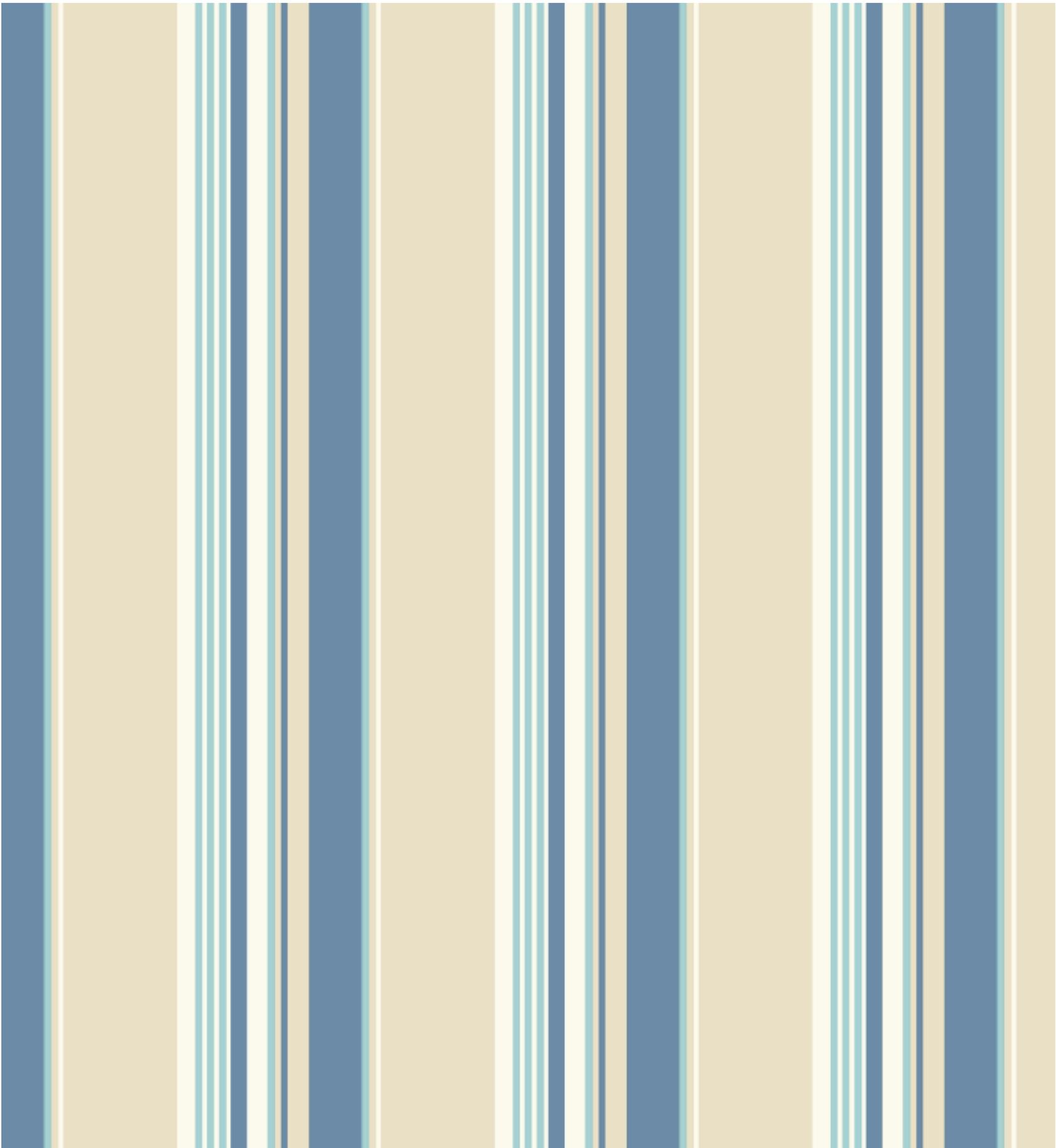
Marquise | W063D3SAY75

What a difference a bit of pattern makes. Dinky diamonds energise a space with their sweet charm. Wonderful as a co ordinate or to add some delicate rhythm to an other-wise quiet space.



Mesh Texture | W063D3T2Y75

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.



High Tide | Wo63D3SYY75

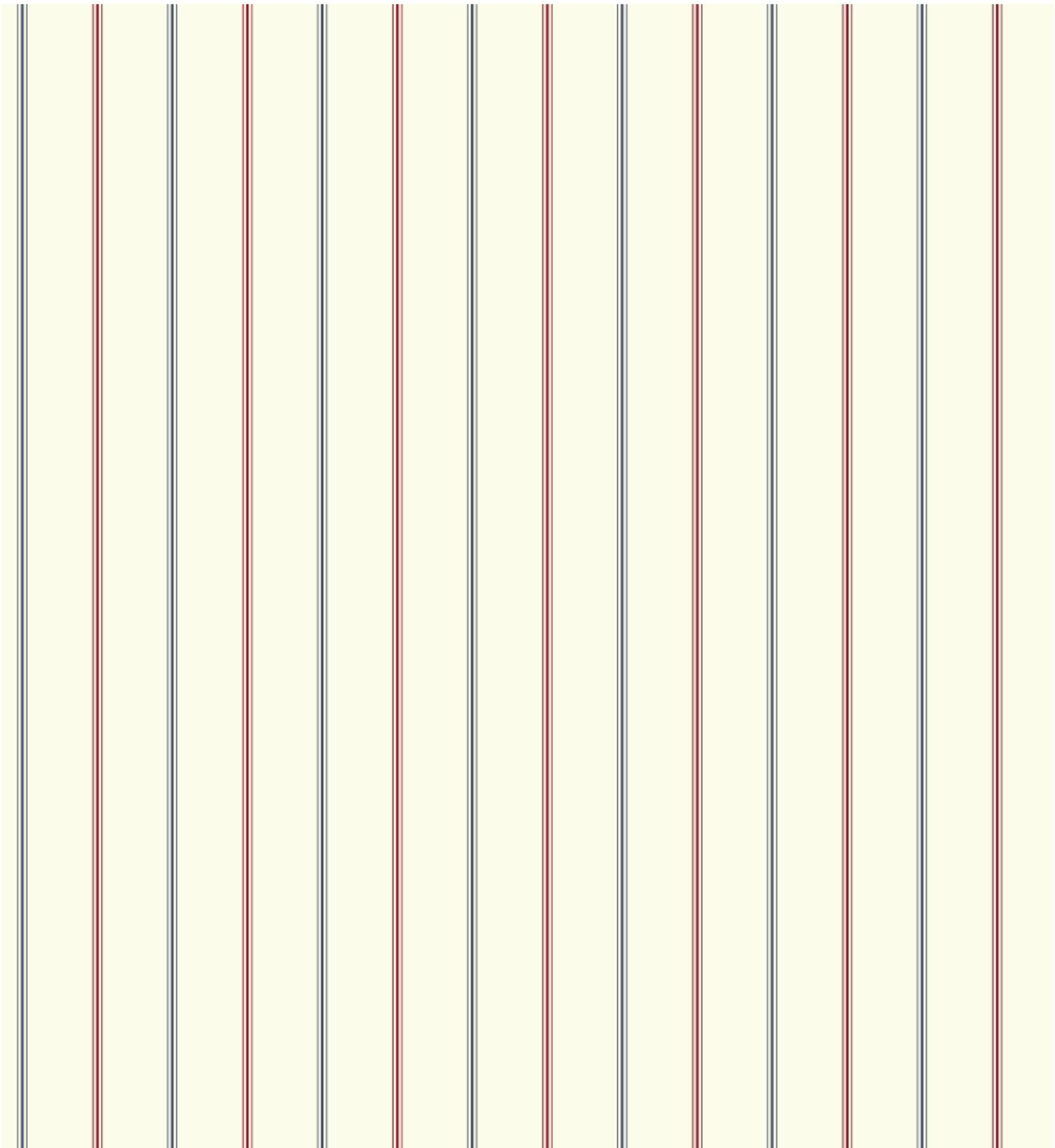
Bands of varying thickness and alternating shades add vibrancy and a cheerful energy to a space. Mix these muted tones with a scheme that employs high personality accompaniments for a cosmopolitan feel.





Nautical Stripes | W063D3S4Y75

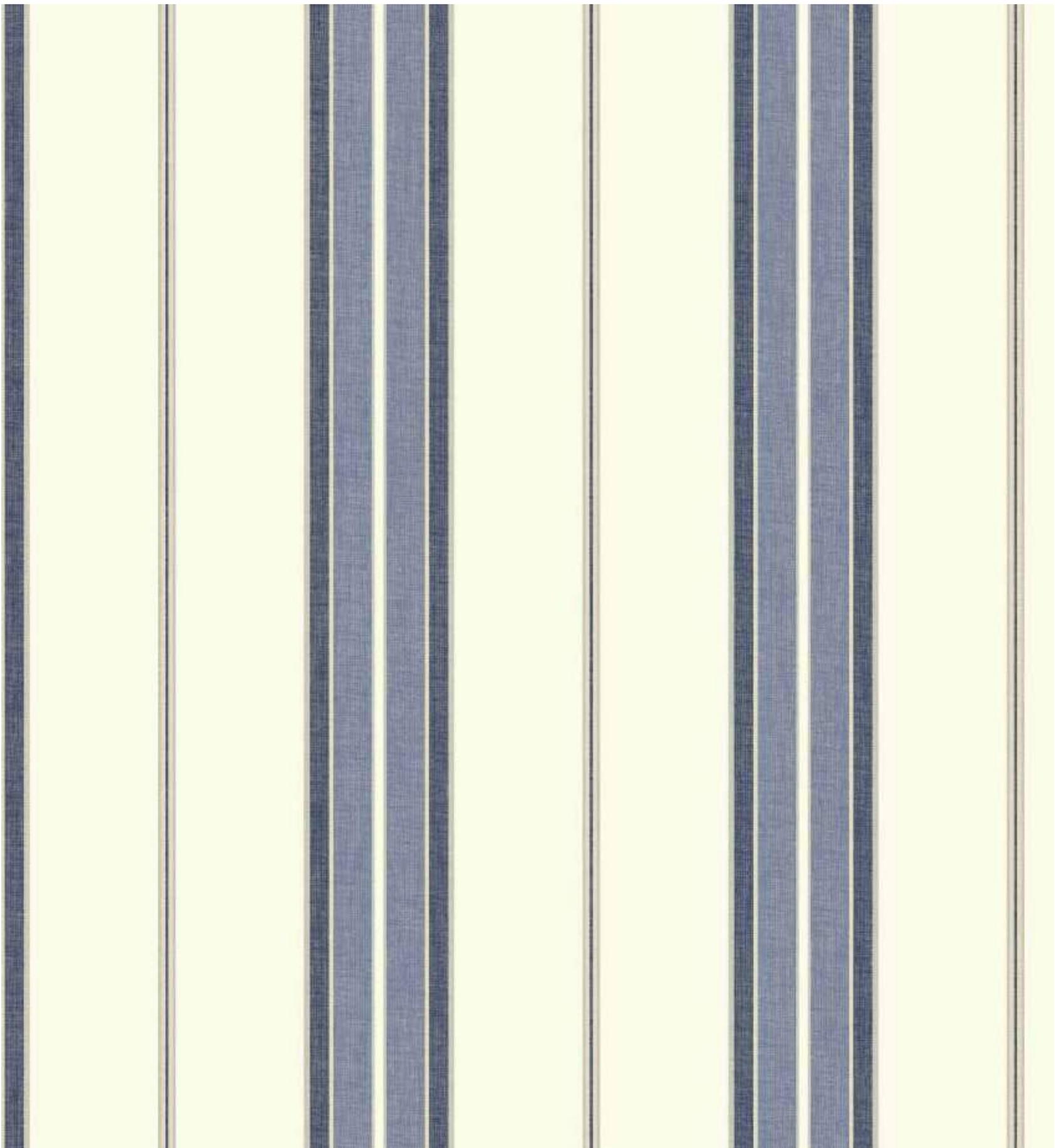
Seaside cheer floods a space with these bracing nautical stripes. Continue the nautical theme or complement with simple yet strong lined appointments.



3-Pinstripe | W063D3T4Y75

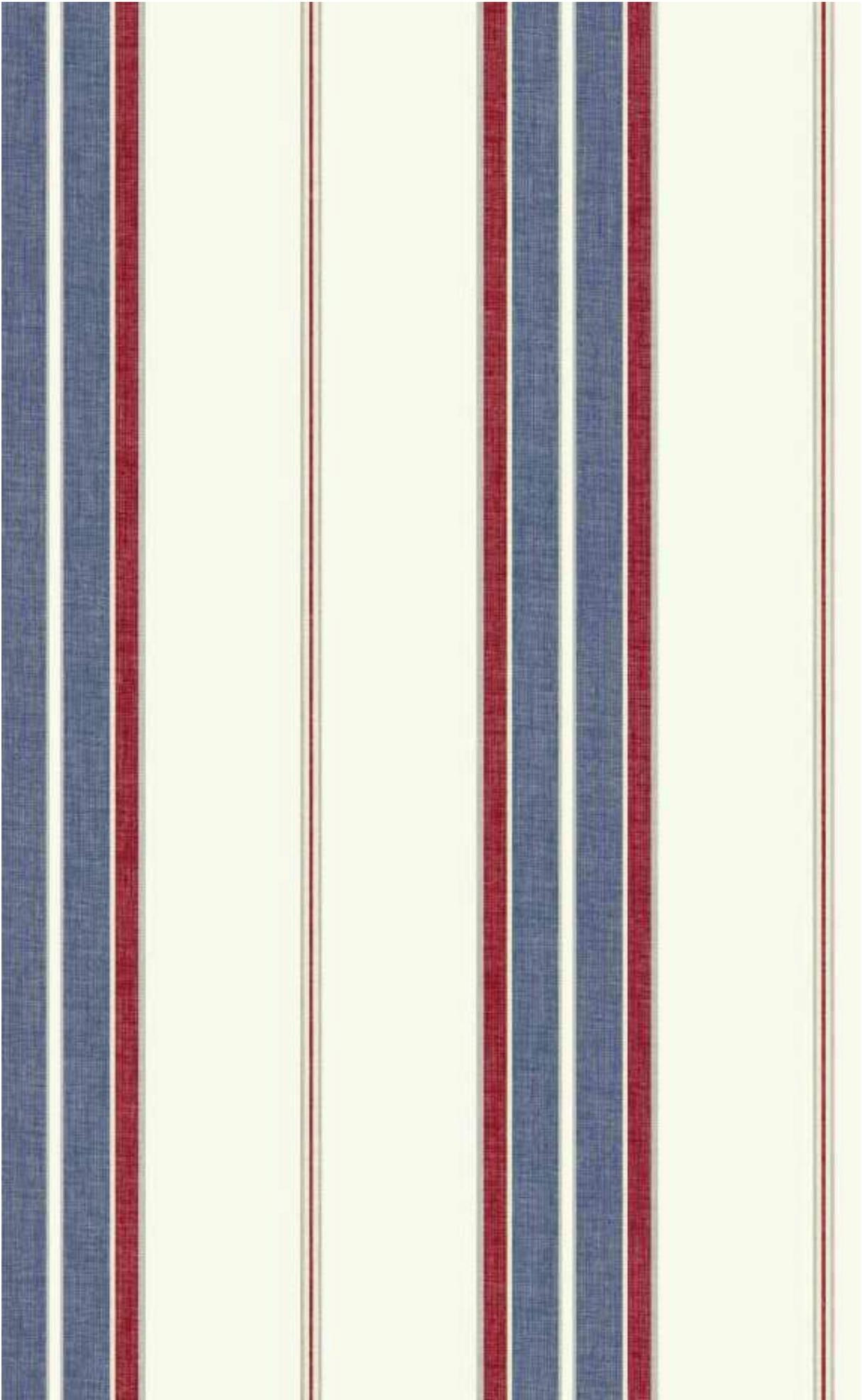
Bands of varying thickness and alternating shades add vibrancy and a cheerful energy to a space. Mix these muted tones with a scheme that employs high personality accompaniments for a cosmopolitan feel.

W063D3T5Y75



Bay Stripe 2 | W063D3T6Y75

Handsome bands immediately up the cool quotient. Use independently or pair with more adventurous designs and create a look with unforgettable oomph.



W063D3T7Y75



Basilica | W063D3SBY75

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.



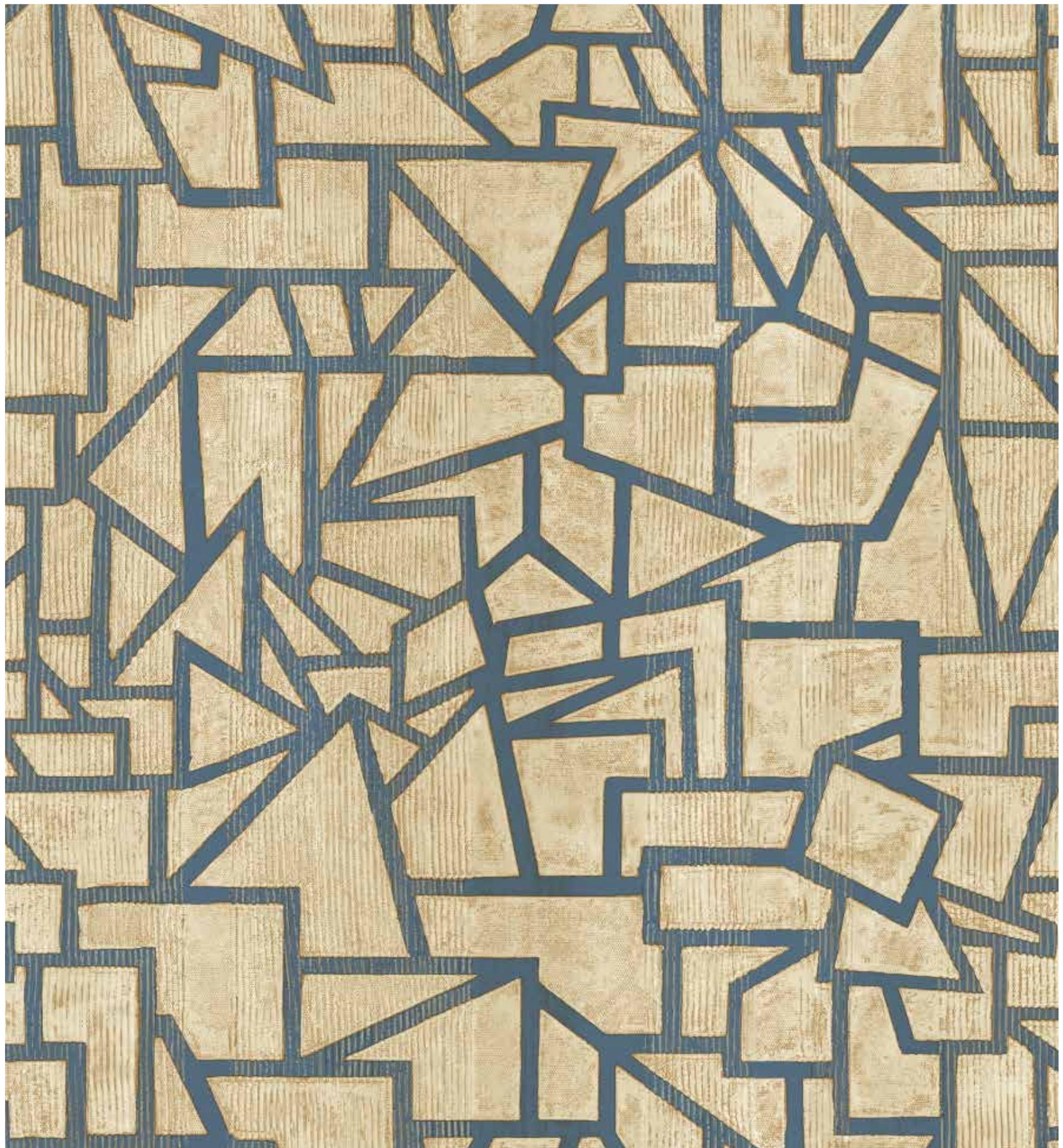
Keystone | W063D3SDY75

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



Bartola Plaid | W063D3TBY75

Plaid, ever comforting - emitting a quiet grace. Use as a dramatic co-ordinate in a modern setting or stay traditional and pair with colonial appointments.



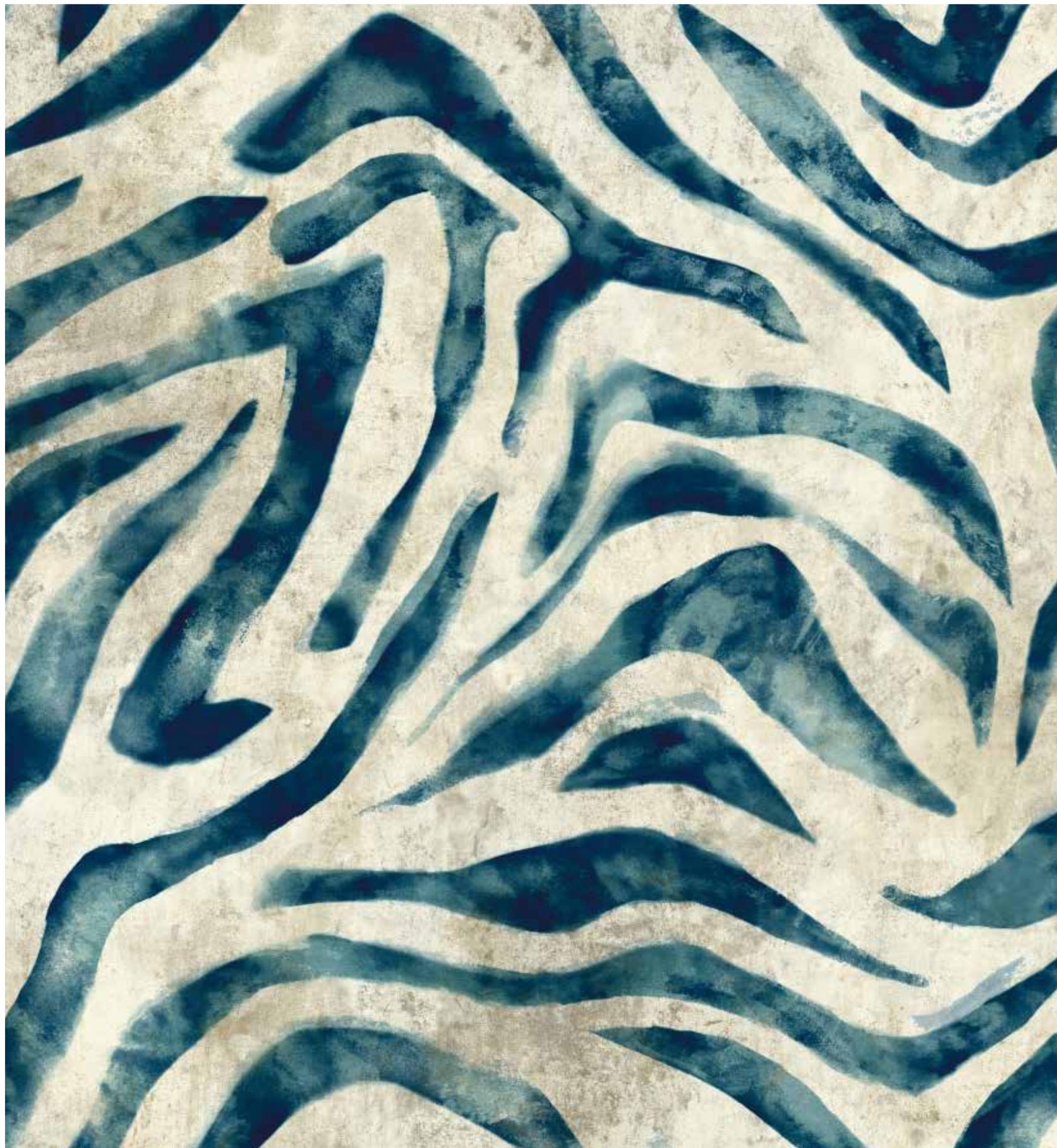
Pablo | W063D3TMY75

Inspired by the breathtaking abstracts of the great artist, Picasso, this geometric abstract electrifies a space and invites an experimental look.



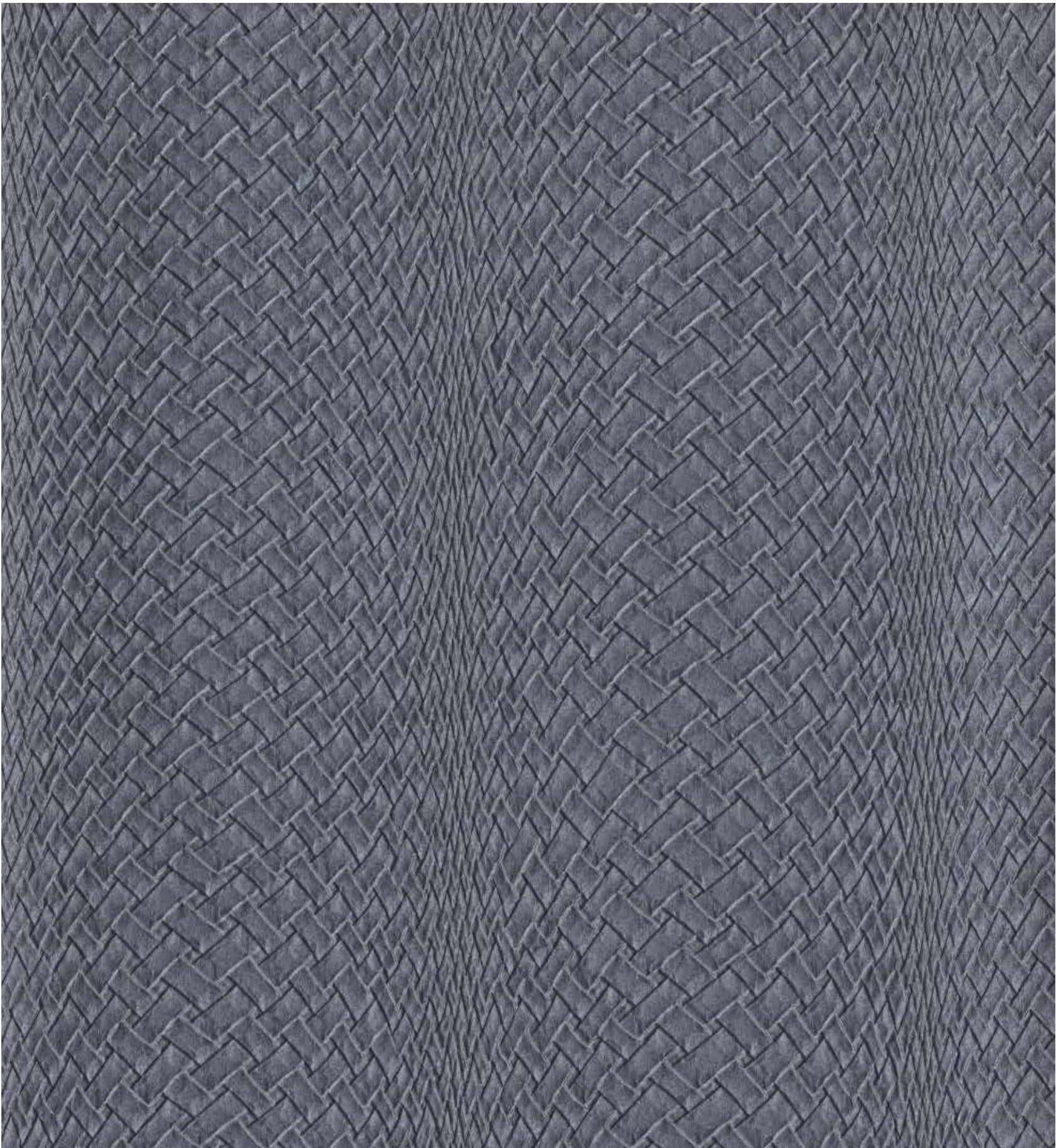
Jeweled Monarch | W063D3TWY75

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.



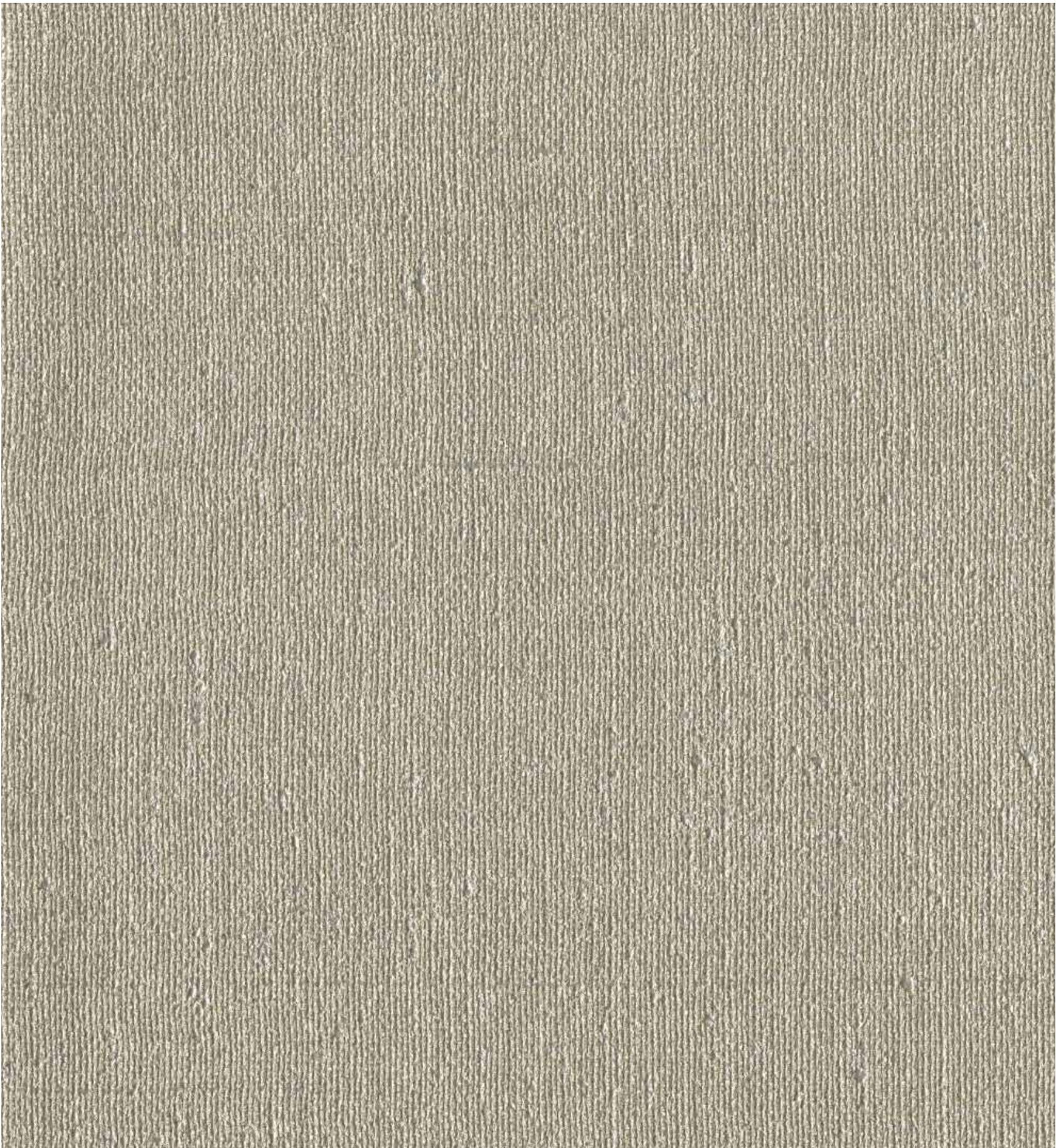
Serengeti | W063D3TZY75

Zebra stripes in blue - what could be cooler? For an exuberant, post modern look, pair with equally glamorous scheme.



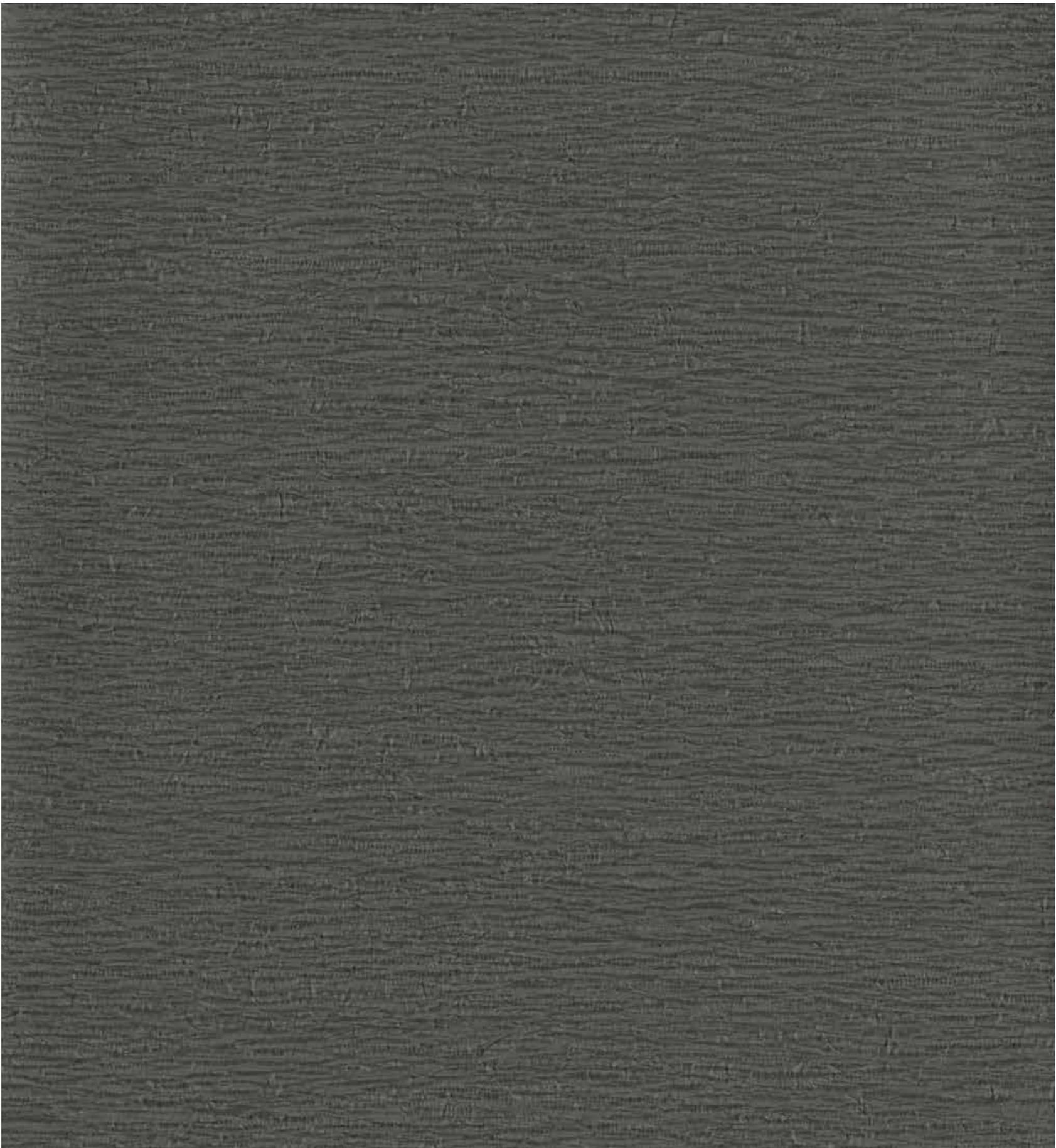
Twining | W063D3V9Y75

Crocodile leather speaks of stunning style and an always modern interior.
Team with bold, statement furniture and slightly over the top touches.



Knitt Swiss | W063D3VCY75

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.



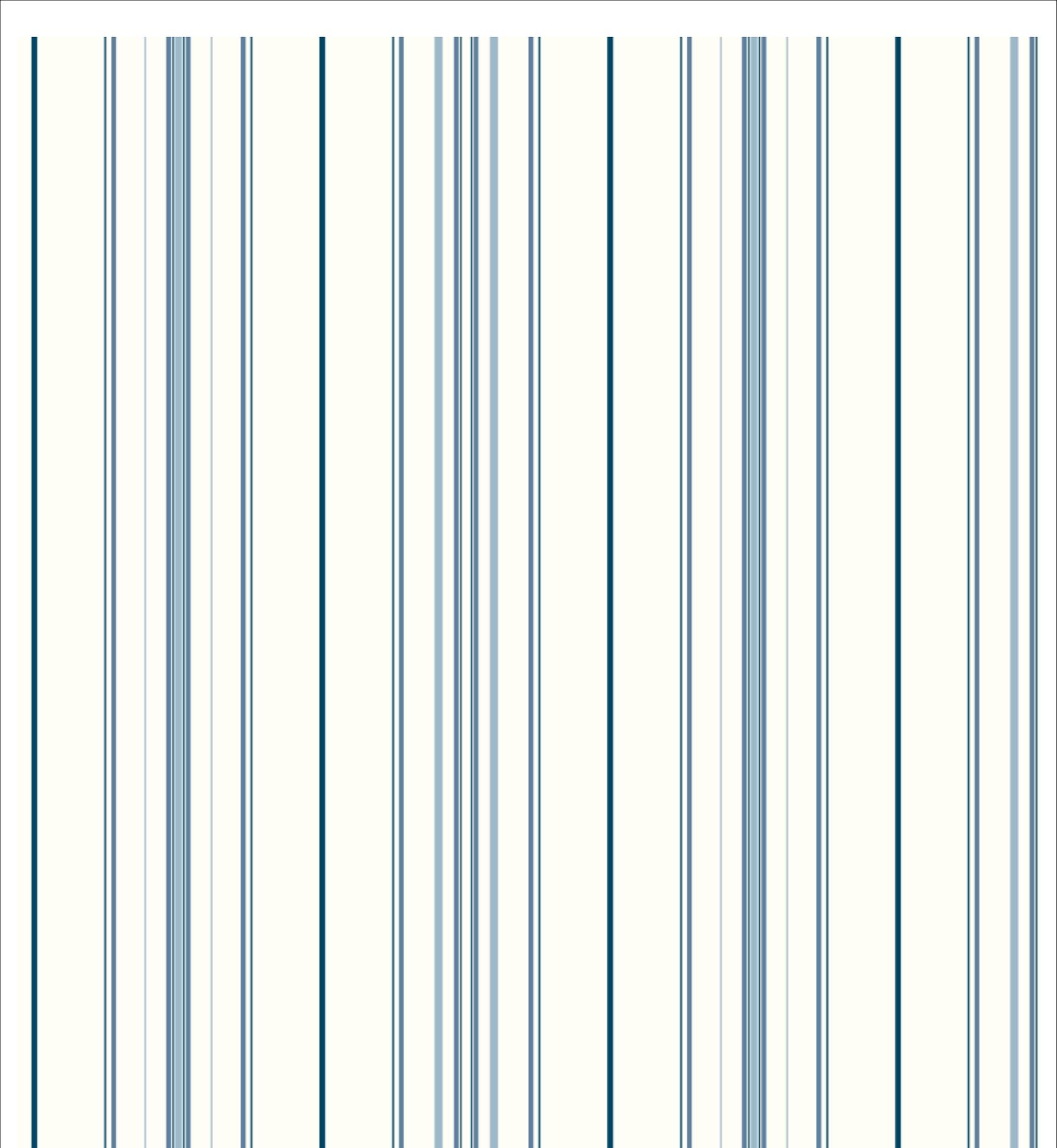
Ruching | W063D3VGY75

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



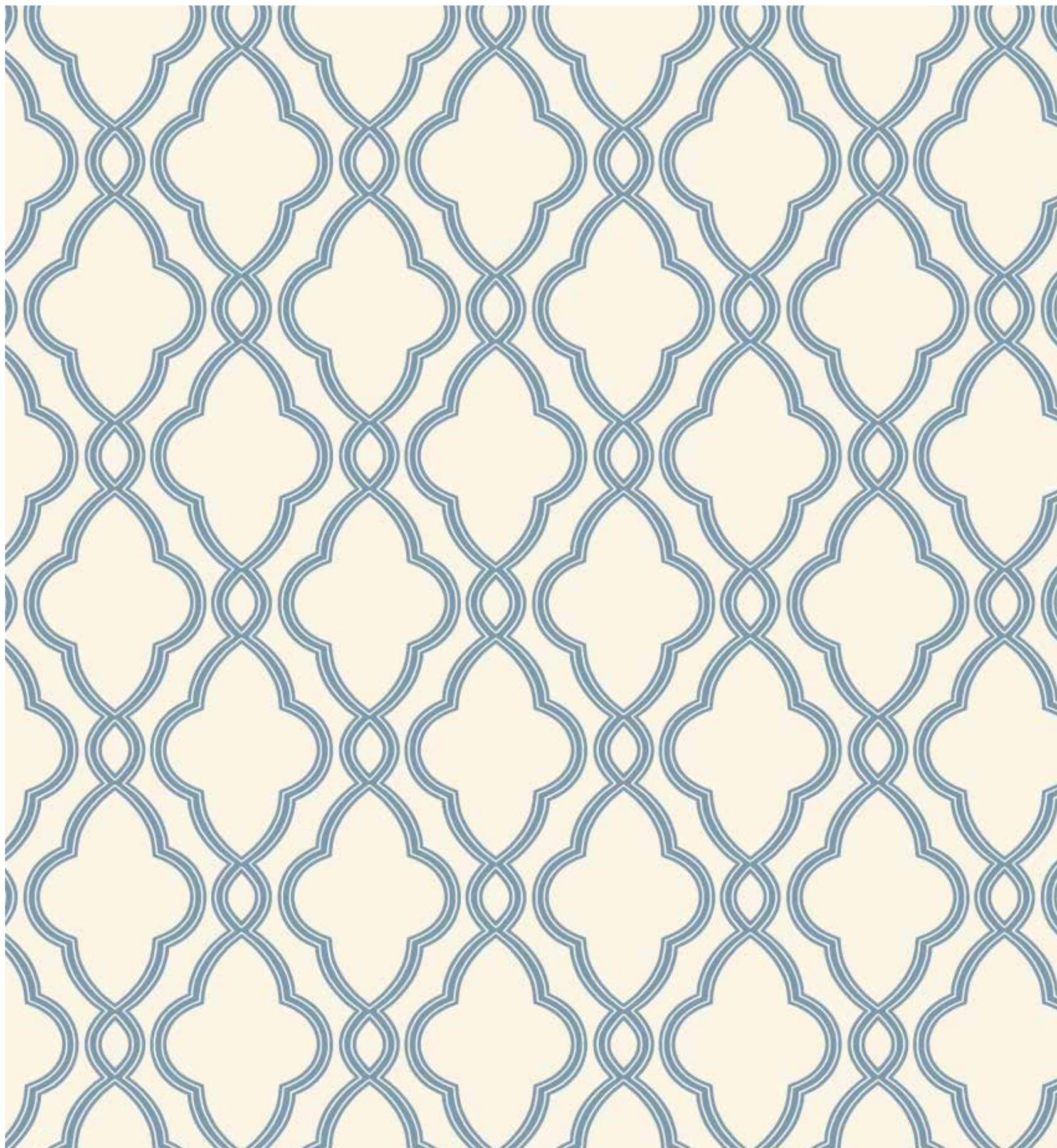
Adele | W063D3VGY75

A joyous, celebratory floral shower 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.



Wide Pinstripe | *W063DoUBY75*

Barcode stripes in cool cobalt blue introduces a hint of swagger to a room. Don't play it safe – go the distance with a trendy arrangement.



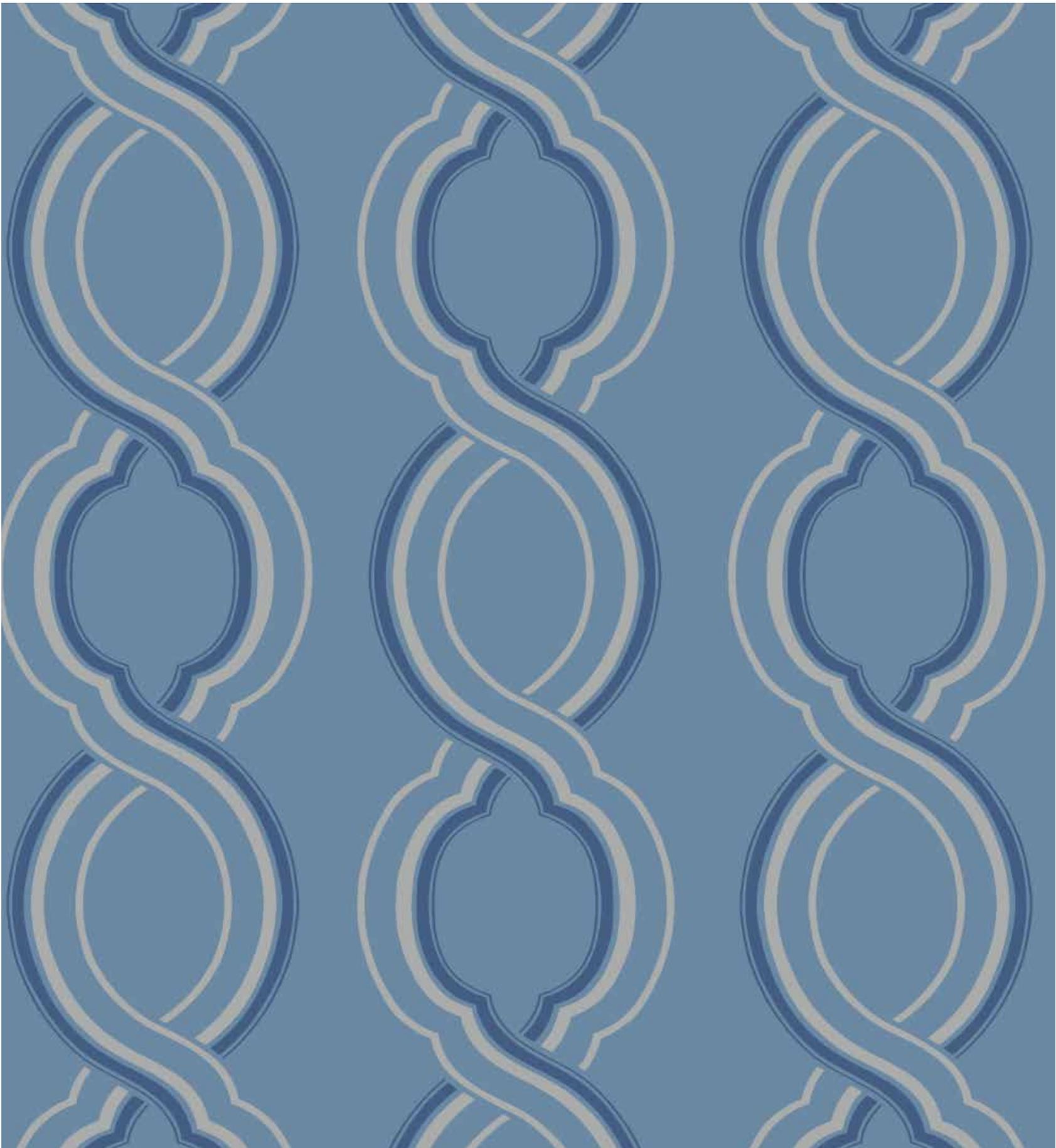
Hampton Trellis | W063D3WEY75

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.



Soft Blossoms | W063D3XJY75

A rich, painterly pattern that covers a space with watercolour delicacy will work well with simple wooden furniture and bright furnishings.



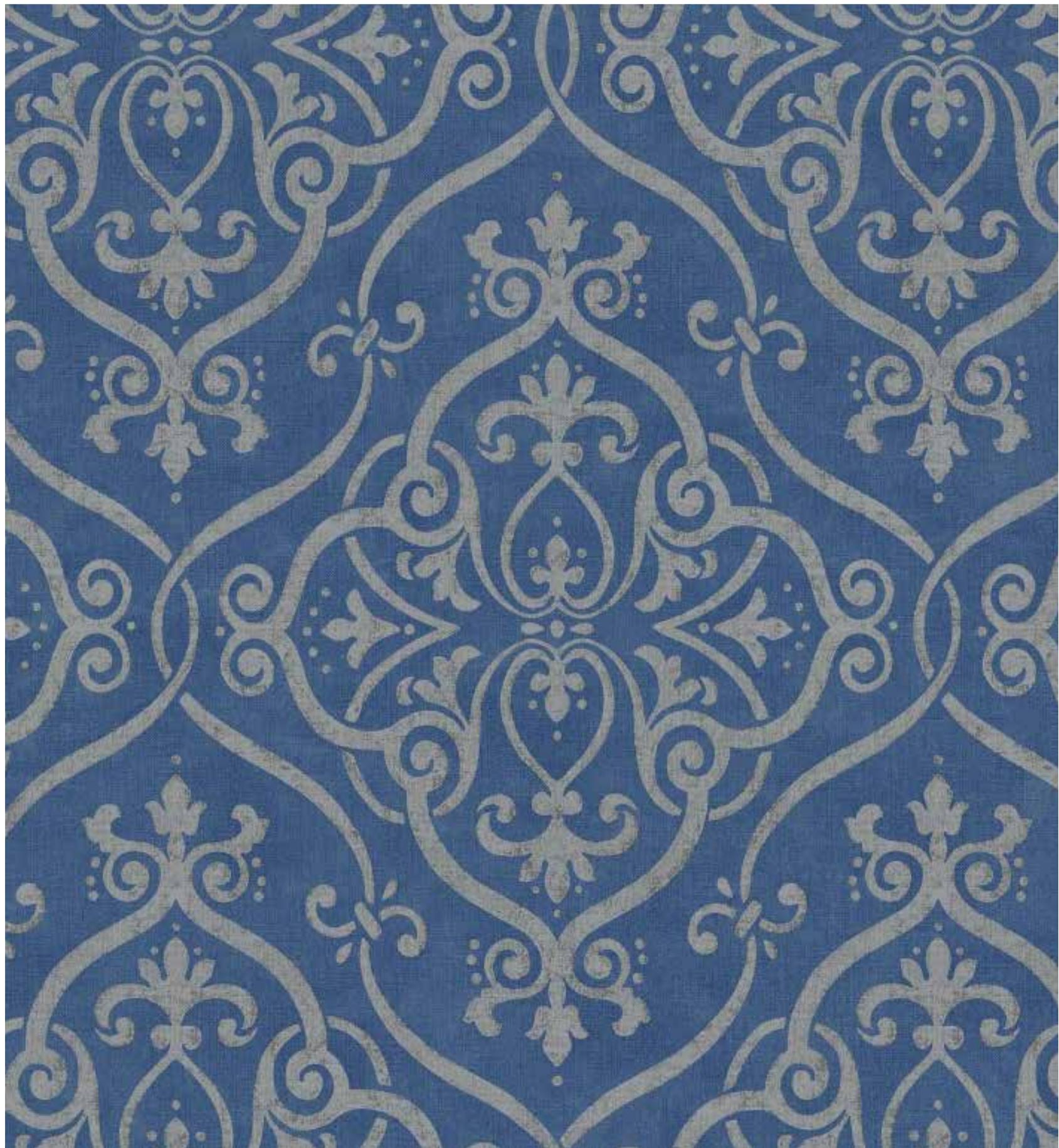
Pink Ogee | W063D3Y2Y75

Bold, intertwining ogee patterns ribbon down to provide a room with eloquence and personality. Complement with modern and defining statements.



Louis Vuitton
ALLURE OF BEAUTY





Interlocking Geo | W063D3Y6Y75

Fluid, graceful and ornamental, this regal pattern creates the grandeur of palaces. Decorate with elegant furnishings for that old, aristocratic look.

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.

D E L H I

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