

IBC Natural Textures

asianpaints



The art of wallcovering

A S I A N P A I N T S

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.

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 applicator or se equipped with the latest tools.

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



I B C N A T U R A L T E X T U R E S

The glory of **nature** inspires this soul filling collection. A **bounty** of patterns and ideas transform spaces - from the **sweetness** of sheaves of wheat to the **tranquility** of cork or the modern edge of exposed brick.



Woven Mat | *W064D3NZY75*

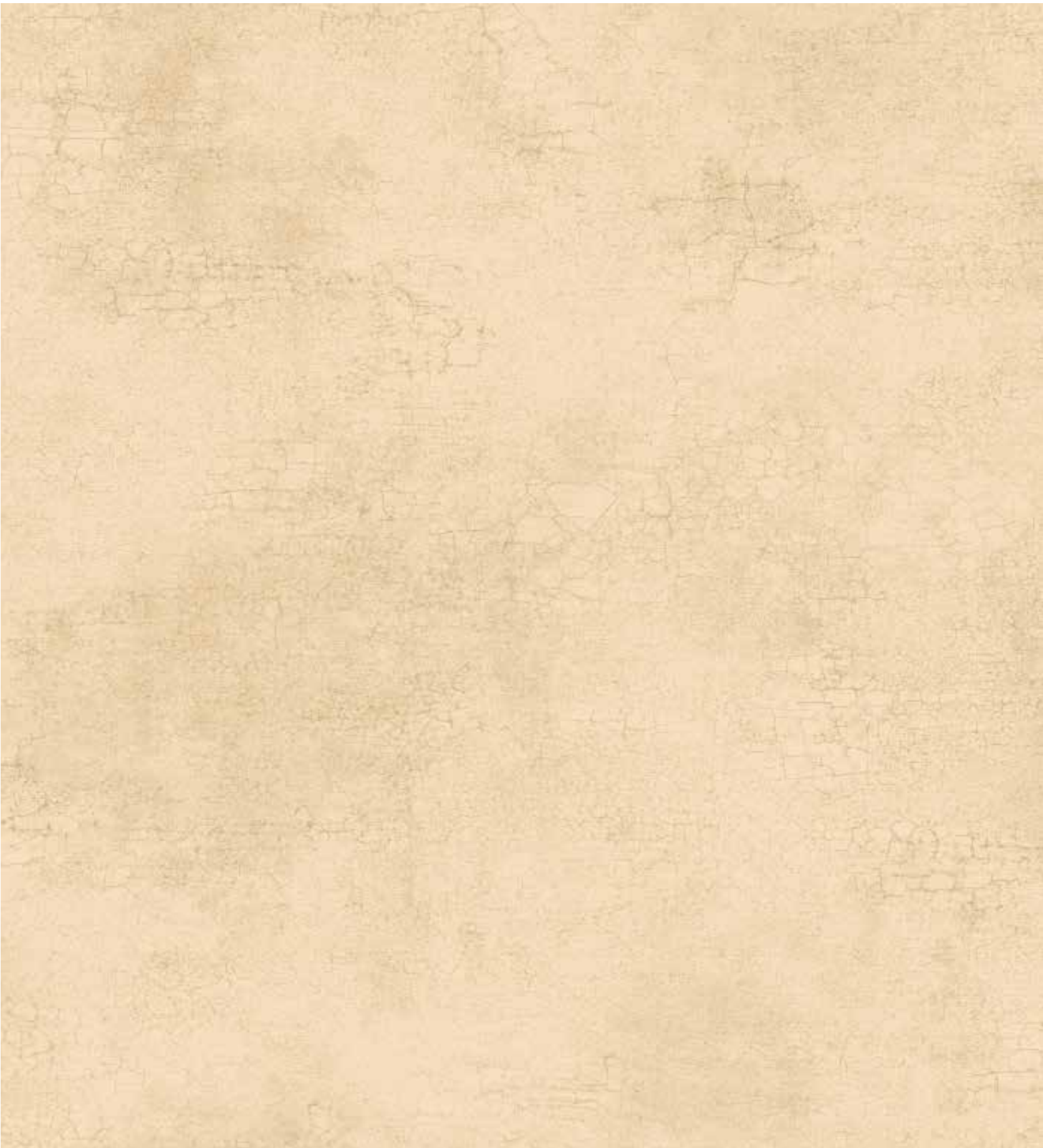
Sheaves of wheat create a warm country atmosphere. Fill your space with deep, natural shades like terracotta, easy going furniture and light wooden pieces.



W064D3O0Y75



W064D3O1Y75



Delia Damask Texture | W064D3OFY75

A weathered surface provides a versatile blank canvas. Base the décor on loose fabric covers for chairs, sofas and cushions that can be changed every now and then for a continually brand new look.



Kids Clouds | W064D3OHY75

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



Up The Wall | **W064D3O1Y75**

What can be more expressive than exposed brick? Add to it an elegant and glowing shade and we have something modern and fun to play with. Go boho chic with this one.



W064D3TRY75



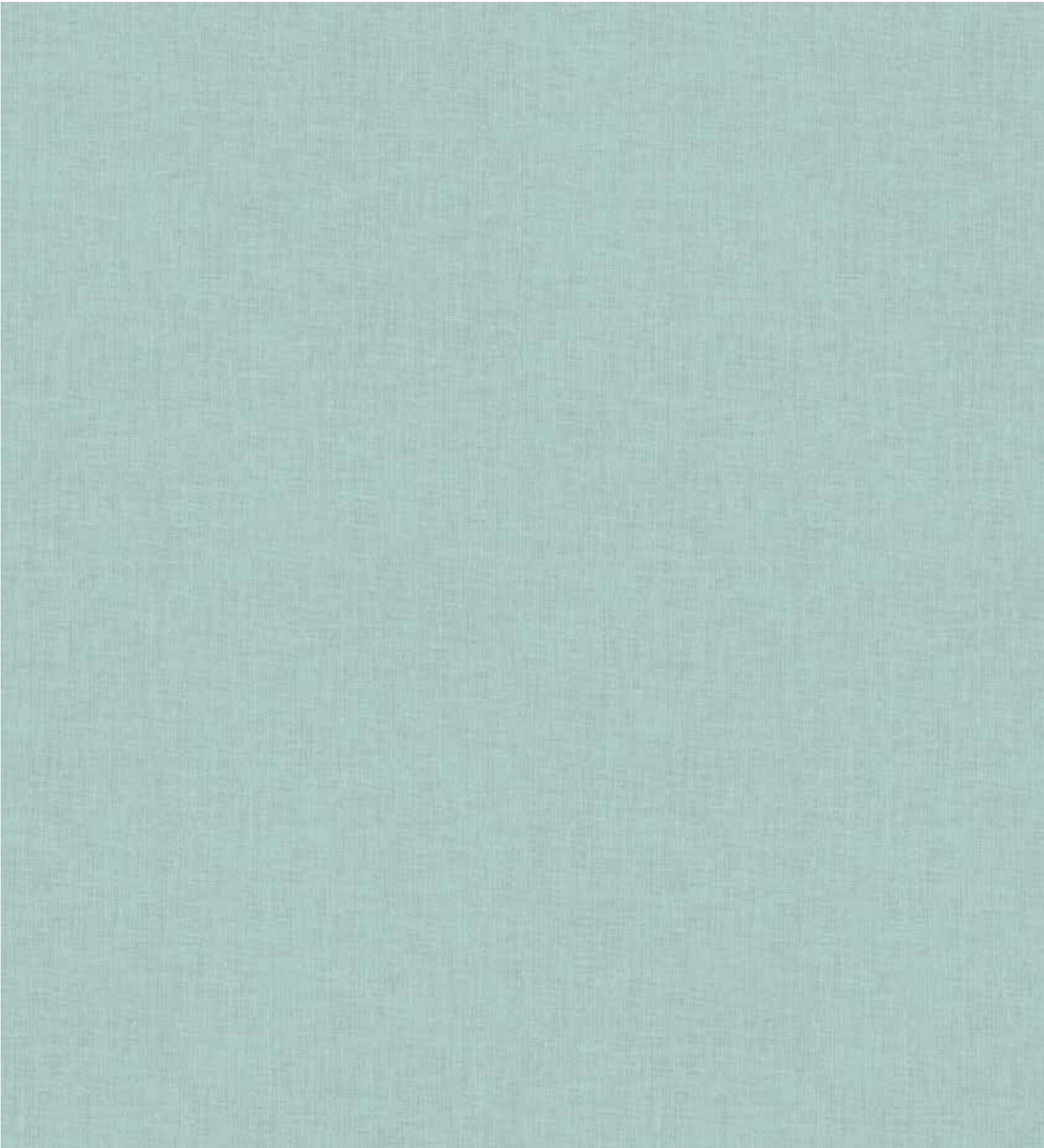
W064D3TSY75



W064D3TTY75



W064D3TUY75

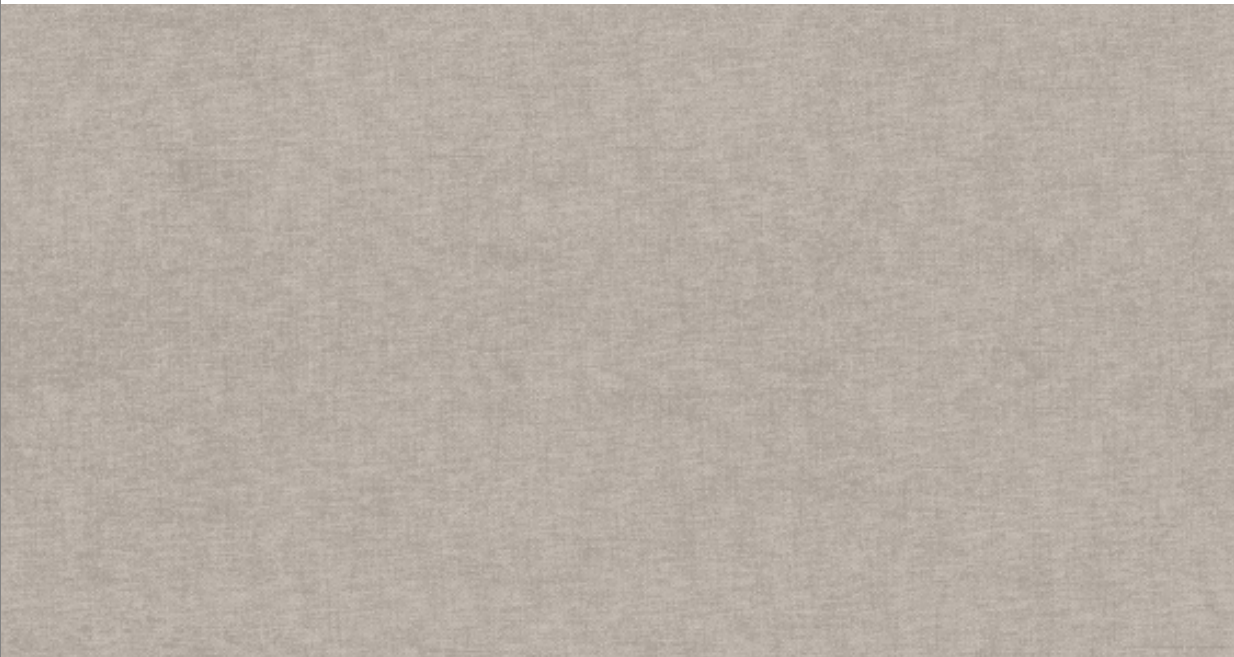


Mesh Texture | *W064D3P5Y75*

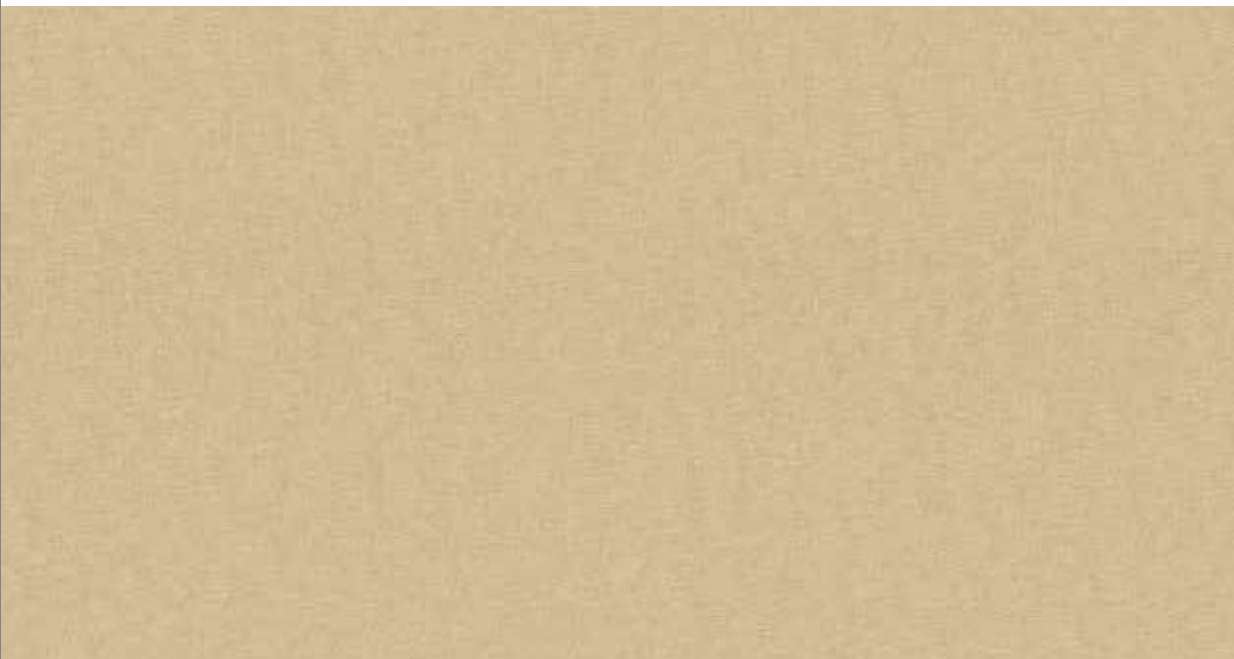
This soothing pattern immediately brings with it an ambience of serenity and doesn't need much help to transform a space. A few simple pieces of furniture –in cane or bamboo covered in natural fabrics should be enough to complete the picture.



W064D3P7Y75



W064D3T2Y75



W064D3SWY75



Sweet Grass | W064D3PJY75
Create an environment that is refreshing and tranquil with this ethnic, soft textured grassy wallpaper.



W064D3PKY75



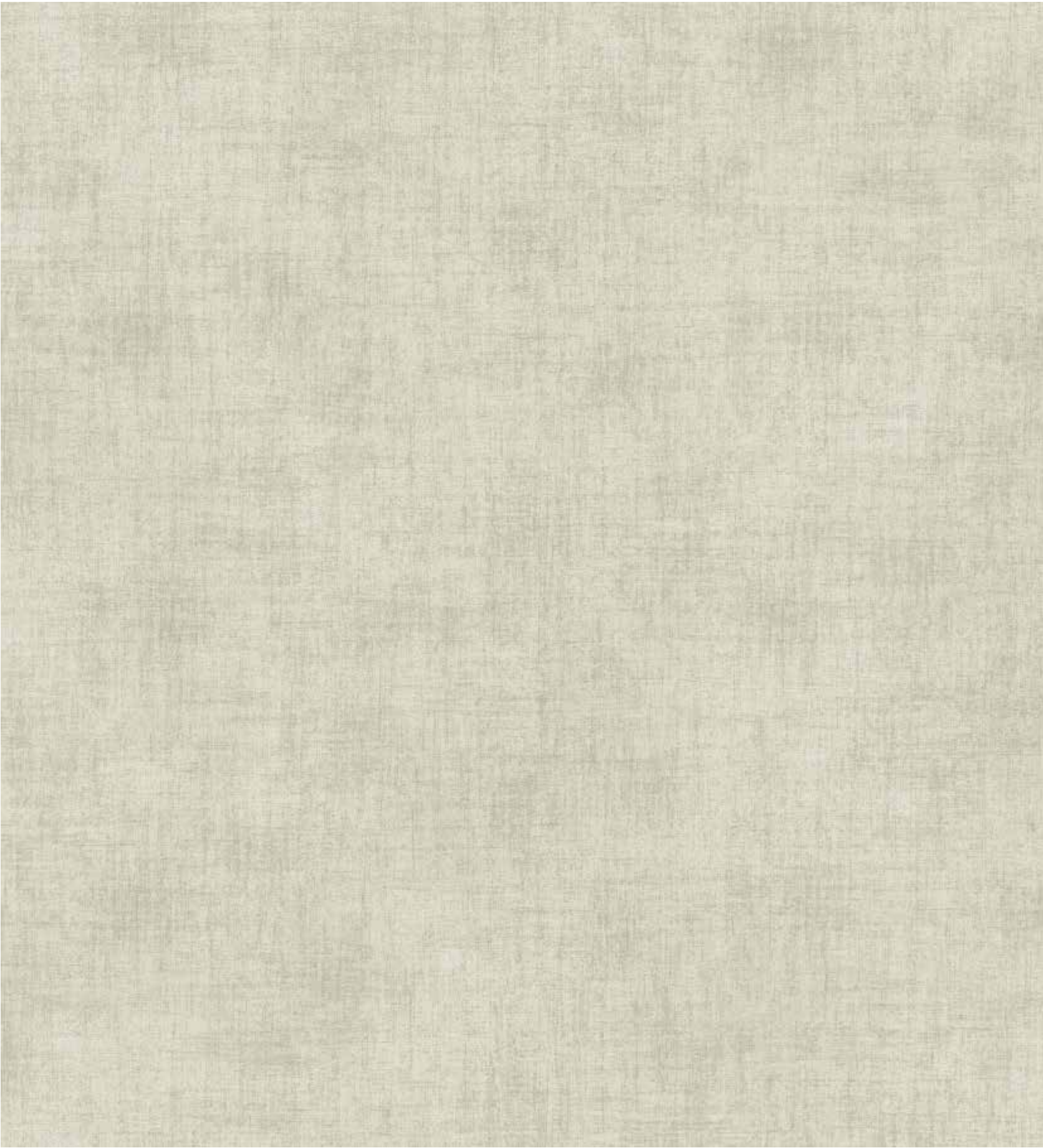
W064D3PLY75



W064D3PMY75

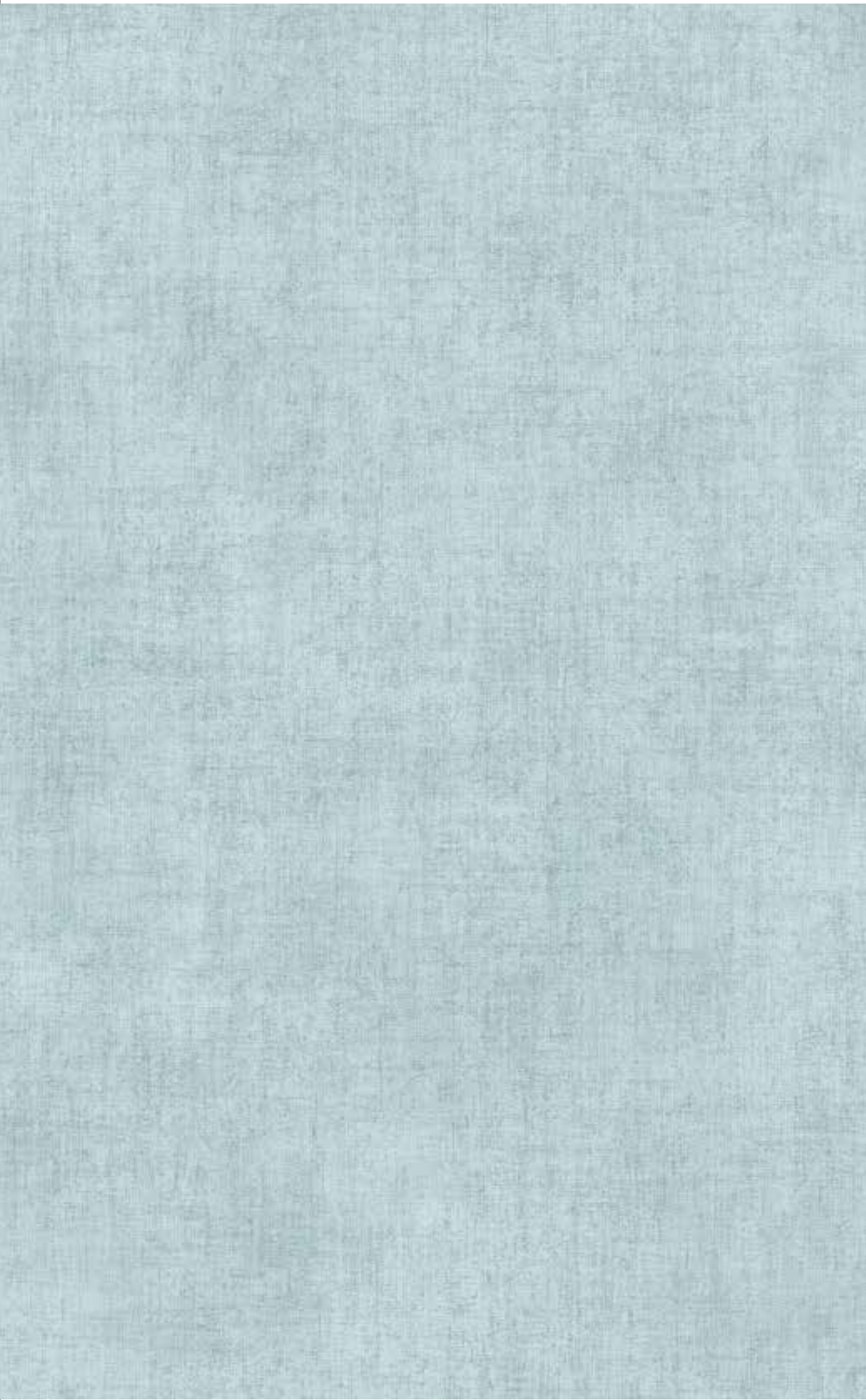


W064D3POY75

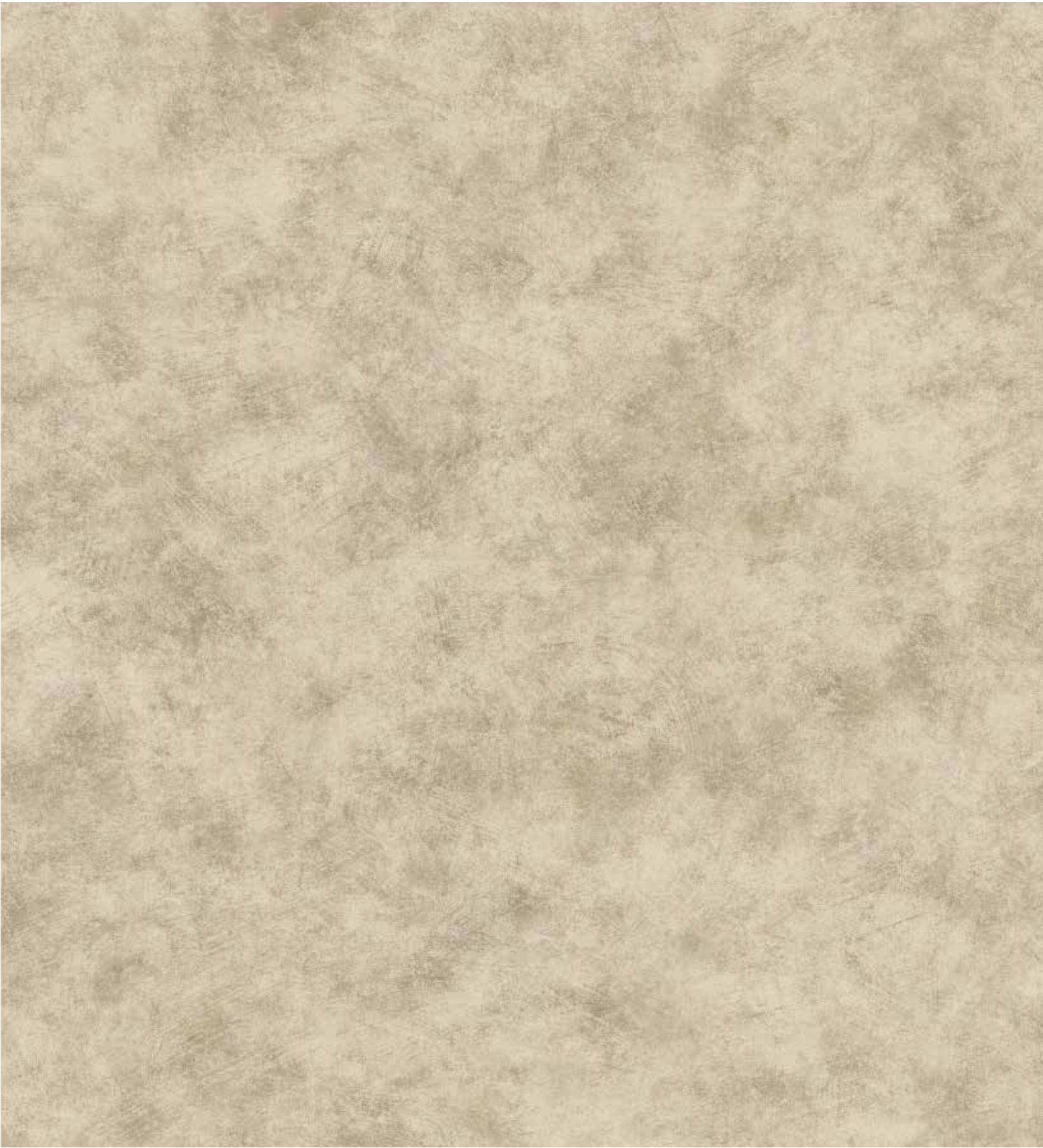


Texture Broken Linen | W064D3POY75

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.

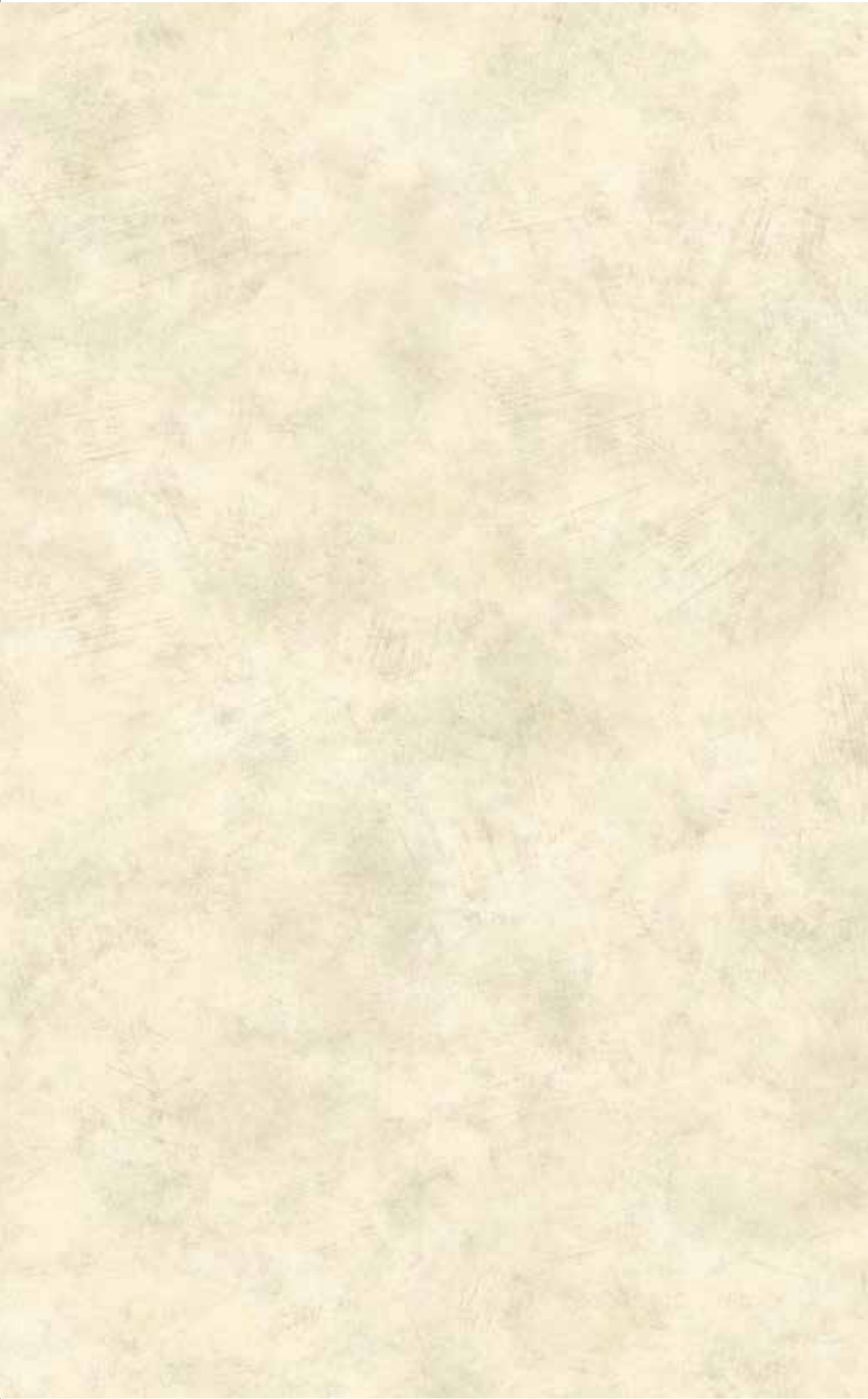


W064D3Q8Y75

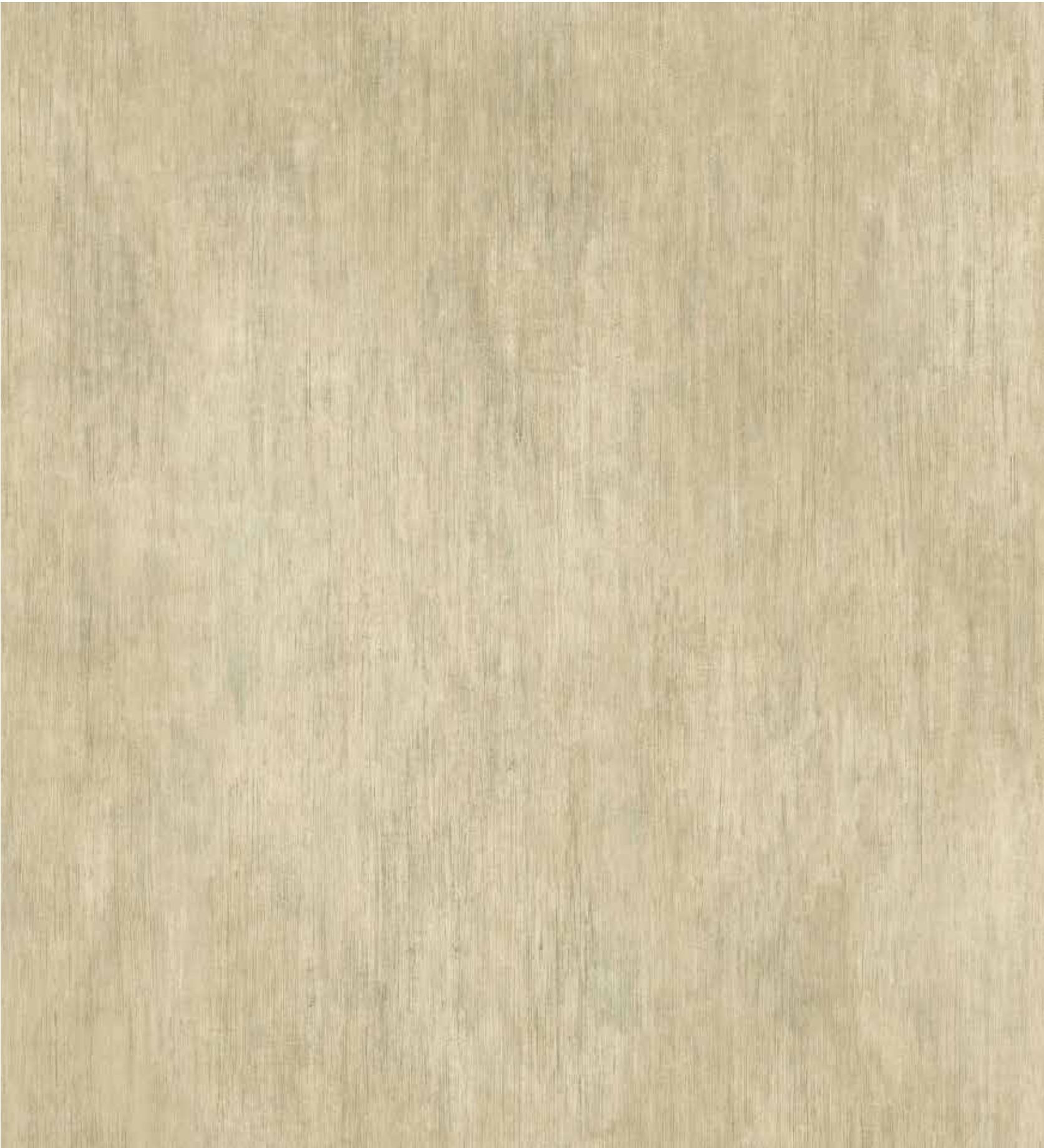


Painterly Texture | W064D24TY75

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.



W064D24VY75



Classic Fleur De Lis | W064D265Y75

A lovely brushed on texture 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.



W064D265Y75



Floral Spray Texture | W064D3QJY75

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

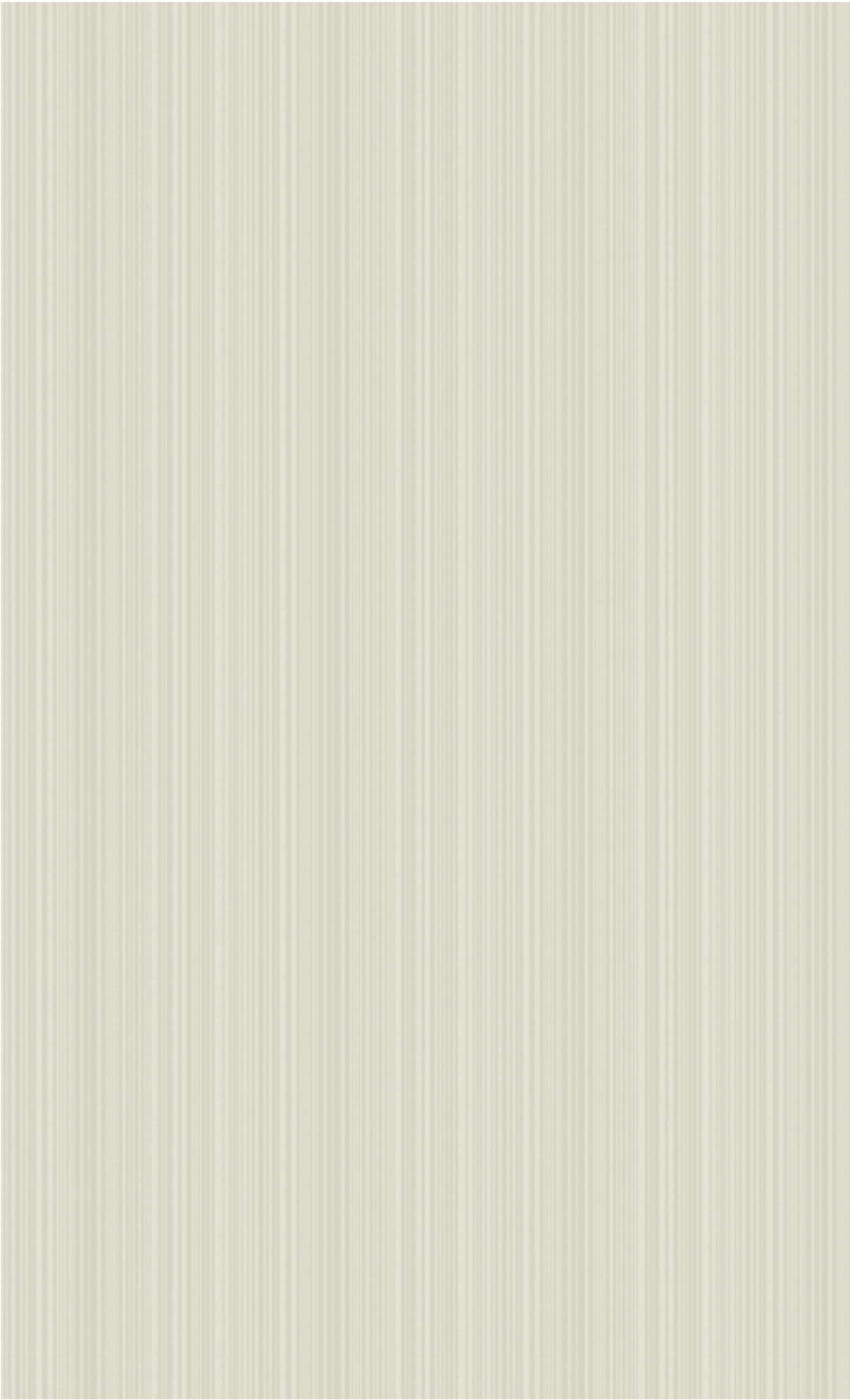


W064D3QKY75

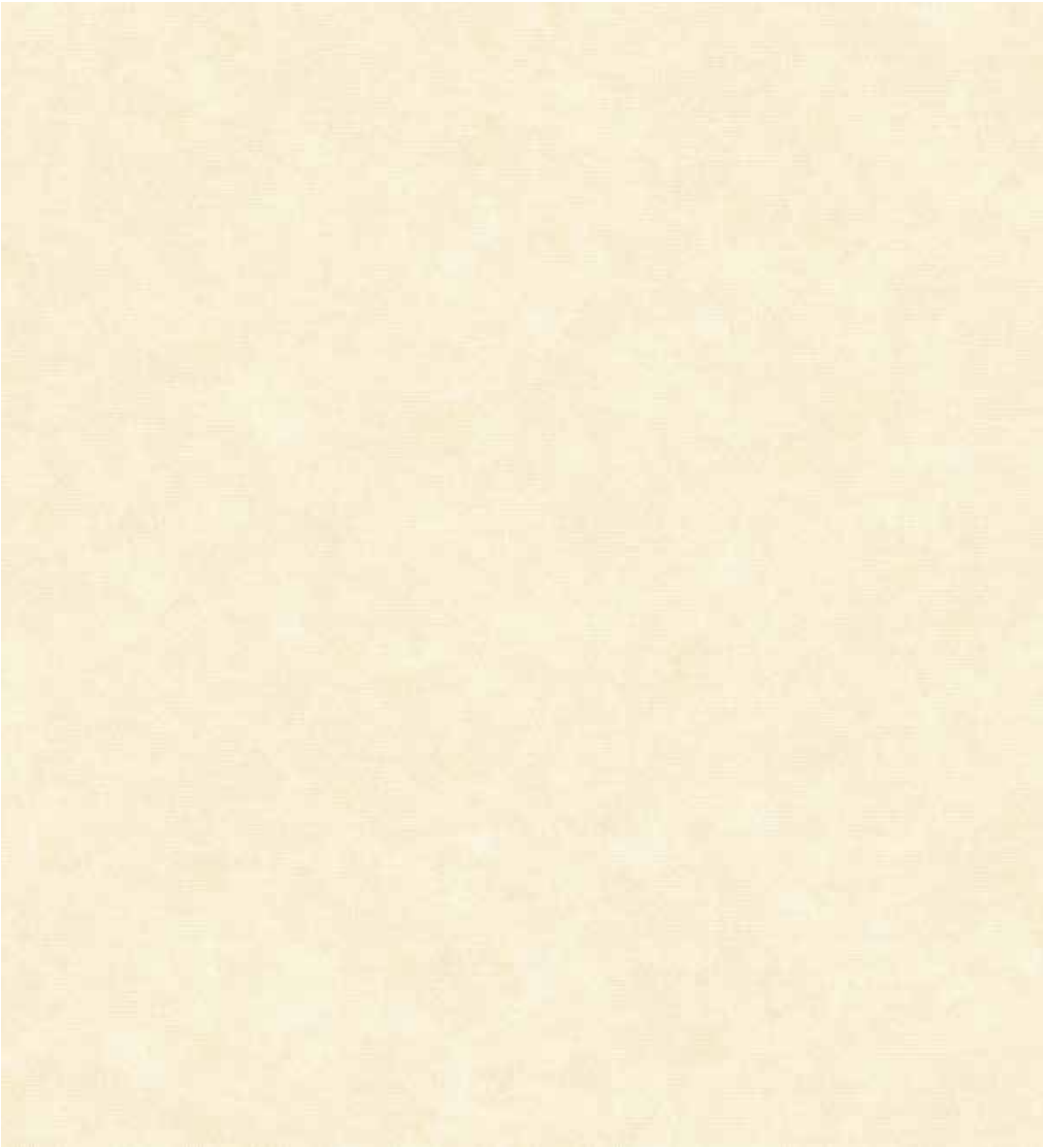


Waterfall | W064D3ROY75

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

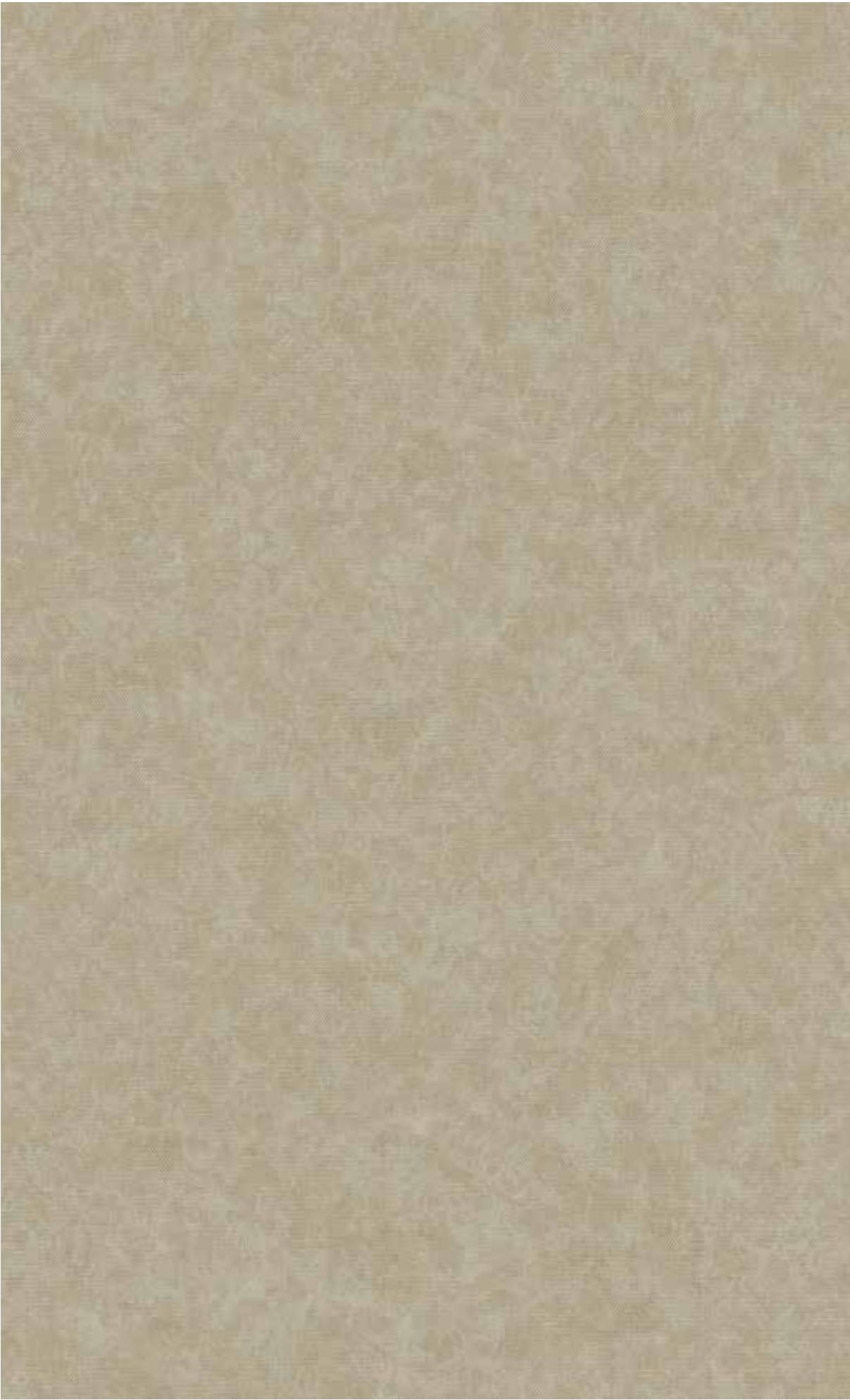


W064D3RQY75



Linen Texture | Wo64DoPDY75

Tranquil, tactile and spiritual, this design brings nature right in. Natural fibres, old woods and a simple scheme is all you need to be home.

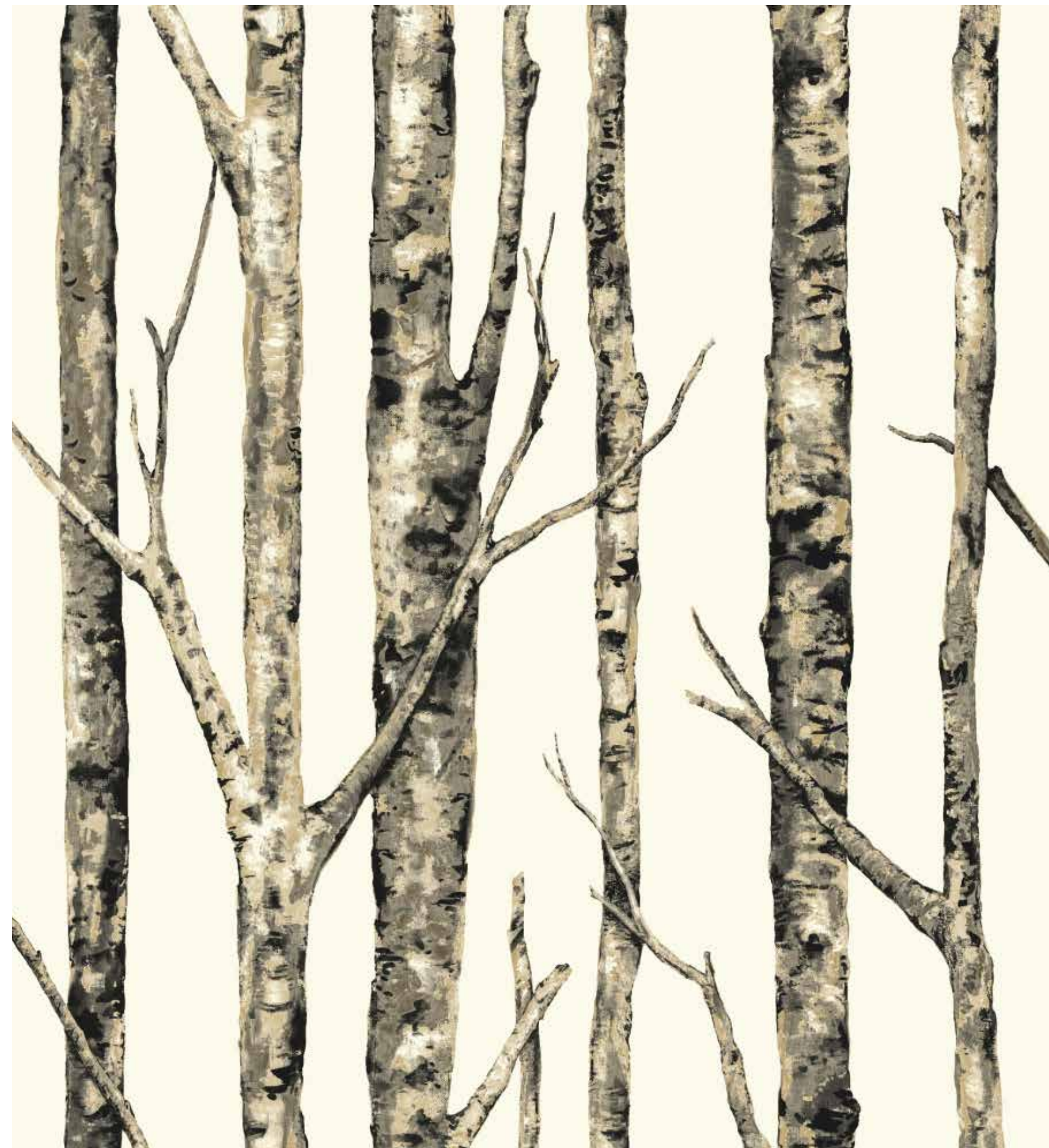


Wo64DoU7Y75



Barnboards | Wo64DoUCY75

A design of few words – the straightforward charm of wooden boards. Balance with a few select pieces and matching colours for all the impact you need.



Birchwood | Wo64D3S1Y75

Nature's soothing effect works wonders indoors. Painted textures relax the atmosphere.



Raffia | Wo64D3STY75

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



Wo64D3SUY75



Wo64D3SVY75



Wo64D3SWY75



Wo64D3SXY75



Painted Wood Planks | W064D3TAY75

You can't go distressed wood, the look of great outdoors. Create a relaxing environment with generous sofas and some select wooden furniture.



Grass Cloth | W064D3TDY75

A neutral beige in an arrowroot weave relaxes a space and brings in serenity.



Cement | W064D3TEY75
A cool stone effect covers your room with tranquil elegance.



W064D3TFY75



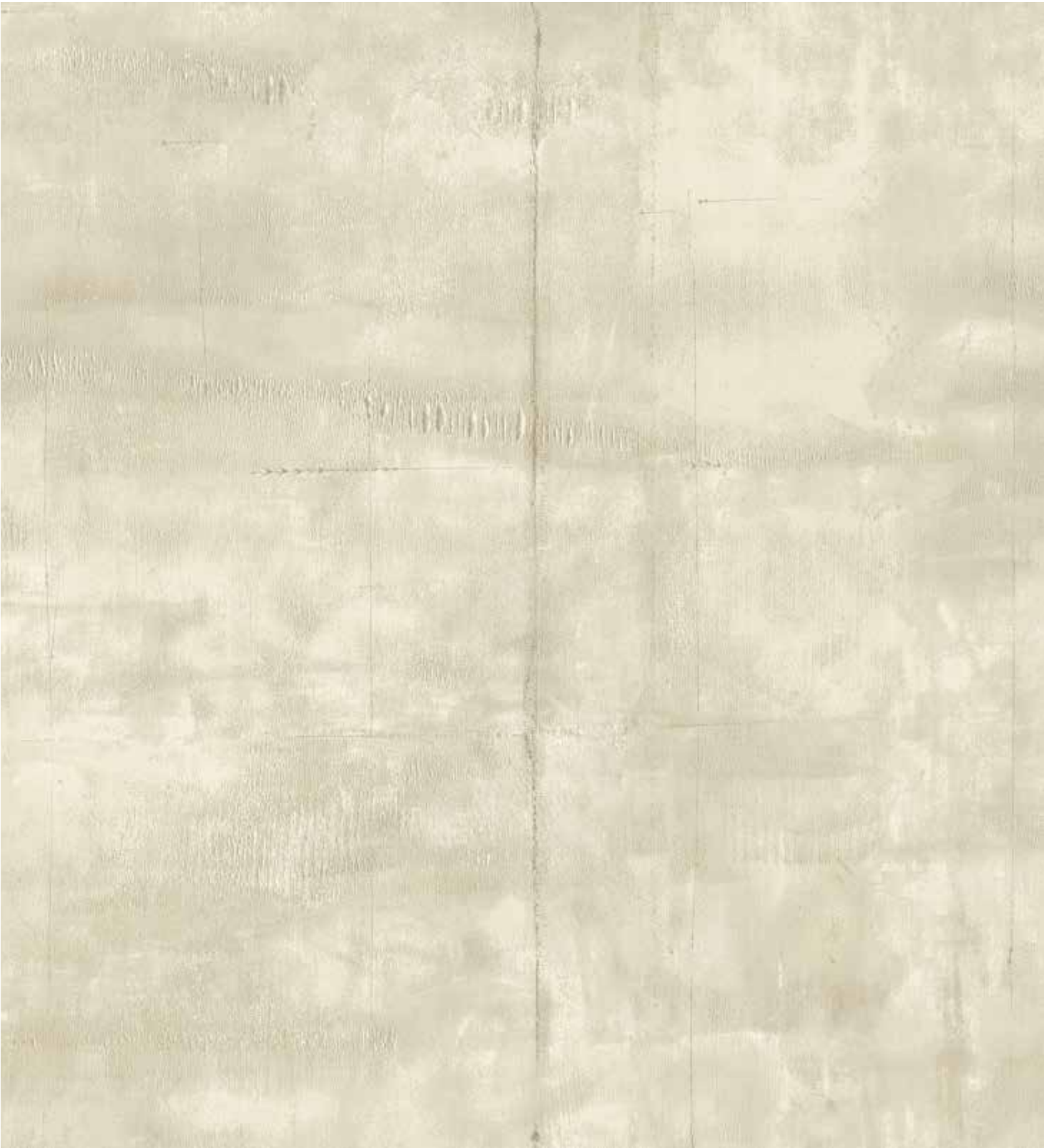
Field Stone | W064D3TGY75

Natural stone has its own rugged beauty with a surprising versatility - will work with both modern and country themes.



Tin Tile | W064D3THY75

Simple and rich both at the same time, fan old fashioned tin design old world, low key elegance.

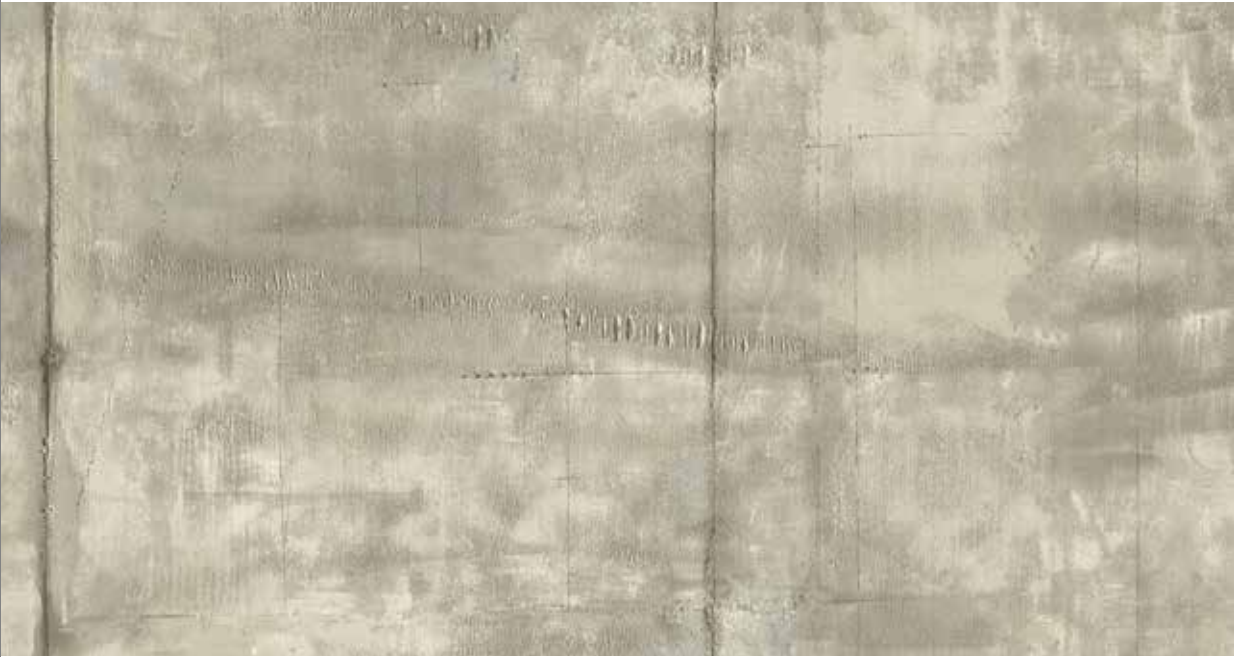


Pound The Pavement | W064D3TNY75

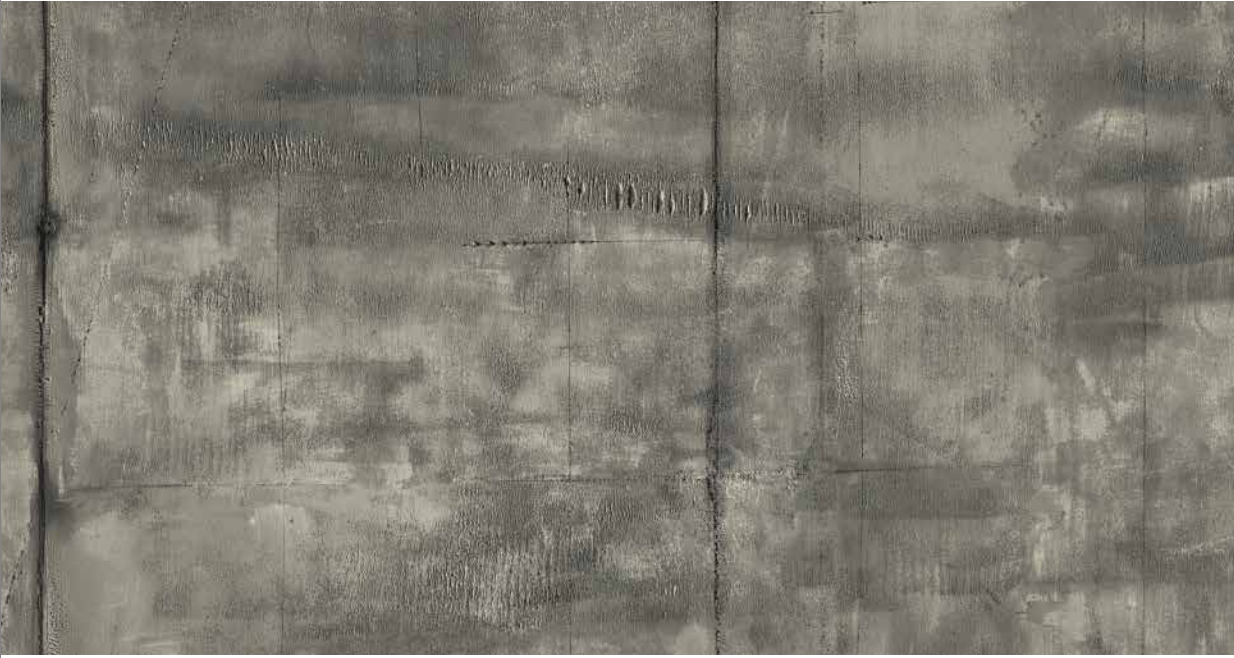
Industrial glam takes over and ups the cool quotient. Partner with cool customers like new wave furniture and distinctive fabrics. Be inventive!



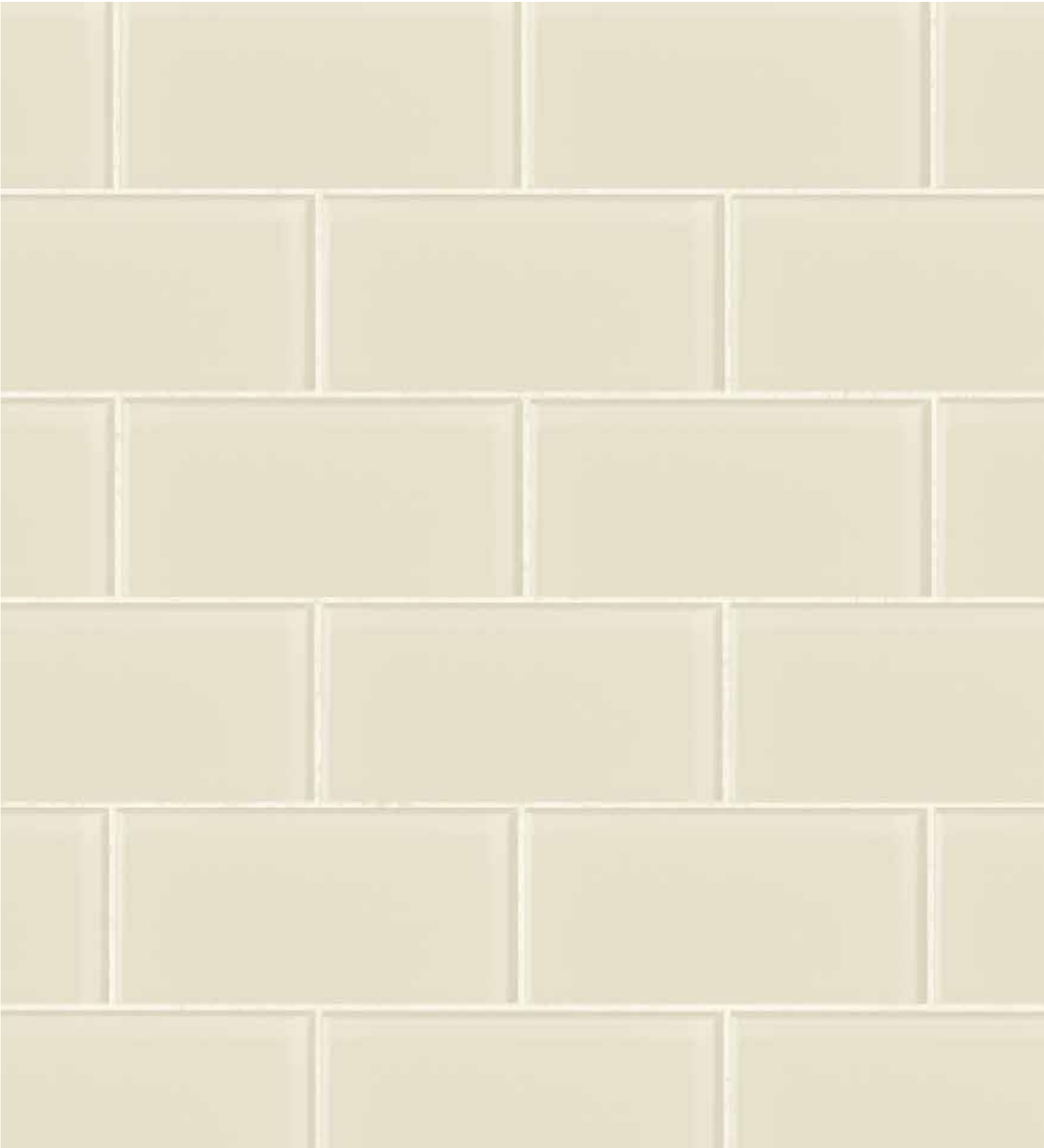
W064D3TOY75



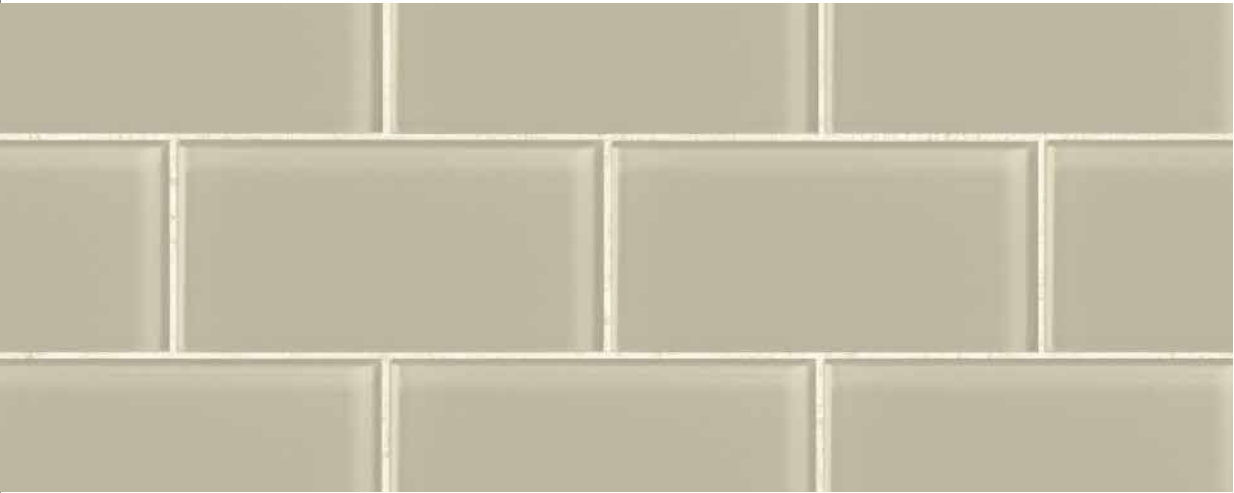
W064D3TPY75



W064D3TQY75



Grand Central | *W064D3U7Y75*
What can be more expressive than exposed brick? Add to it an elegant and glowing shade and we have something modern and fun to play with. Go boho chic with this one.



W064D3U8Y75



W064D3U9Y75



W064D3UAY75



W064D3UBY75



Malachite Trellis | W064D3UGY75

Malachite whorls combine with the strict geometry of concentric diamonds to produce a modern and unusual effect. A pattern like this calls for an otherworldly decor scheme.



W064D3UFY75



W064D3UHY75



Malachite | W064D3UKY75

A dense shade with an abstract pattern and contemporary stylings provides a modernistic and beautiful backdrop for an unconventional but elegant setting.



W064D3UJY75



W064D3ULY75



Cork | W064D3UMY75

Modern and masculine, cork is a superbly textured backdrop to any dramatic scheme.



W064D3UMY75



Foil Texture | W064D3U0Y75

Silver speaks of luxury and a contemporary, modernisitic vision.
Go space age-y with this dramatic look.



Rebar | W064D3URY75

A stately silver with a touch of texture introduces pattern
and pace to any décor scheme.



Grasscloth Texture | W064D3UPY75

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.



W061D3UQY75



Home Spun | W064D3USY75
A soft, rustic texture that will go well with simple, classic furnishings for a classy, country feel.

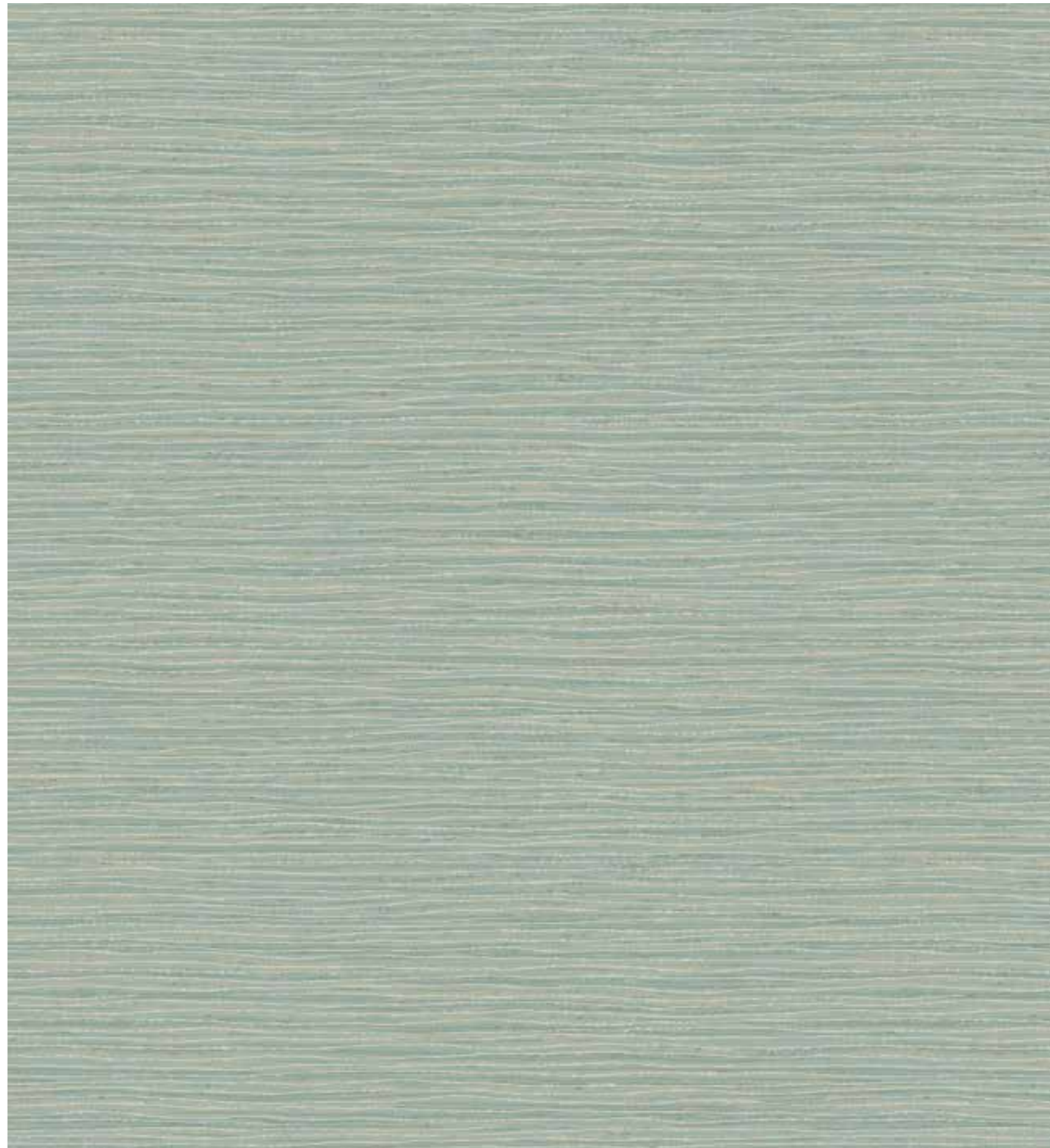


W064D3USY75



Glazing | W064D3UUY75

Textured metallic glints within a soft glow designed to catch the light and dazzle the eye.



Horizontal Texture | W064D3YAY75

A natural tone and texture that invites light in and creates a relaxing effect.



Vintage Tin | W064D3UQY75
Straight up monochrome with glints and light texturing makes a compatible partner with woods and striking effects.



W064D3UXY75

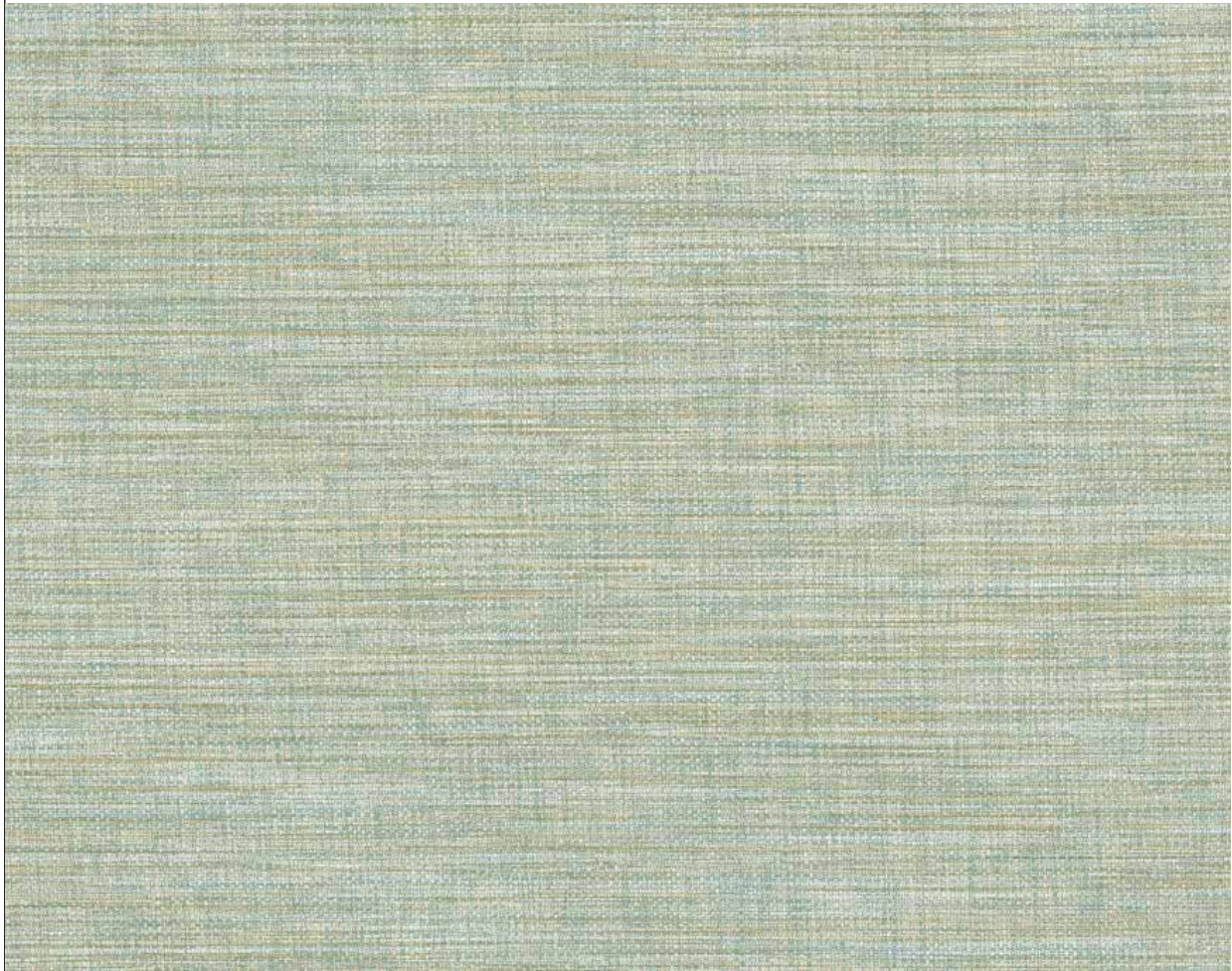


Glitz | W064D3WRY75

A stylish, muted alligator print introduces a dose of urban chic into a space. Complement with modern, linear furniture and glitzy furnishings.



W064D3WSY75



W064D3WTY75



Combed Stucco | W064D3YBY75

Like an abstract dream this textured surface invites you to experiment with all sorts of looks and feels and designs.



W064D3YCY75

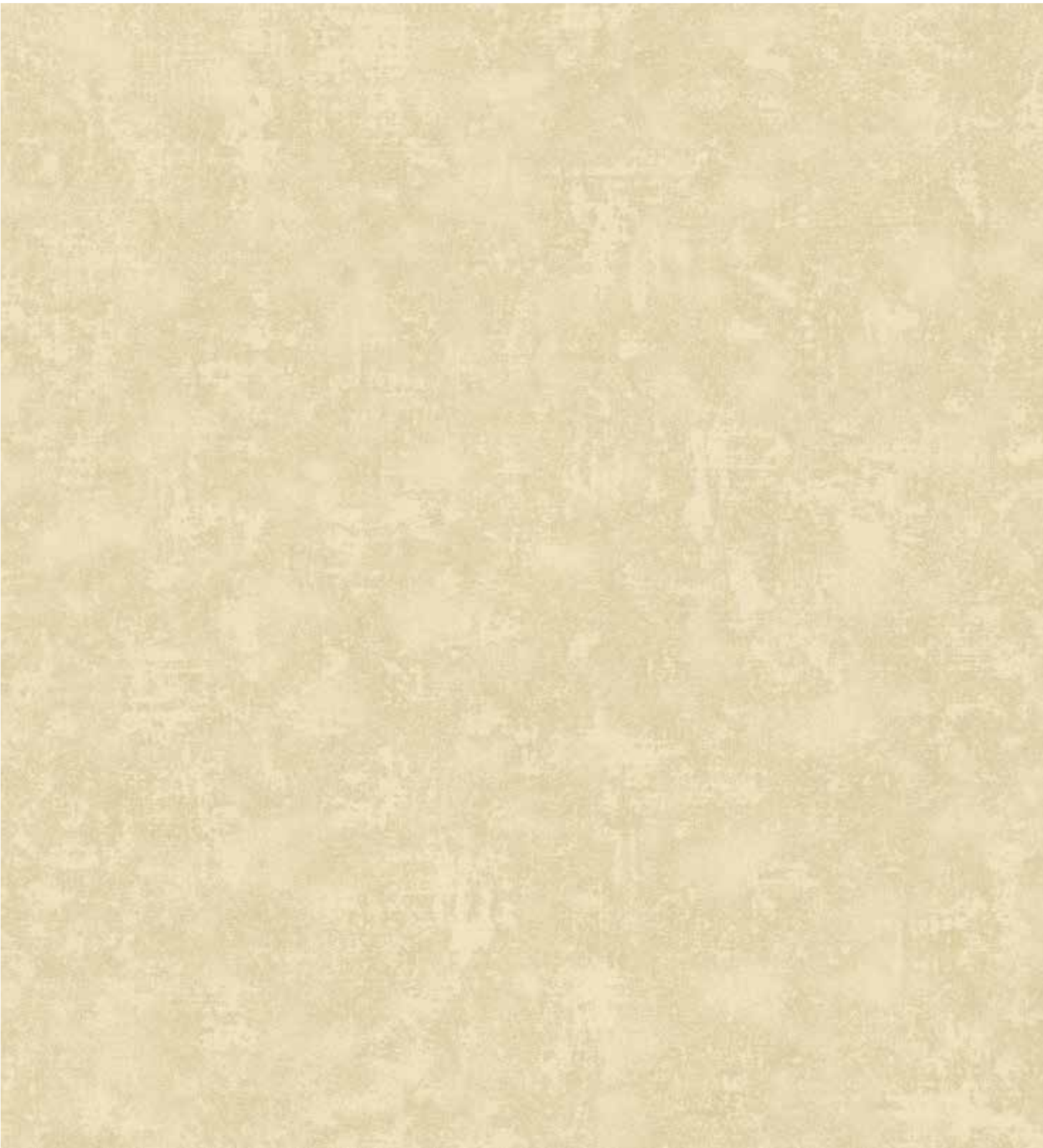


W064D3YDY75



Soft Raised Linen Texture | W064D3TIY75

Cool marble with a subtle texture adds just the right amount of personality to a space. Lift with colourful furnishings.



Crackle | W064D256Y75

Breathe in the romance of a texture that evokes the Tuscan countryside. Pair with warm and simple appointments.

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.

The background of the entire page is a photograph of several tree trunks. The trunks are light brown with dark, irregular bark patterns. They are arranged vertically, with some branching out towards the top and bottom. The lighting is soft, highlighting the texture of the bark.

D E L H I

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