



# IBC SPA BLUE

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.

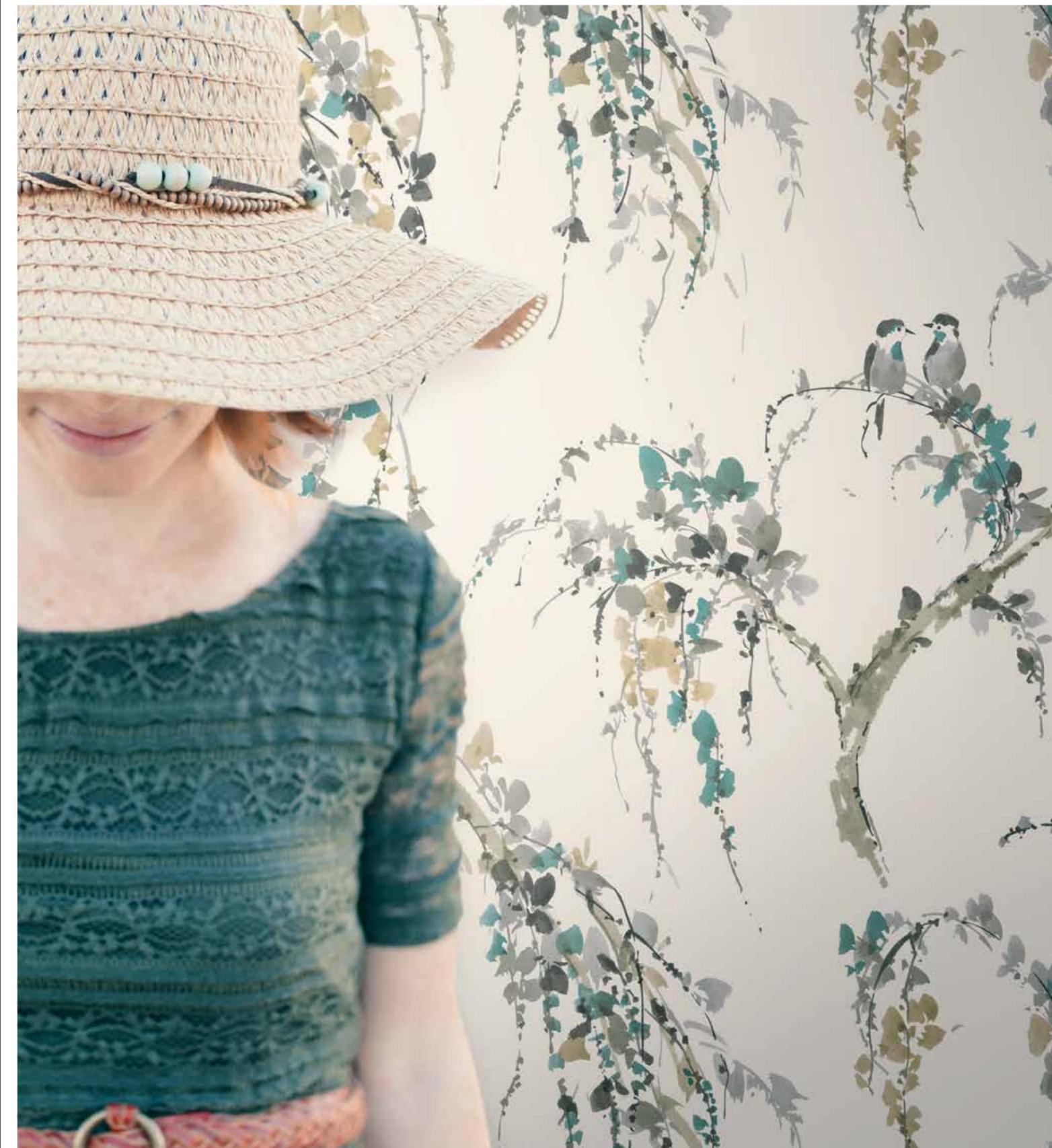
Long an expert on Indian conditions, Asian Paints creates climate proof products. Hence the existence of a specialized, ready to use Nilaya wallcovering adhesive and Asian Paints trained applicators equipped with the latest tools.

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



## I B C S P A B L U E

Plunge into the **refreshing** world of blue. All the **classic** patterns - florals, geometrics, stripes and **rich damasks** are bathed in blue to make any space sing.



**Love Bird | W062D3XMY75**

Let water coloured blossoms ease away your cares. An uncomplicated colour scheme – try underused but impactful and handsome black with cream and wooden furniture and perhaps glass topped tables.



**W062D3XLY75**

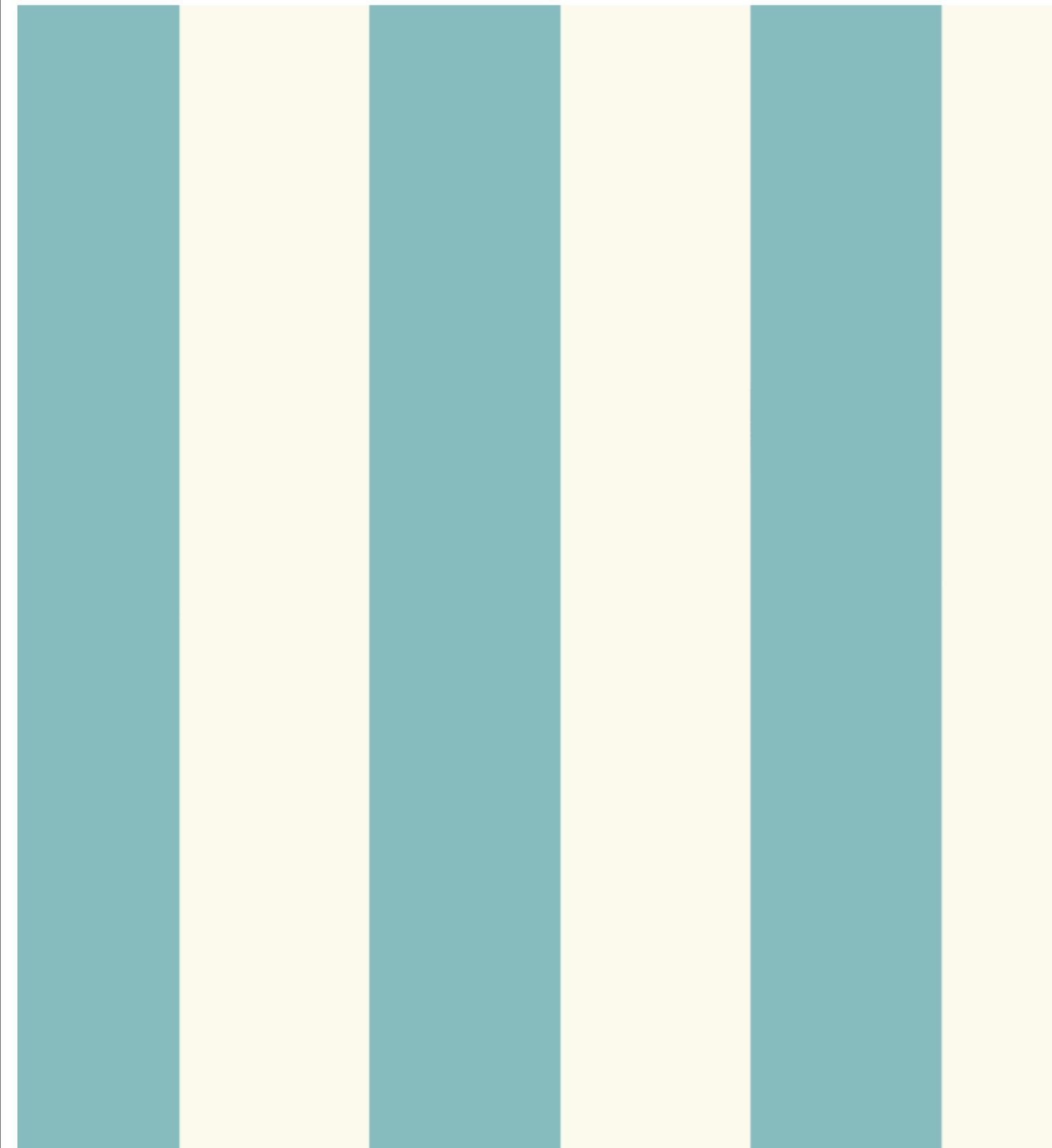


**Criss Cross | W062D30TY75**

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.



**W062D30UY75**



**3" Stripe | W062D3NBY75**

Fill your space with a seaside atmosphere with thick awning stripes. Add soft ice cream hues and deck chairs with simple lines in pine to enjoy a holiday spirit.



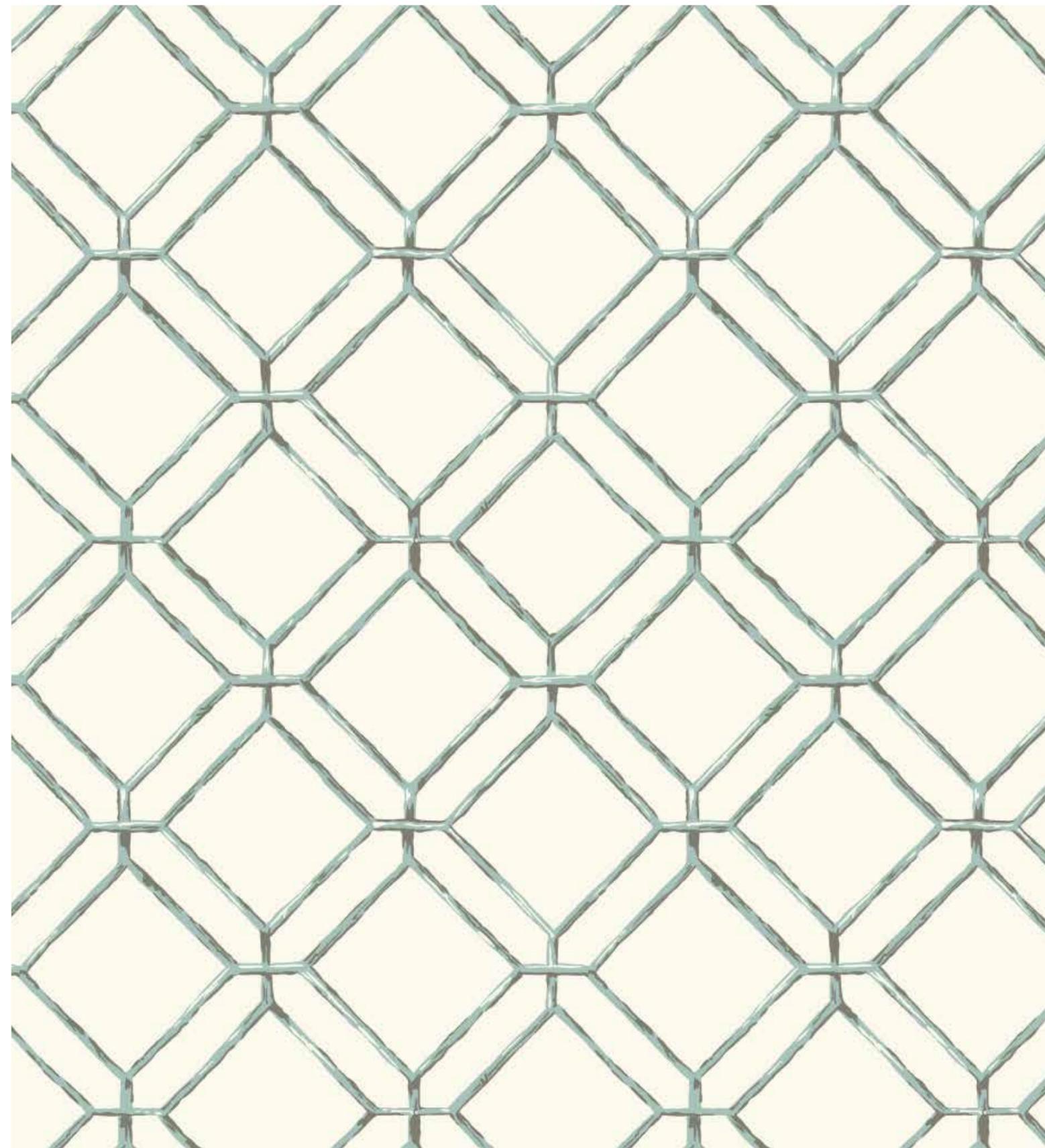
**Watercolour Jacobean | W062D3NFY75**

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



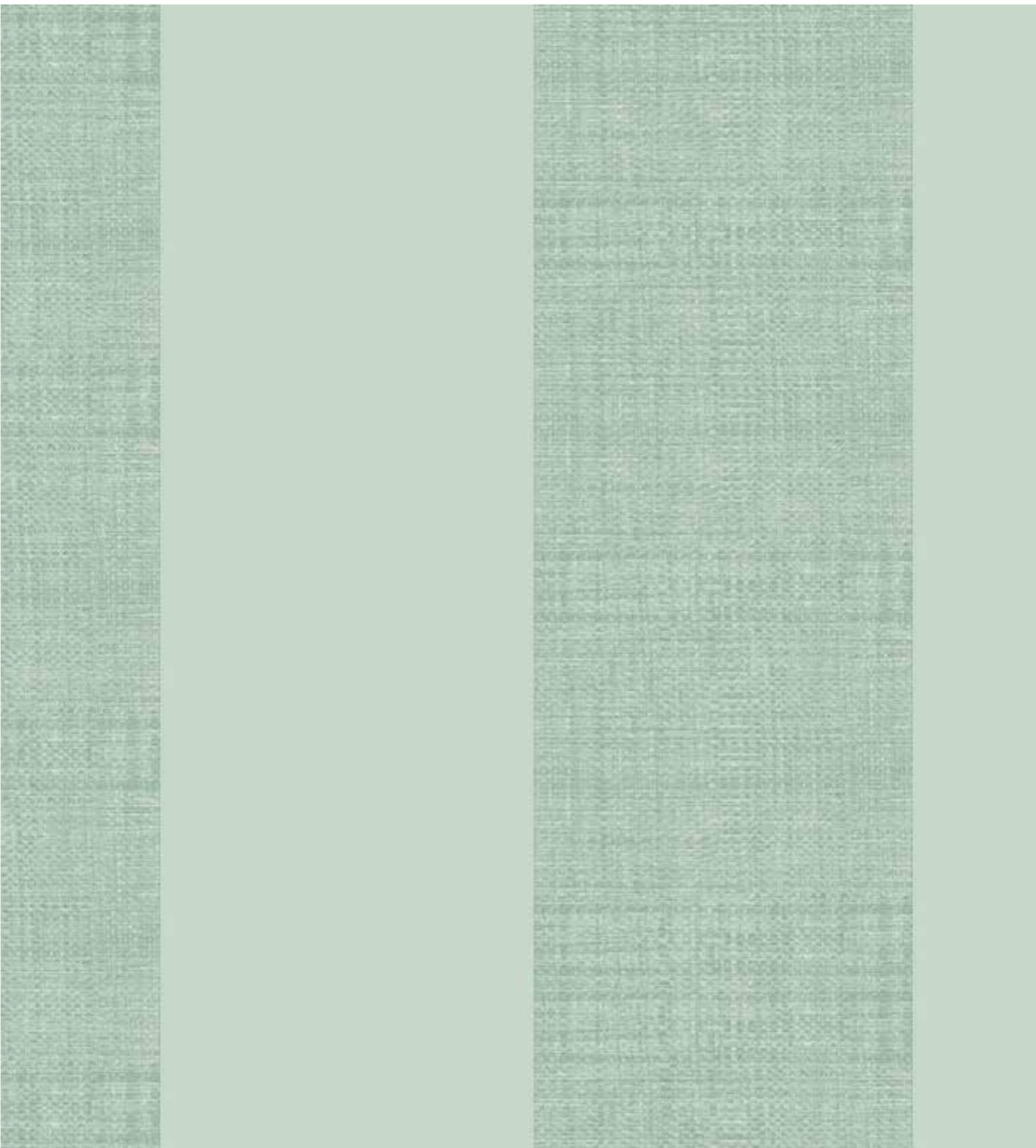
**Henna Tile | W062D3NIY75**

Soft edged ornamented diamonds have a peaceful effect on a space. Combine with understated fabrics and sweet, soft shades.



**Diamond Bamboo | W062D3NNY75**

Concentric diamonds create an optical effect and pulsation. Something vibrant should follow: like embroidered cushions, painted furniture in bright colours, shimmery fabrics.



**Grasscloth Stripe | W062D3NVY75**

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.



**Woven Mat | W062D300Y75**

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



**Neoclassic Cameo | W062D307Y75**

A dominating pattern that demands a creatively robust scheme.  
Make a bold statement with an eclectic yet comfortable décor scheme.



**Delicate Rose Stripe | W062D309Y75**

A composition with classic elements on a neutral background will go  
beautifully with deep shades and rich green sheeny fabrics like chenille.



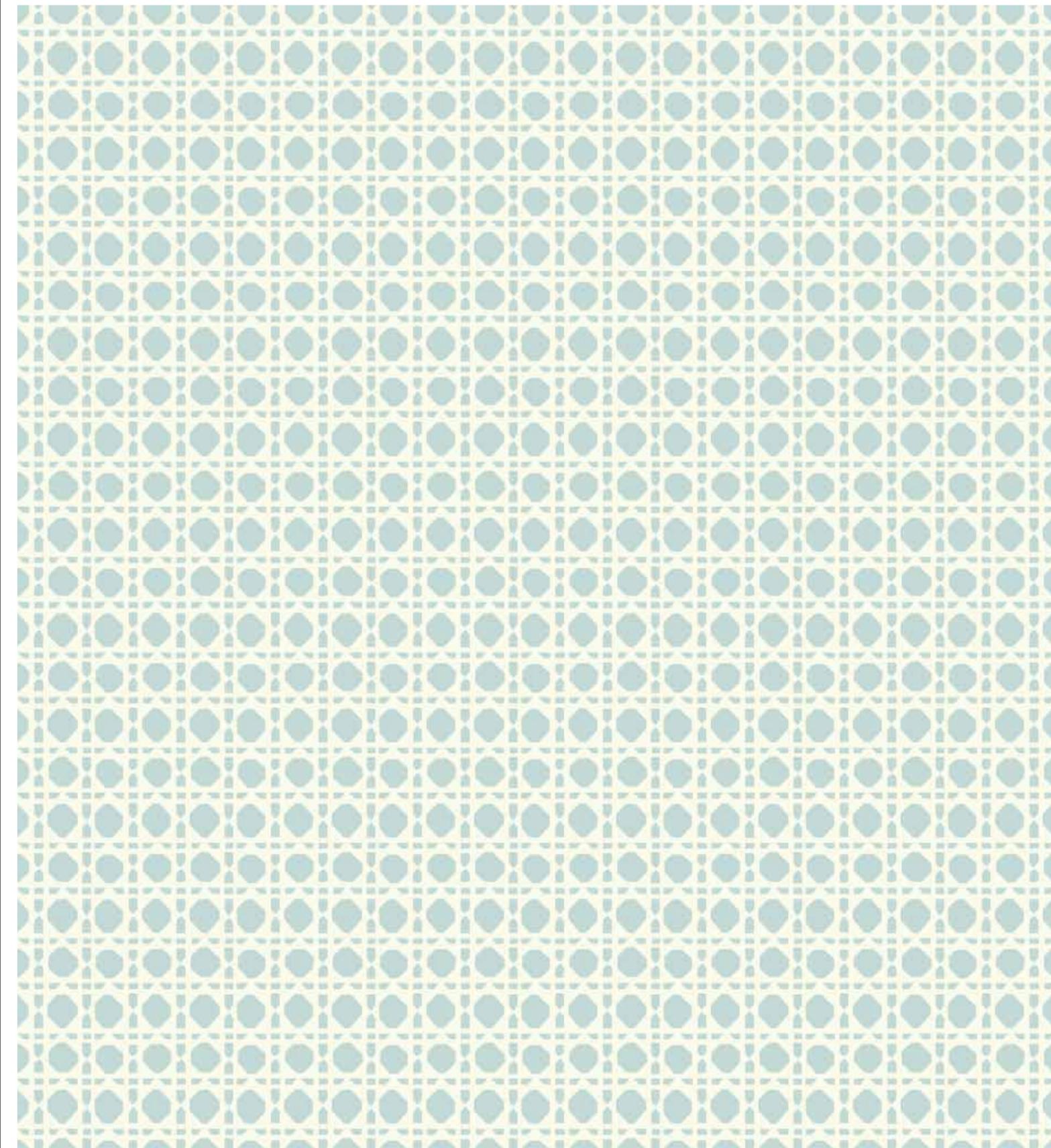
**Rose Toss | W062D30BY75**

A lively tumble of roses fills up your space with energy and pace.  
Complement with a vibrant décor scheme.



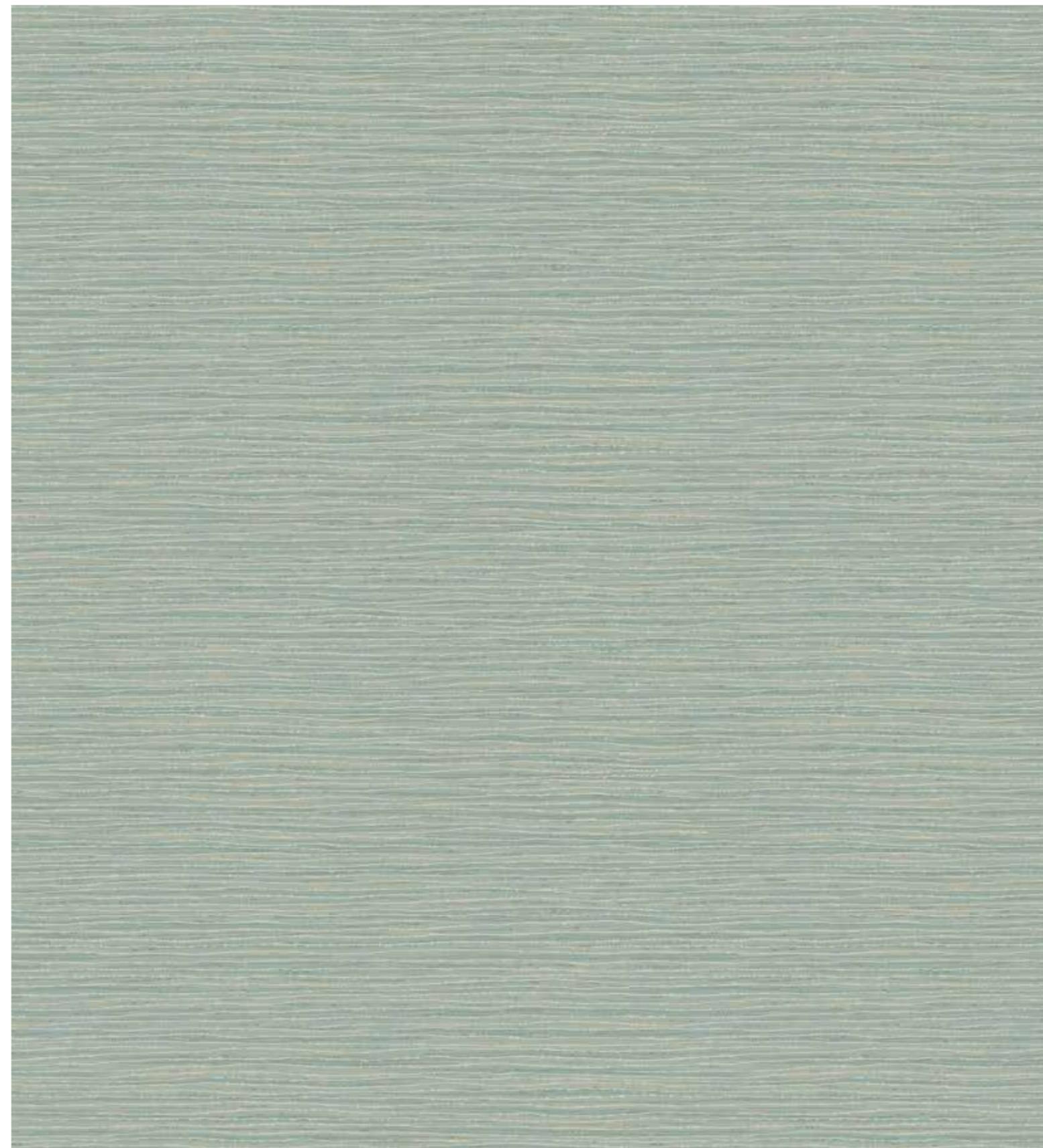
**Sea Floral | W062D300Y75**

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



**Caining | W062D30QY75**

Upbeat and fun, this retro pattern calls for a laid back, free flowing party look. Anything literally goes with this backdrop.



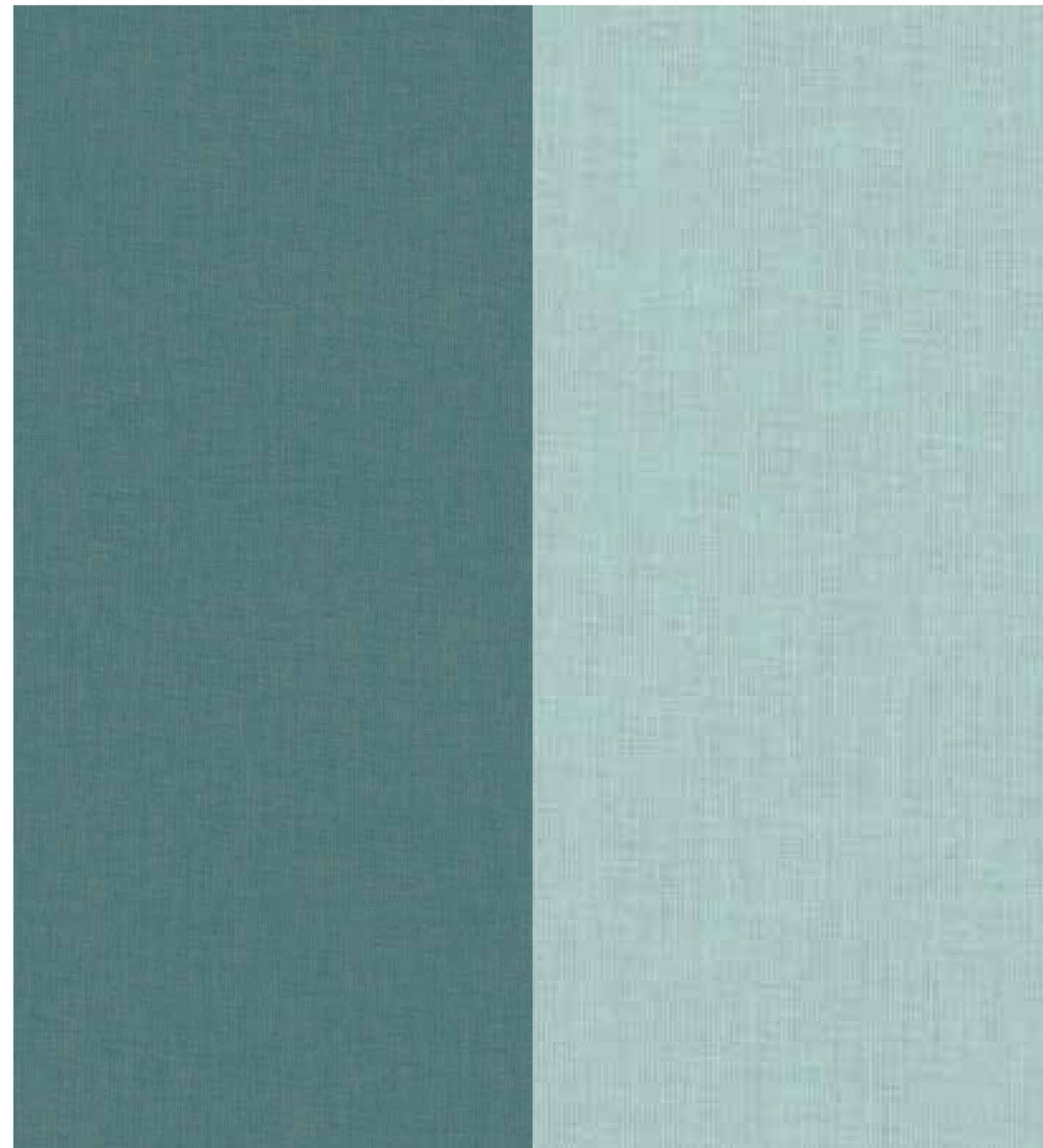
**Horizontal Texture | W064D3YAY75**

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



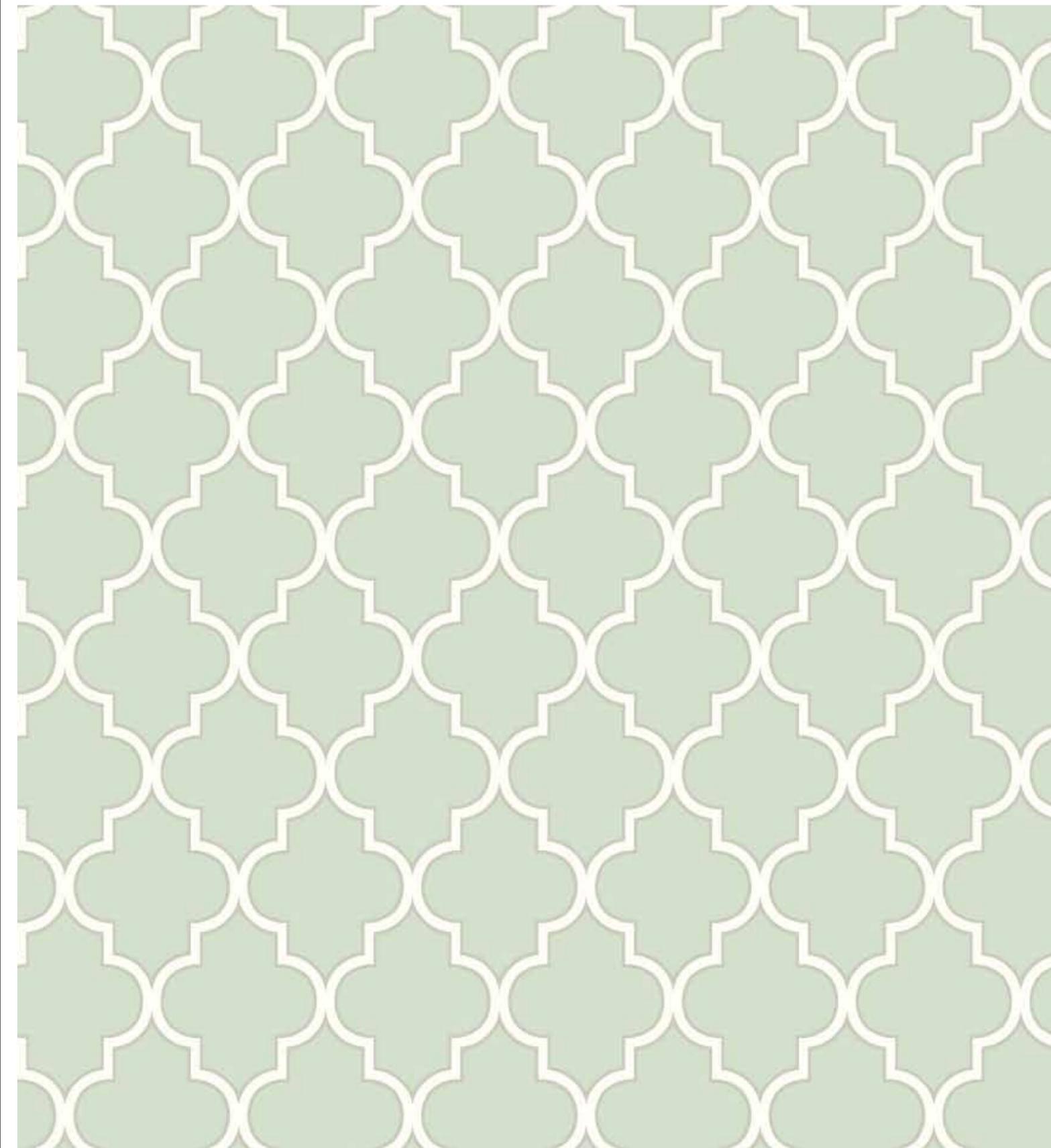
**Jaco Floral | W062D3OWY75**

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.



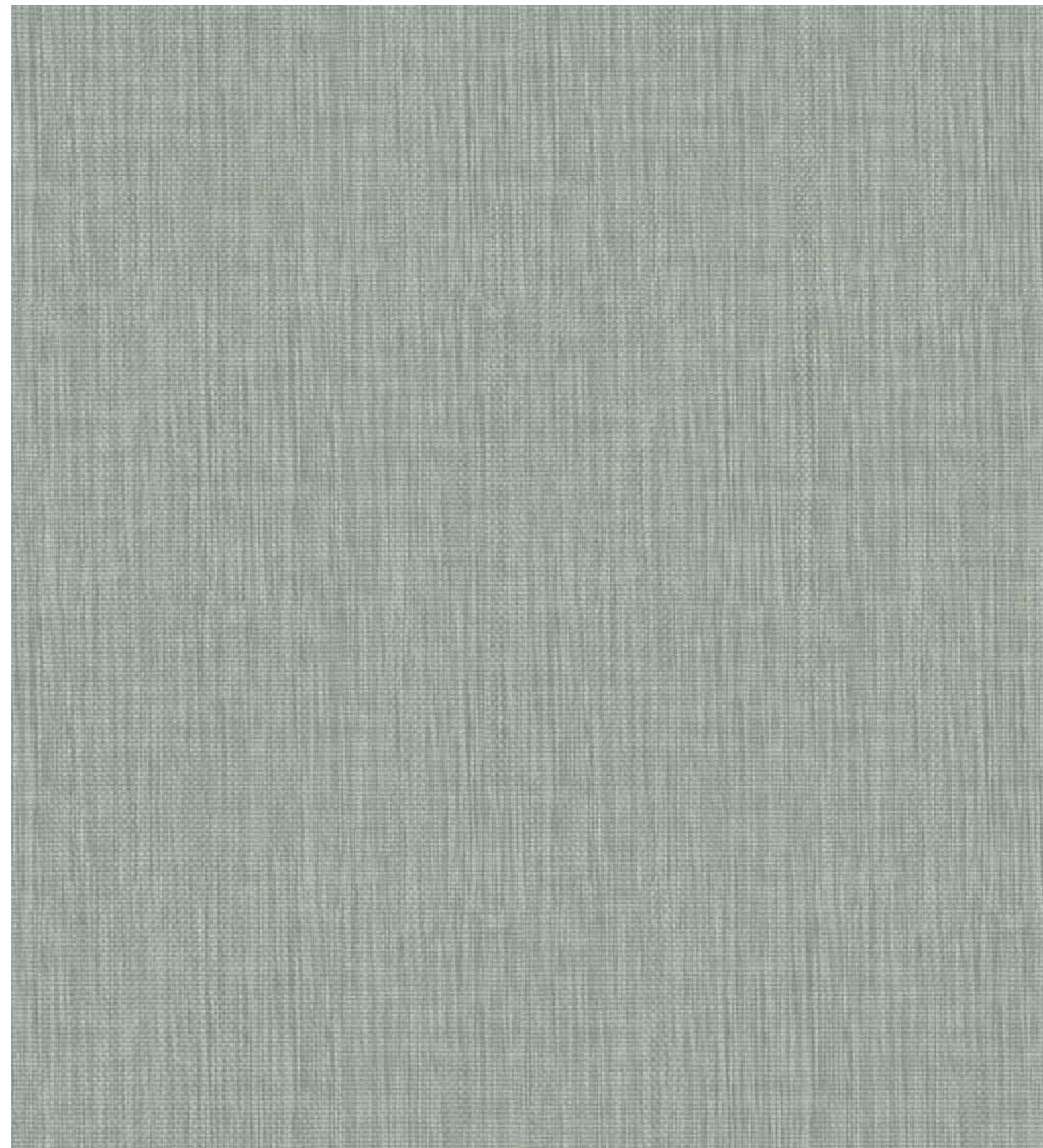
**Mesh Texture | W062D3P7Y75 | W062D3P5Y75**

Sometimes all you need is texture to transform a space. This one adds elegance and sophistication. A palette of delicious berry tones – cherry pink, blueberry, cranberry would create a fresh, energetic ambience.



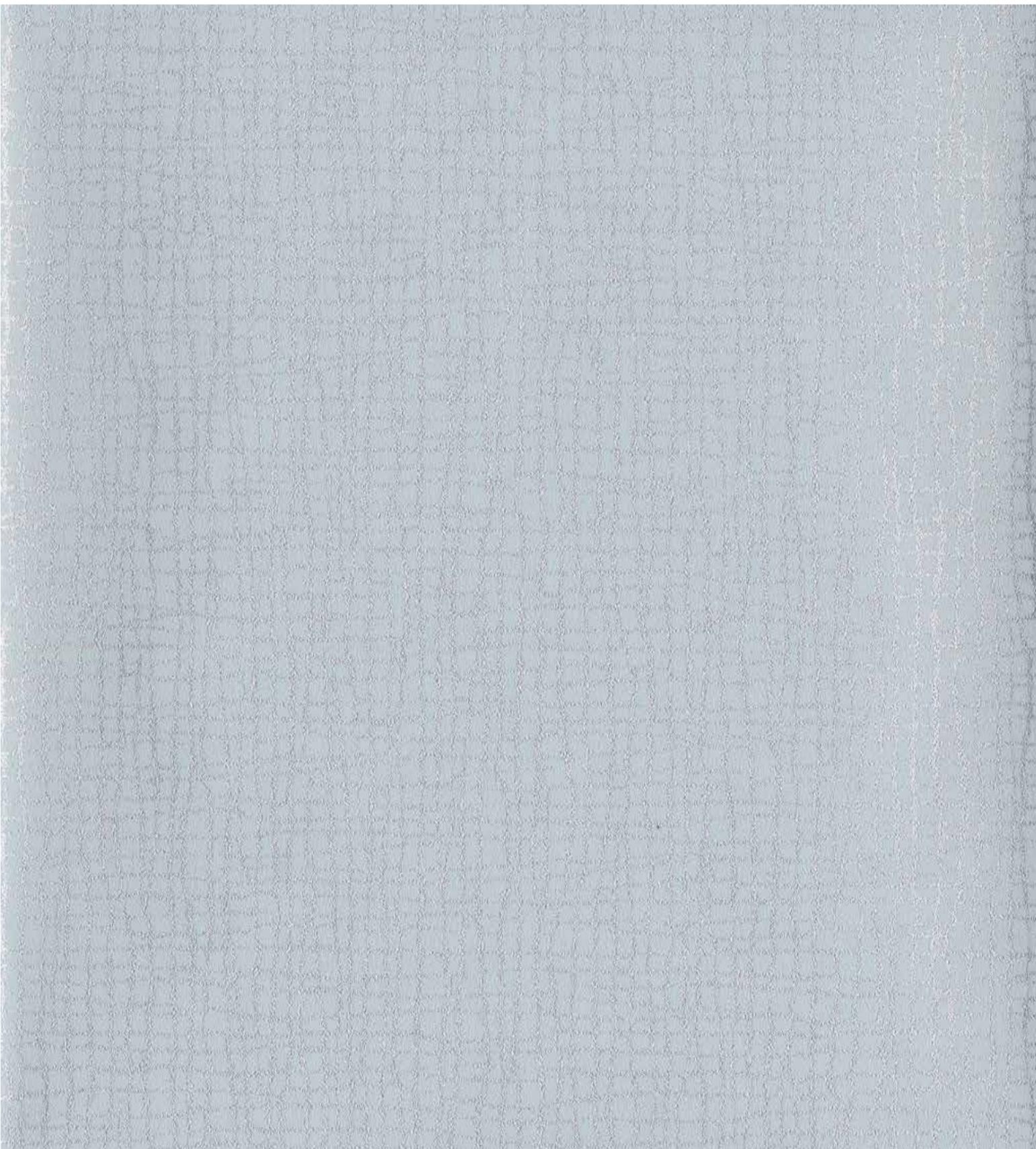
**Buzzing Round Trellis | W062D3PCY75**

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



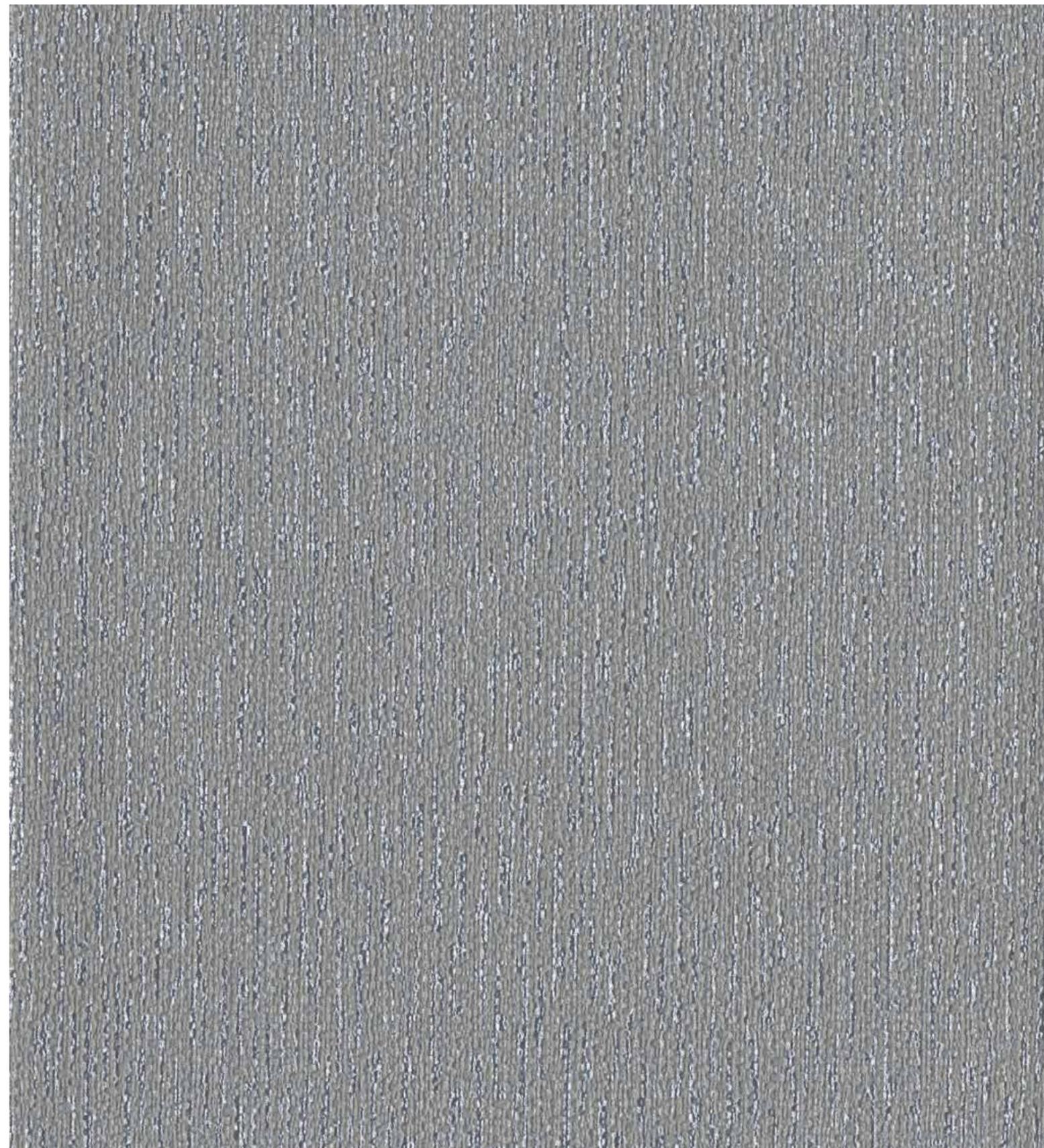
**Sweet Grass | W062D3PMY75**

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.



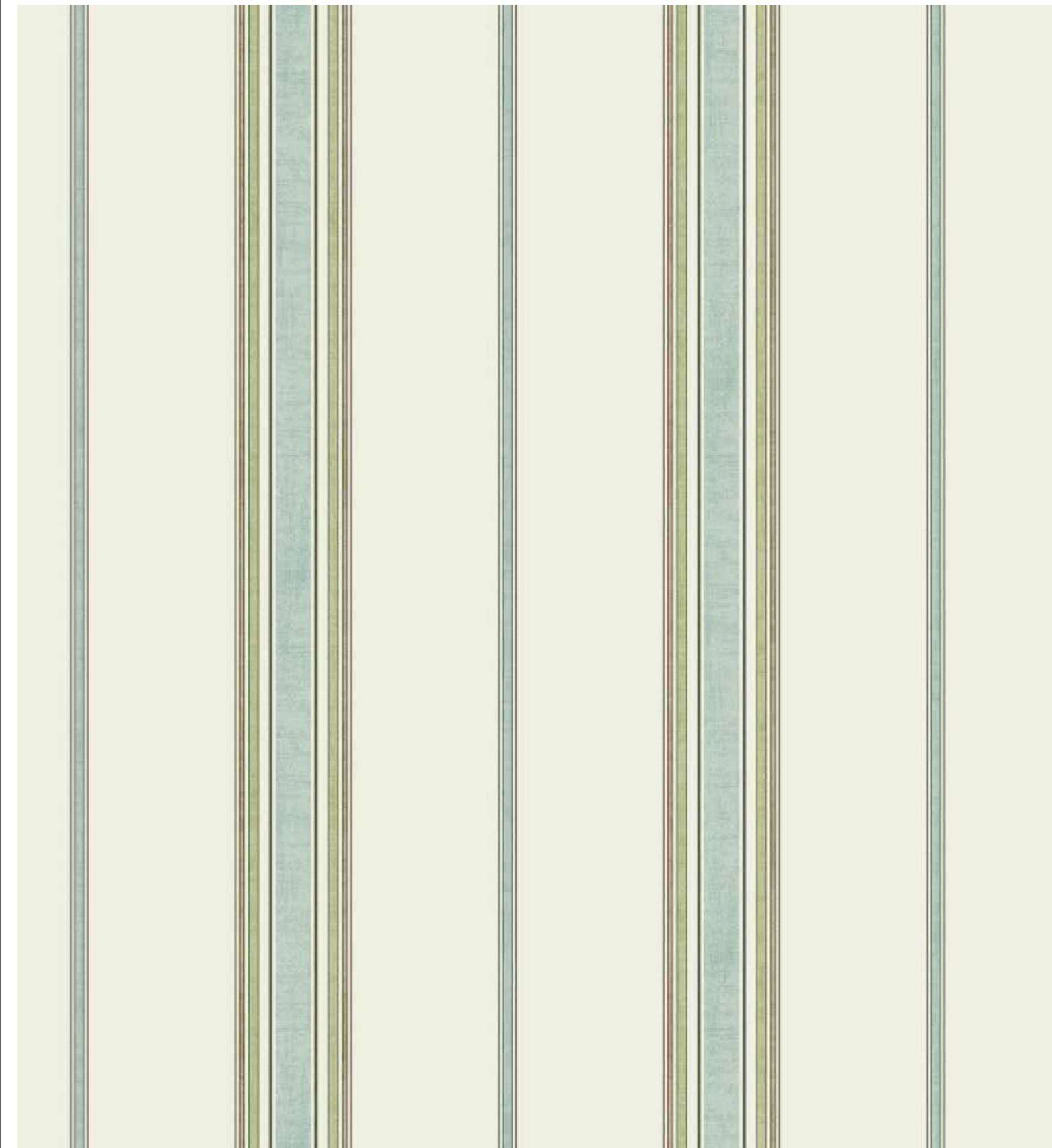
**Legend | W062D3PTY75**

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



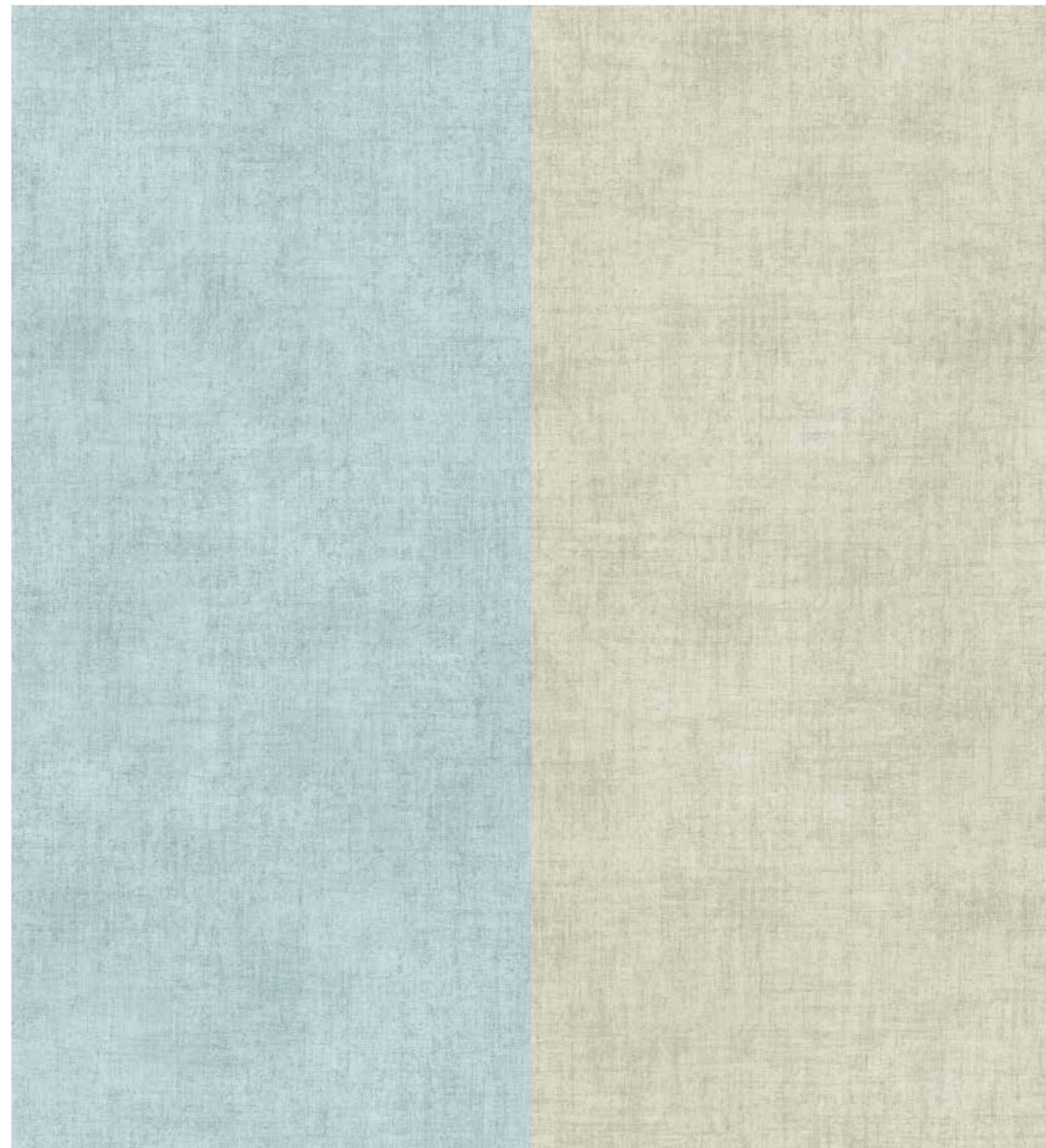
**Tunica | W062D3PUY75**

A quietly vibrant pattern brings a space to life. Its soft glow is what is needed to brighten up dull spaces. Furnishings in a similar shade and blonde woods will create a stylish look.



**Incense Stripe | W062D3Q5Y75**

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.



**Texture Broken Linen | W064D3Q8Y75 | W061D3Q7Y75**

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.

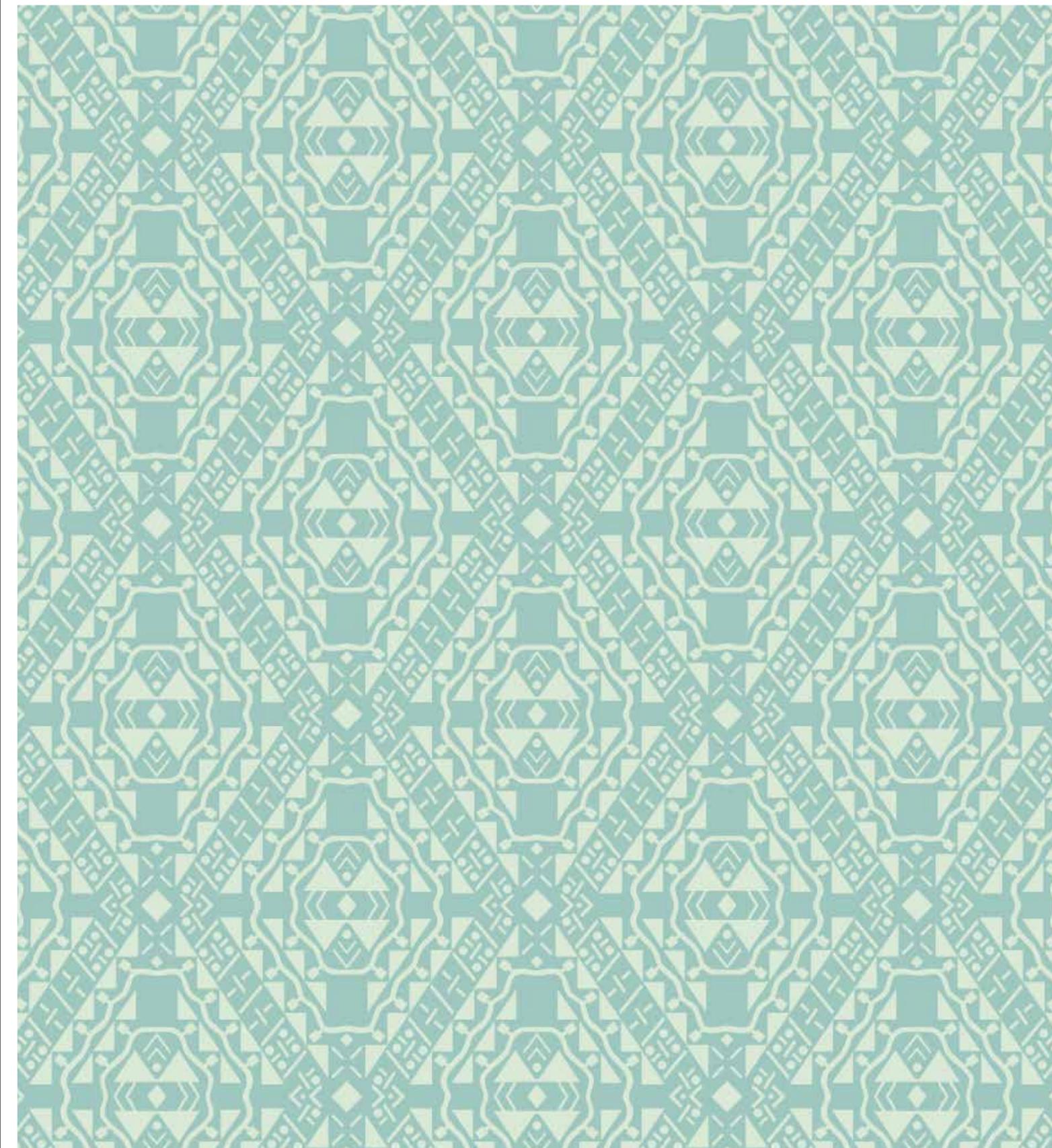


**Painterly Texture | W066D24VY75**

An evocative wintry shade fills a space with a cool atmosphere and would go well with a contemporary, Scandinavian look.

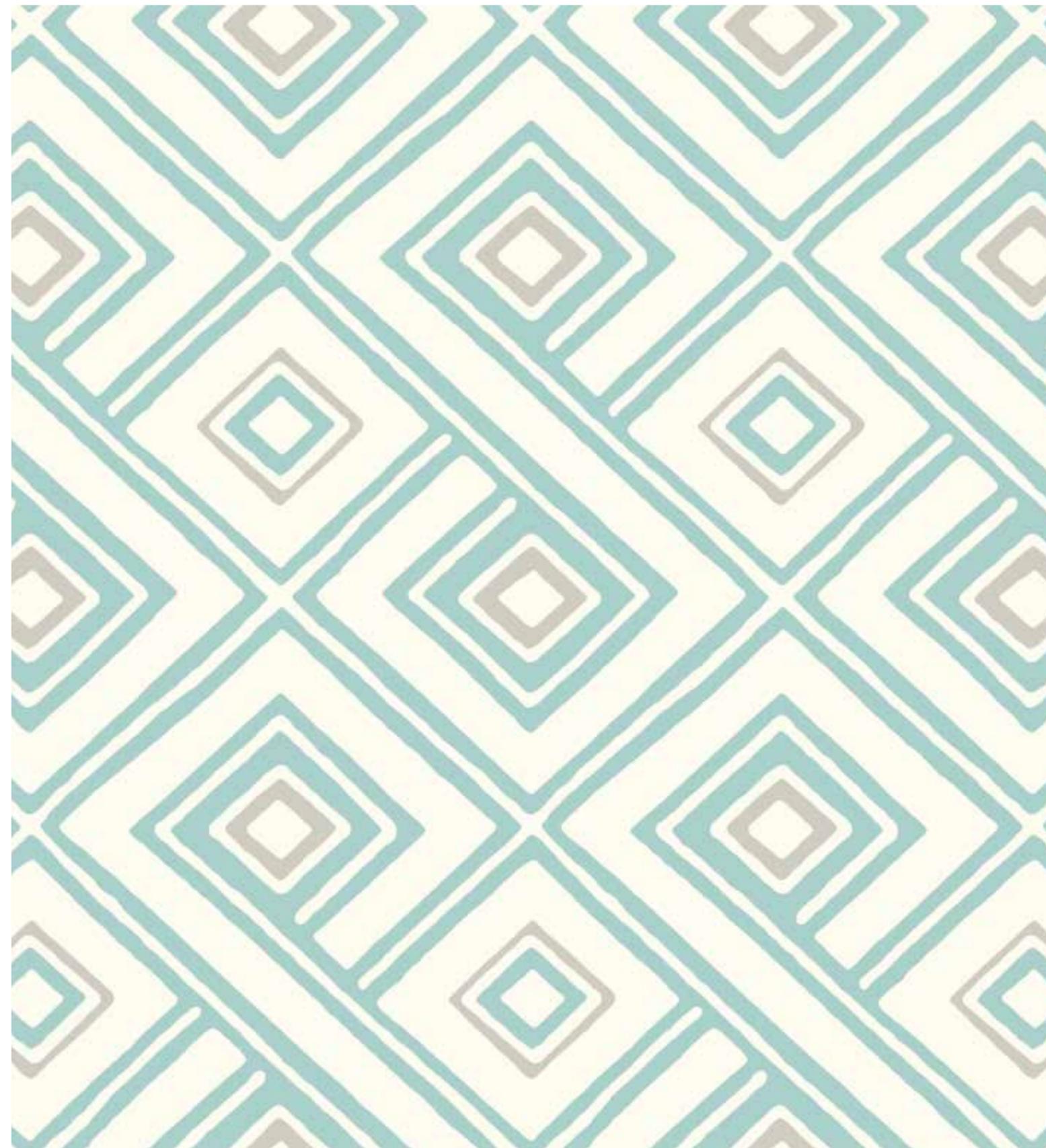


**W062D24XY75**



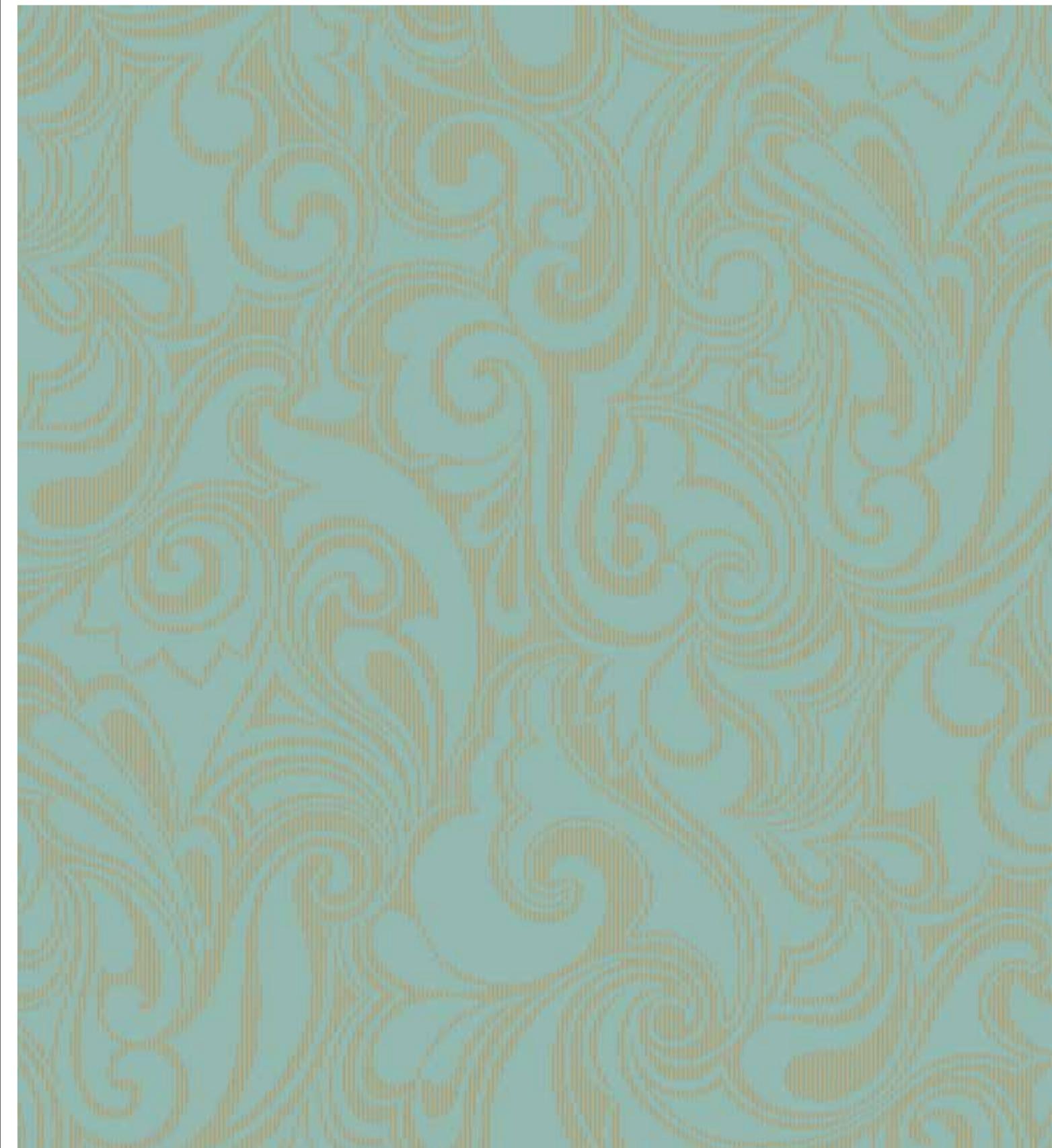
**Totem | W062D3QLY75**

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



**Paradox | W062D3QPY75**

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



**Jubilee | W062D3QUY75**

Understated, metallic patterning on a satiny teal blue clads a wall with a classic aesthetic with a modern accent and invites an unconventional but rich décor scheme.



**Arabella | W062D3QXY75**

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.



**Reflections | W062D3R0Y75**

Sage patterning soothes, expands and brings in an immediate elegance to a space. Combine with an understated scheme.



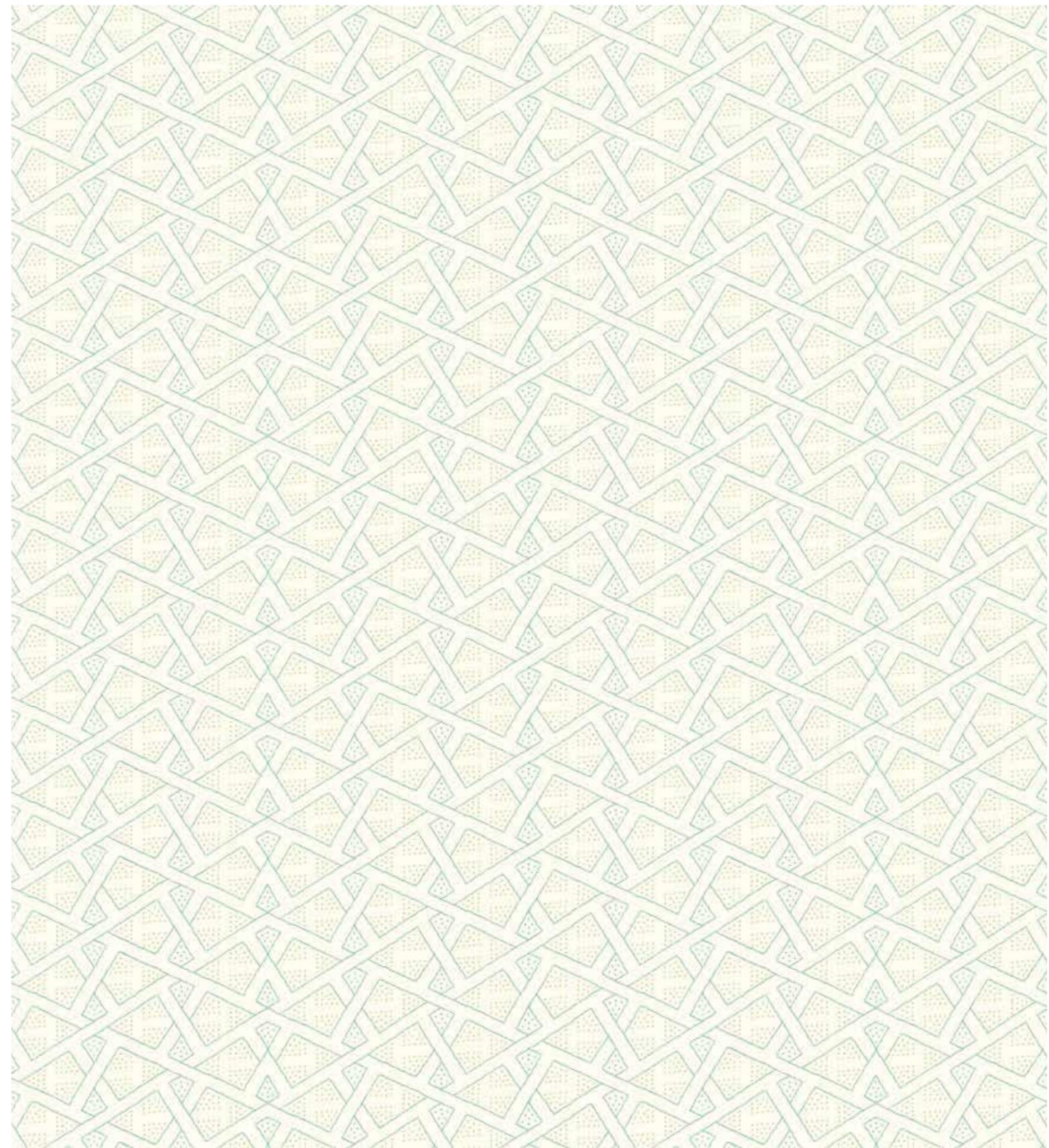
**Serendipity | W062D3R3Y75**

Wedgewood 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.



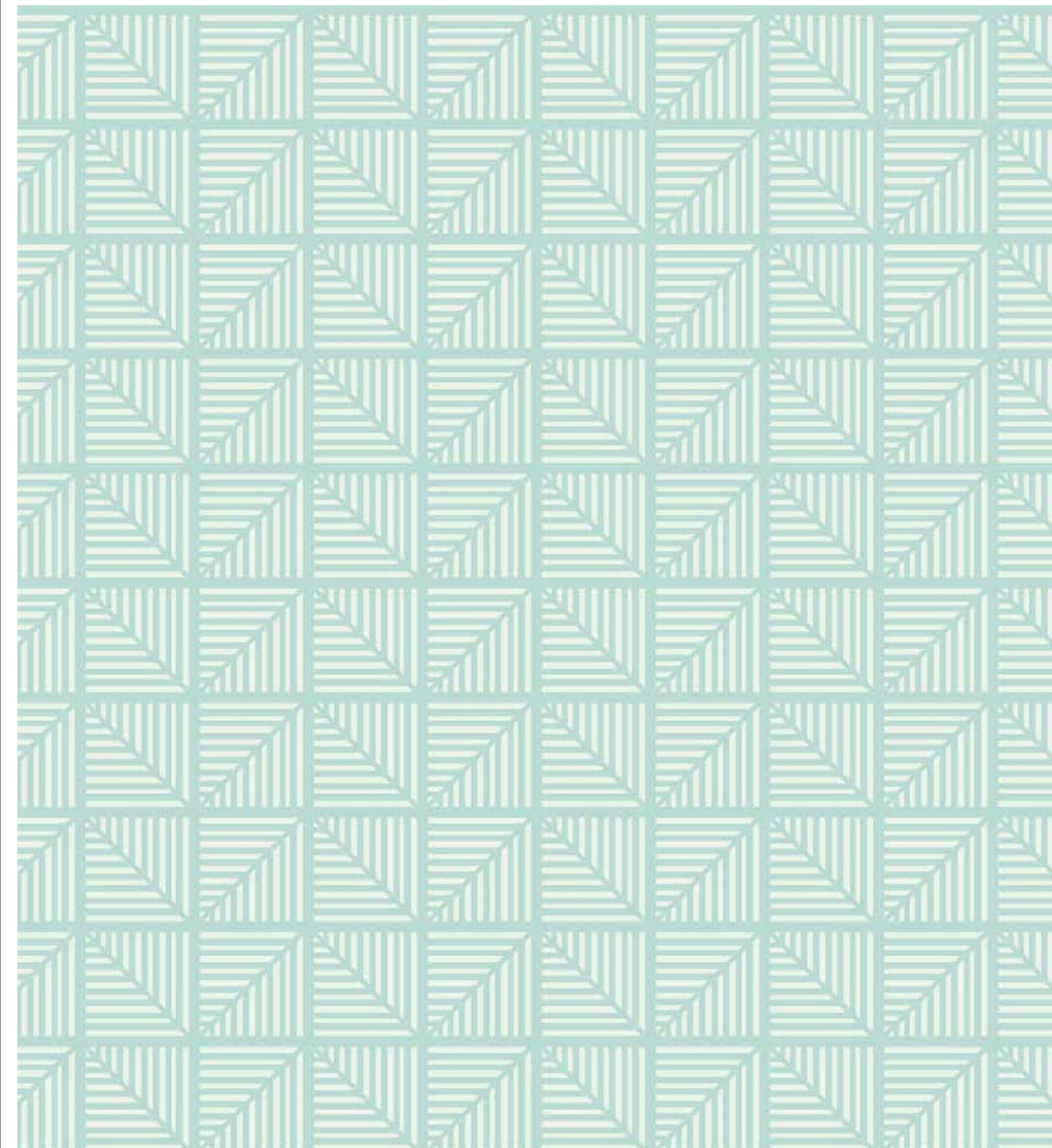
**Foxy | W062D3RAY75**

Oh gee! It's an ogee. Relax with this classic egg shaped pattern, softly seductive and creates a gently vibrant atmosphere. Add cool colours like dusky pinks and sink in soft sofas in sheeny fabrics.



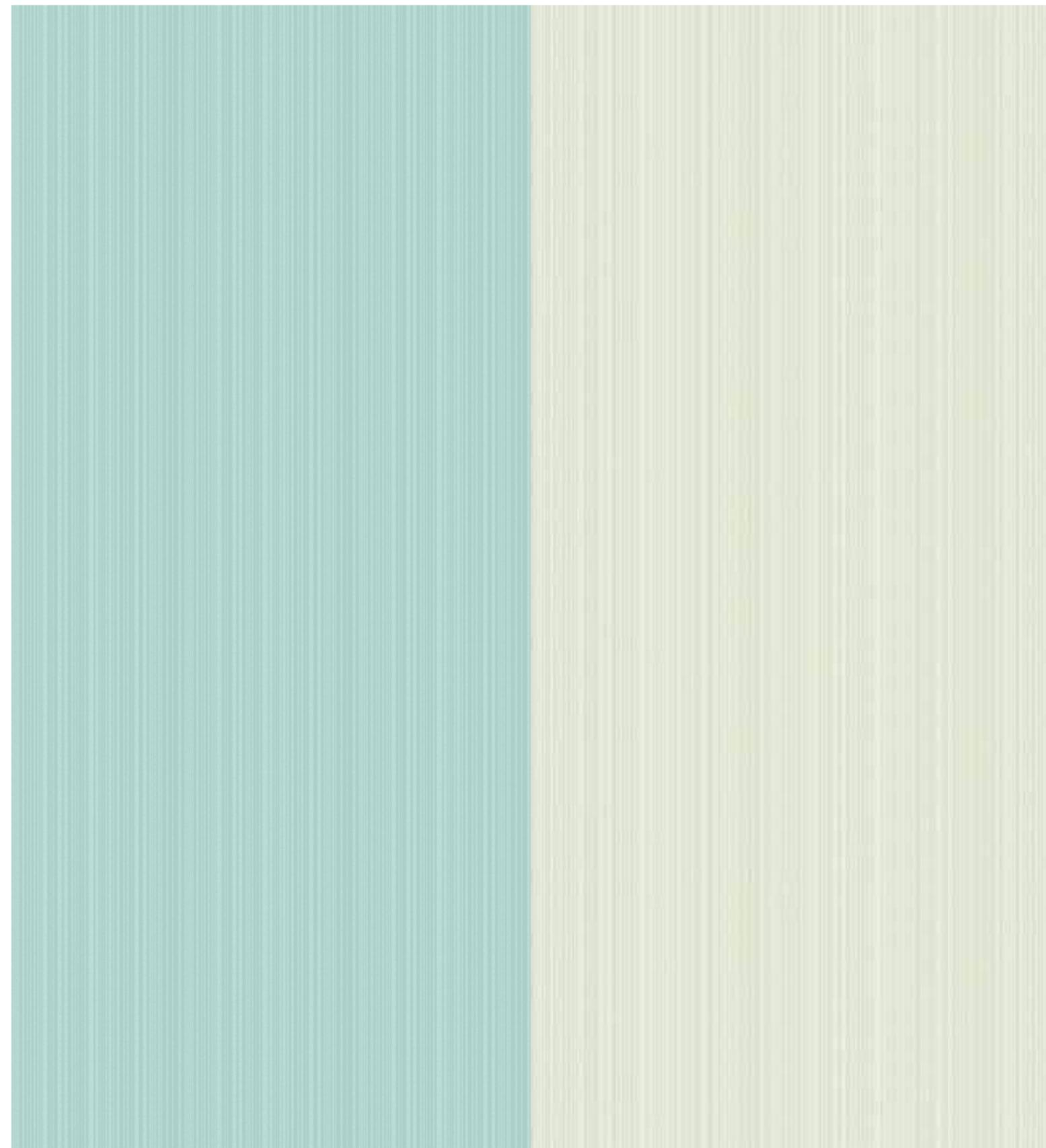
**Charade | W062D3REY75**

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



**Archar | W062D3RHY75**

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



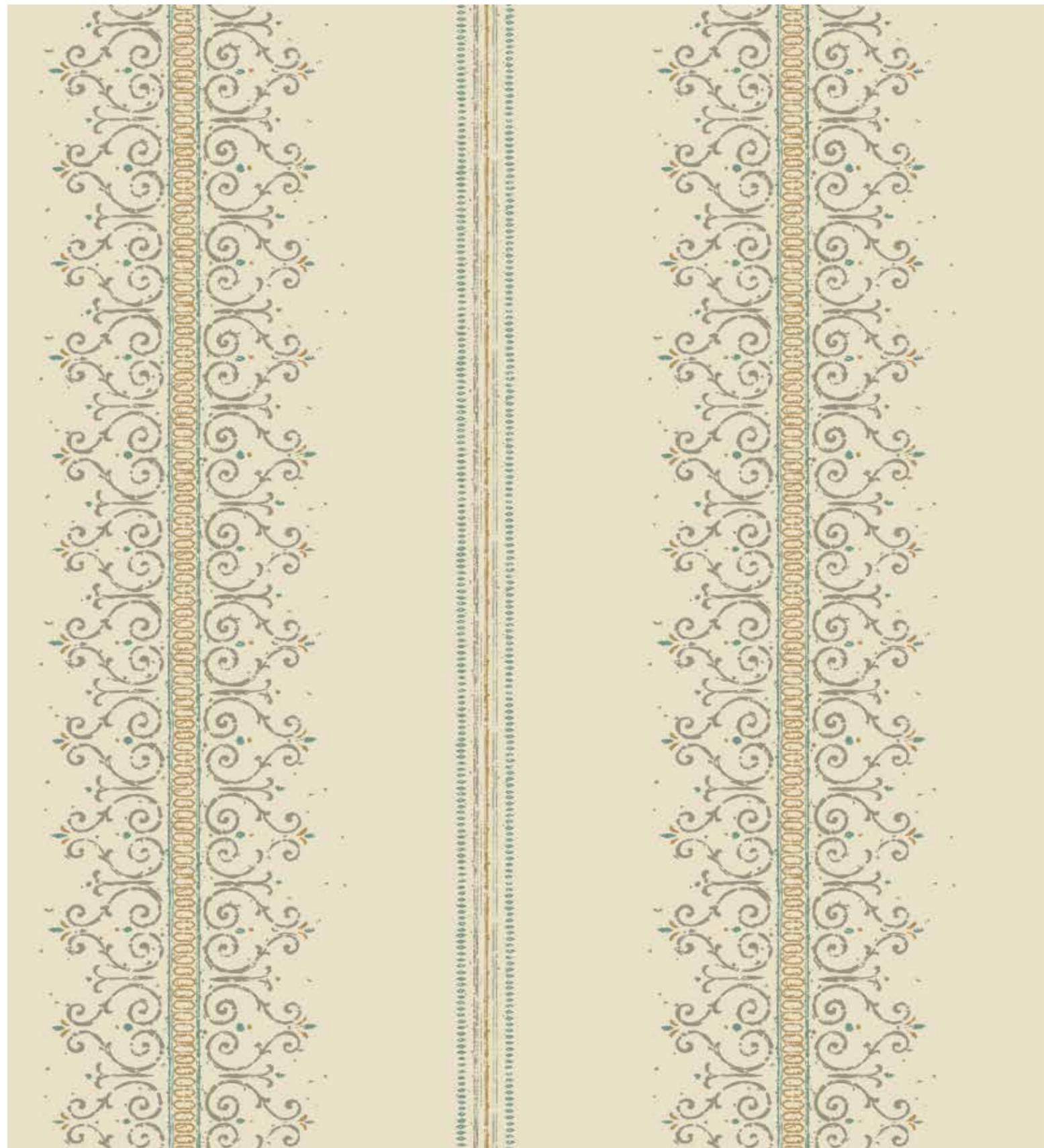
**Waterfall | W062D3RSY75 | W062D3RPY75**

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



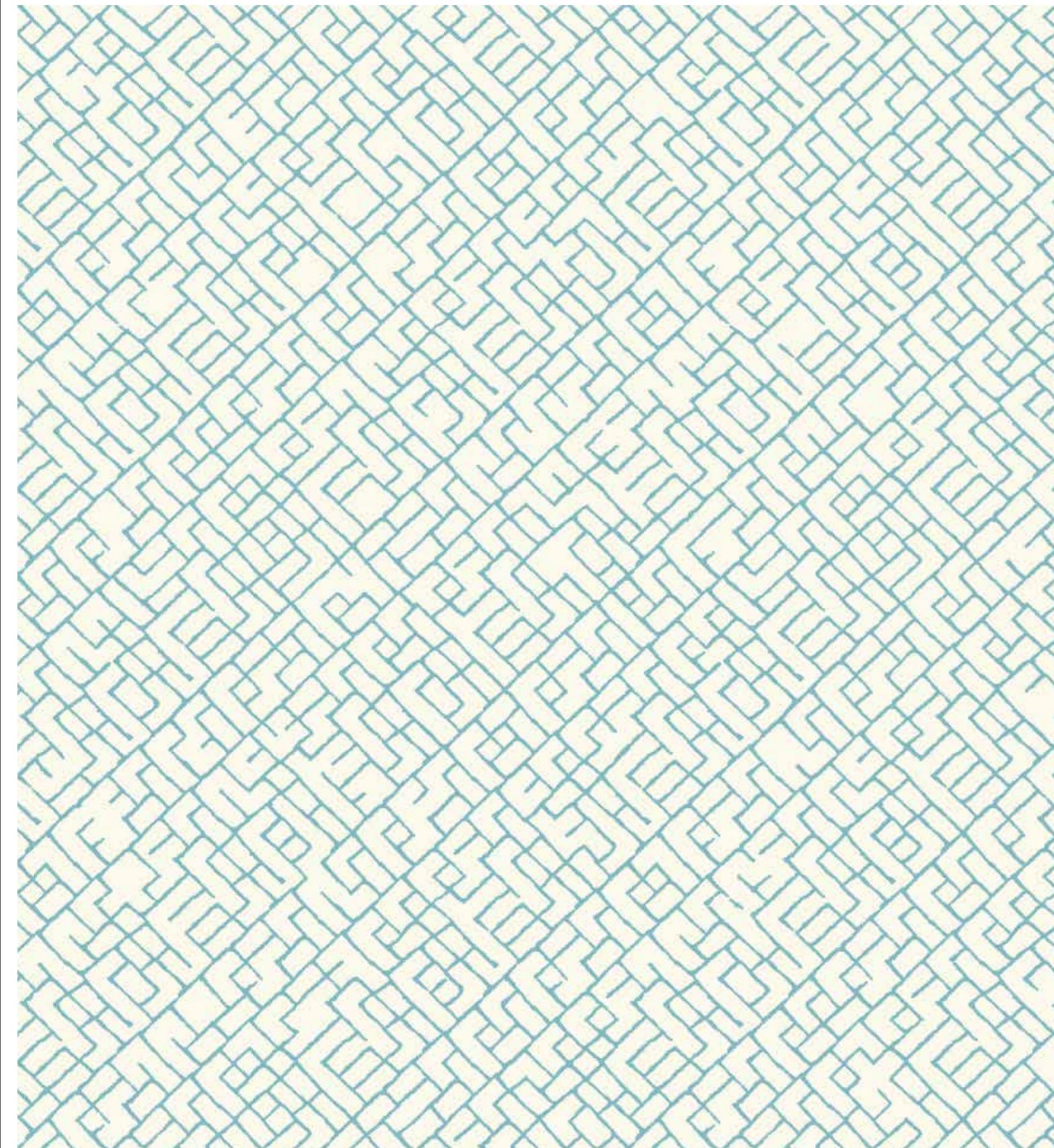
**Modern Trellis | W062D3RXY75**

Teal silk and elongated quatrefoils are the starting point for a classic and elegant look. Choose antique furniture and classic fabrics for an enduringly beautiful 1900's look.



**Radiant Filigree | W062D3S7Y75**

Fill your space with a turn of the century atmosphere with strips of graceful block printed patterns. Add soft ice cream hues and deck chairs with simple lines in pine to enjoy a holiday spirit.



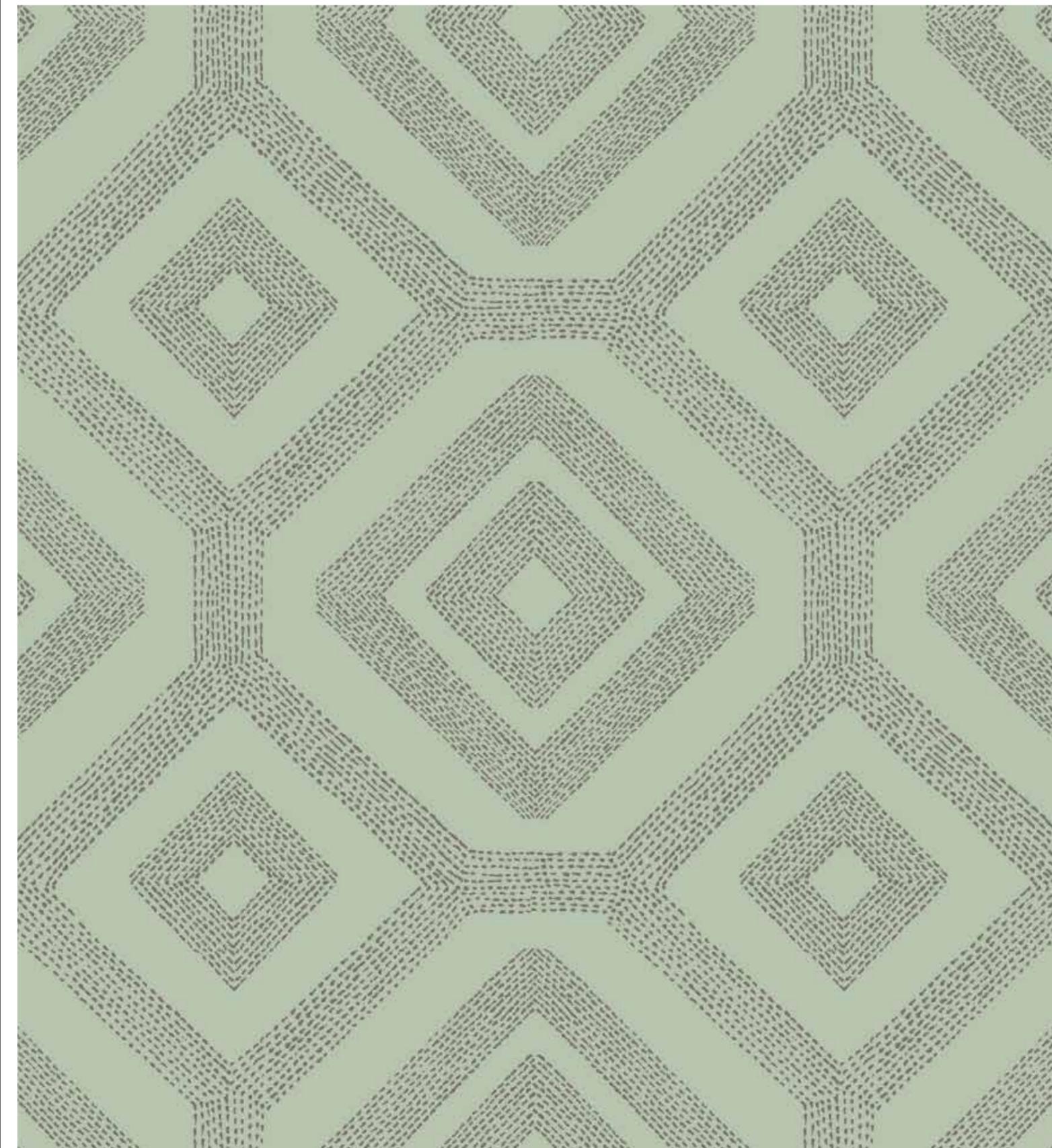
**Mason | W062D3SGY75**

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



**Jardin | W062D3SKY75**

White blossoms create a quiet and enchanting ambience. Decorate your room with equally graceful furniture and fabrics in soft, marshmallow shades.



**French Knot | W062D3SMY75**

A subdued moss green with patterns of broken lines create a subtle effect and rhythm – a space becomes soothing and enhanced. Create a look that is soft and contemporary.



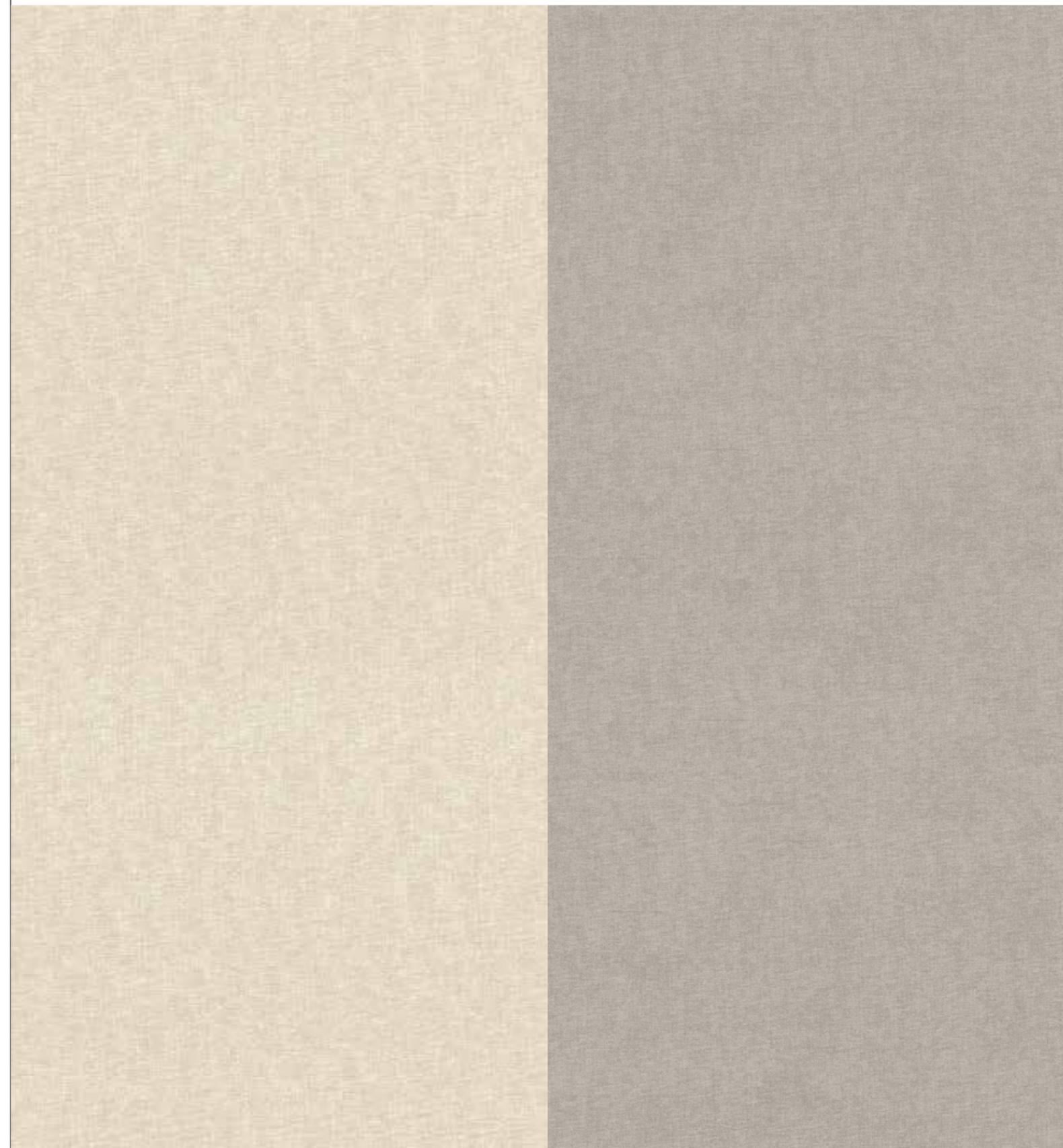
**Raffia | W062D3SKY75**

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



**High Tide | W062D3SZY75**

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.



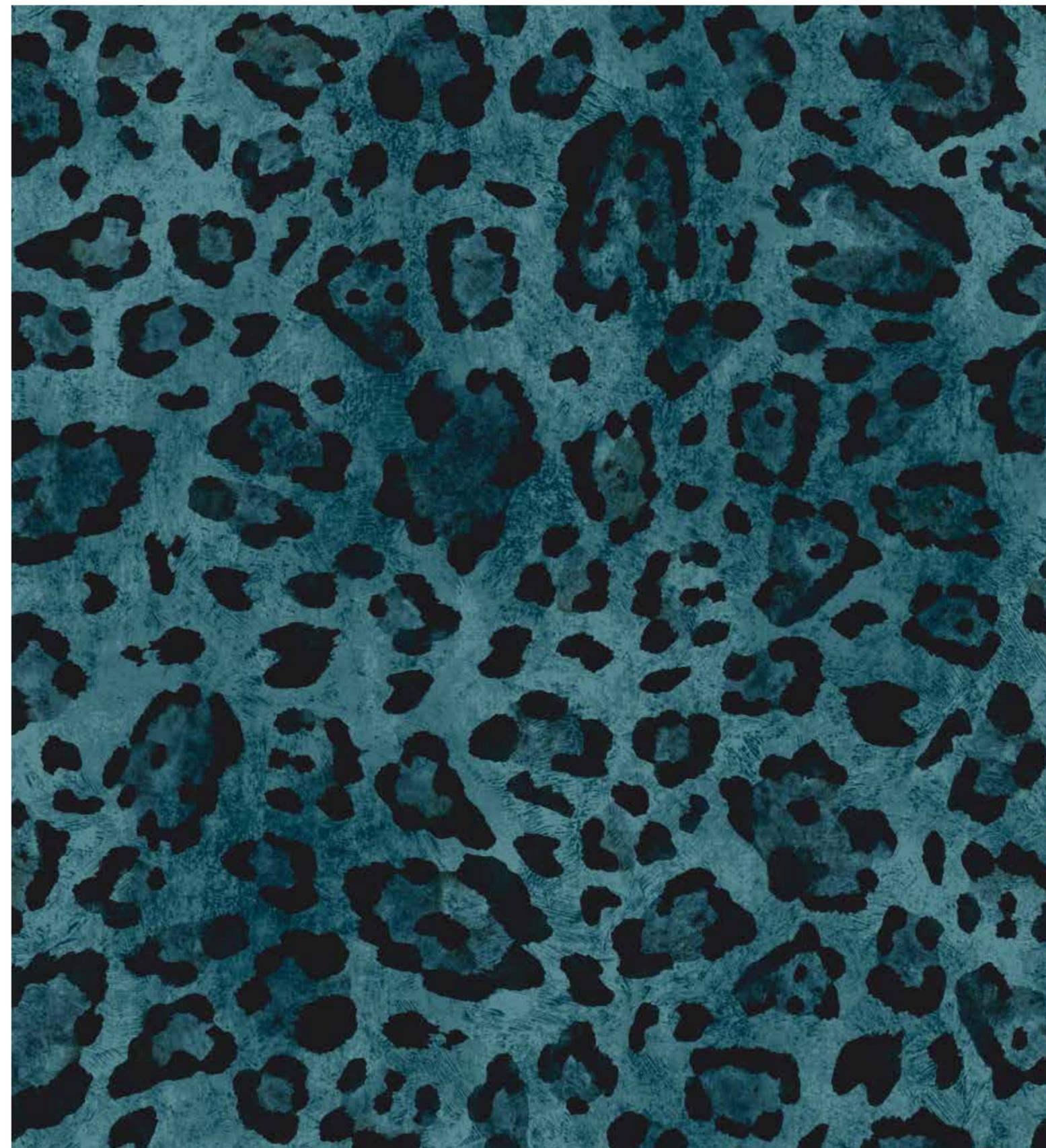
**Mesh Textures | W062D3T3Y75 | W062D3T2Y75**

Sometimes all you need is texture to transform a space. This one adds elegance and sophistication. A palette of delicious berry tones – cherry pink, blueberry, cranberry would create a fresh, energetic ambience.



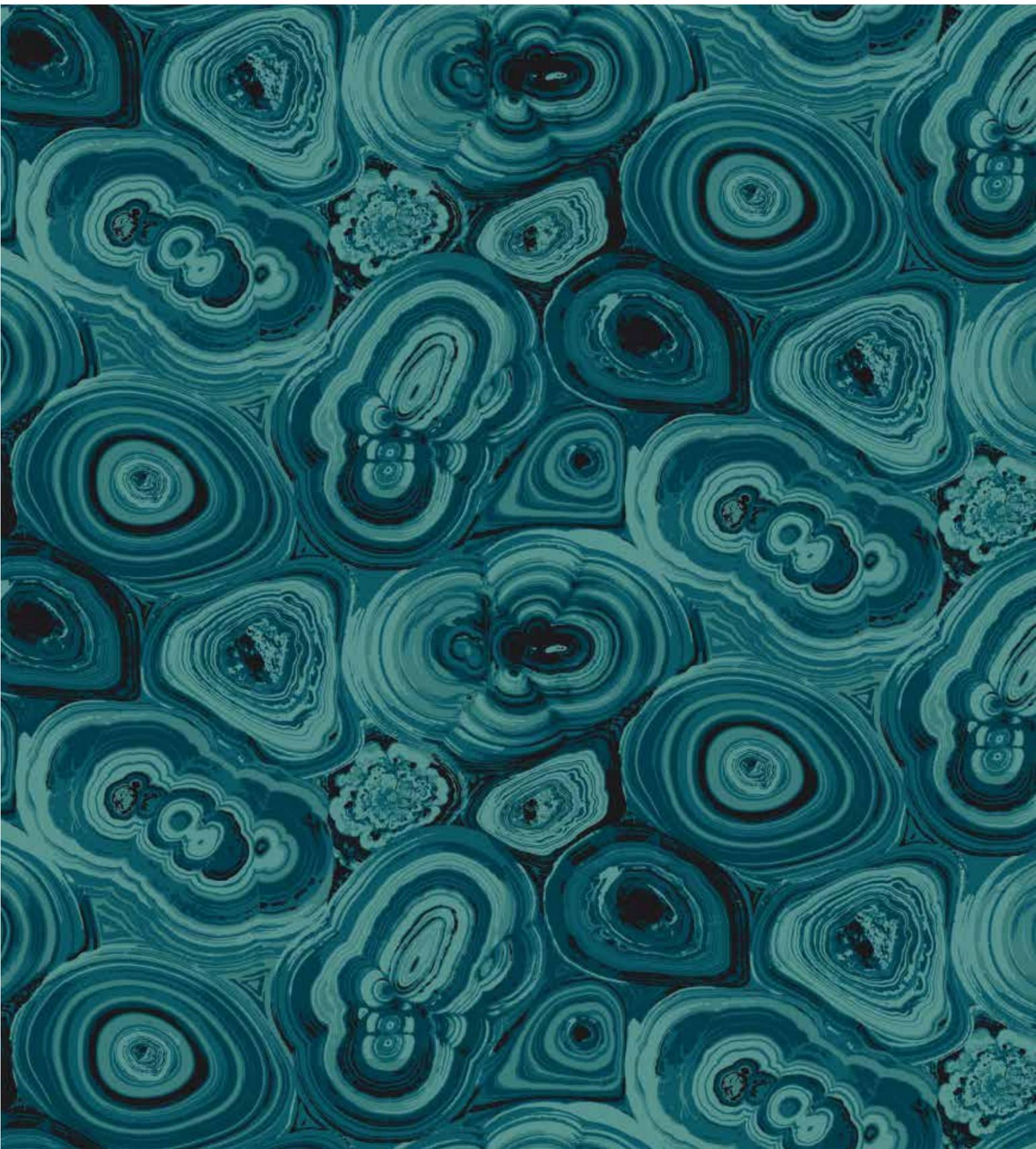
**Soft Raised Linen Texture | W062D3TIY75**

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



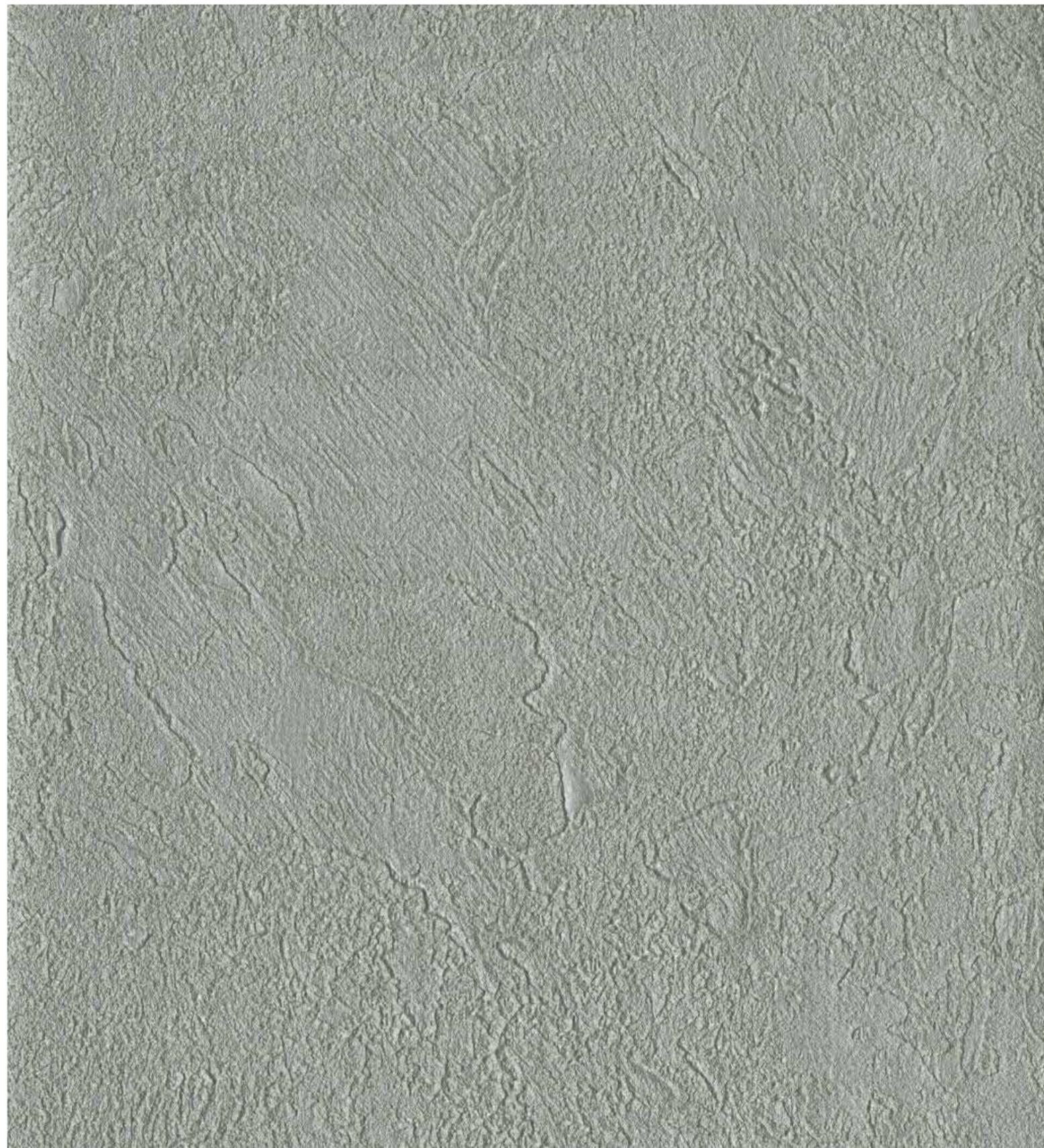
**Jungle Chic | W062D3U6Y75**

Go places with this deep animal print and create a space that is unique and memorable.



**malachite | W062D3UIY75**

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



**Radiator | W062D3UVY75**

A quietly vibrant pattern brings a space to life. Its soft glow is what is needed to brighten up dull spaces. Furnishings in a similar shade and blonde woods will create a stylish look.



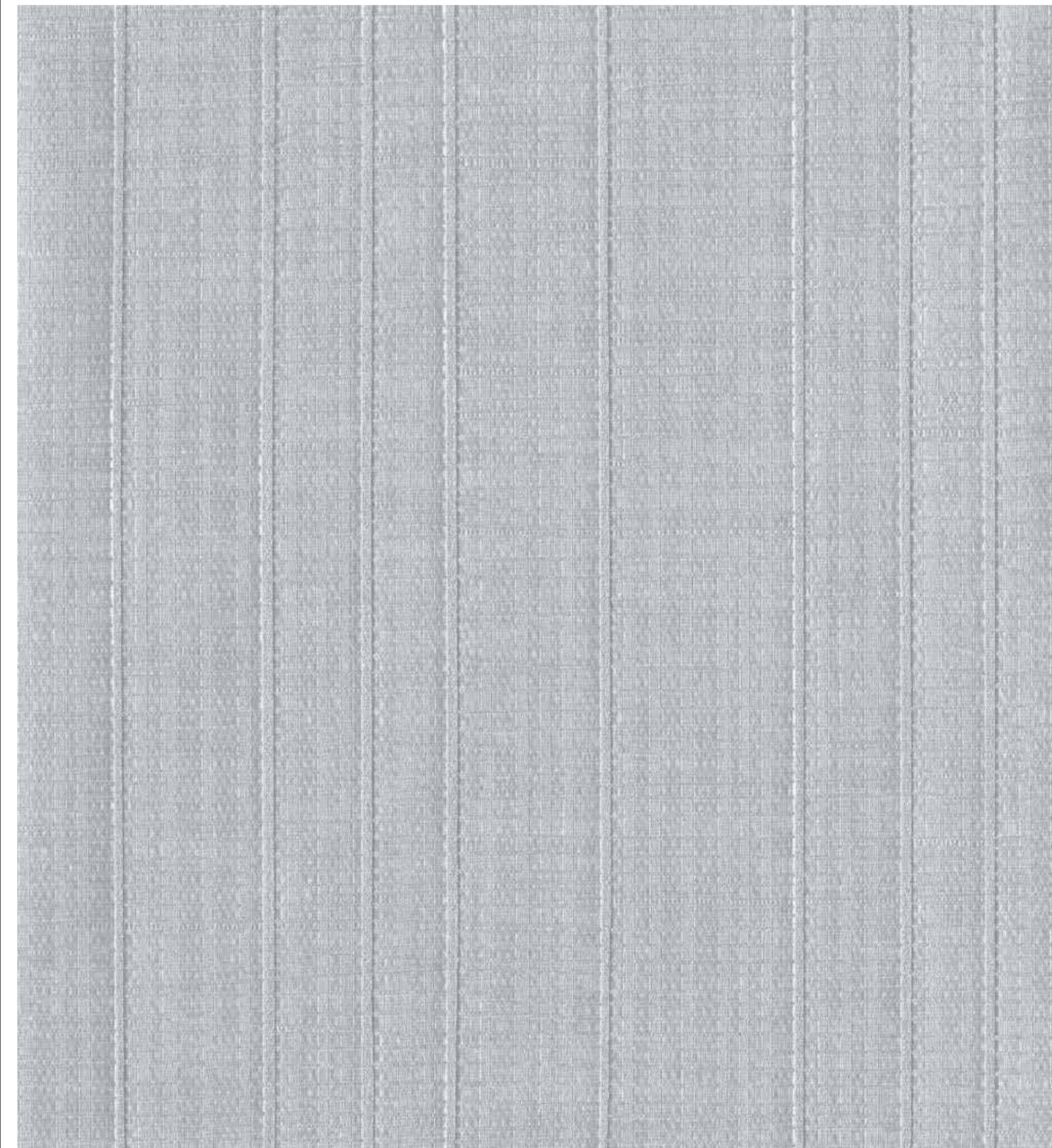
**Industrial Inc. | W062D3UYY75**

Straight up monochrome with a metallic effect makes a compatible partner with other striking effects.



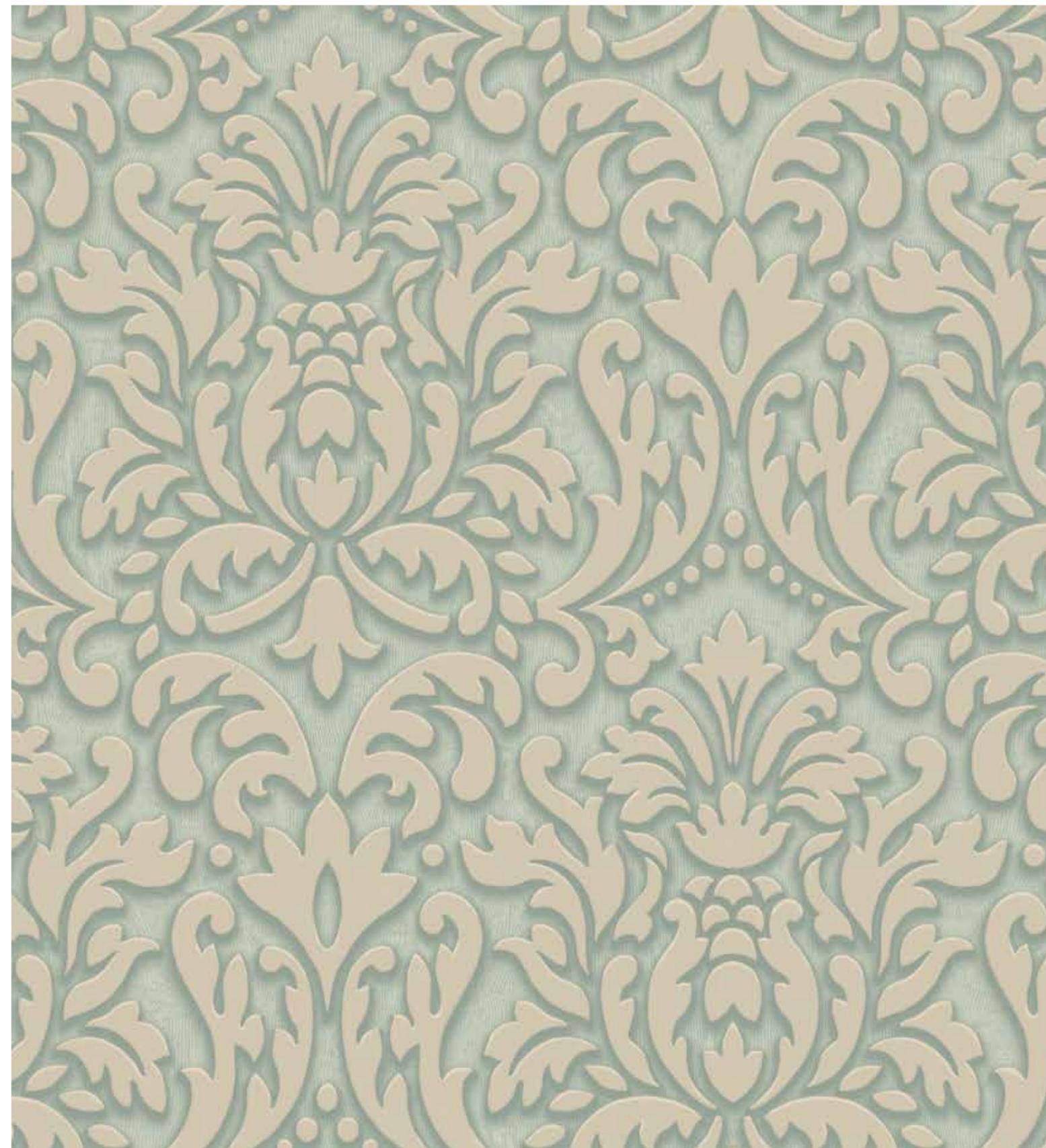
**Manuscript | W062D3V4Y75**

A quietly vibrant pattern brings a space to life. Its soft glow is what is needed to brighten up dull spaces. Furnishings in a similar shade and blonde woods will create a stylish look.



**Plisse | W062D3VAY75**

Light and unobtrusive but with a gentle pattern tempo, this pattern invites you to create an intimate personal space where comfort reigns: plump cushions in striking colours like deep wine and wide sofas exuding oodles of character.



**Adele | W062D3VSY75**

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.



**Bianca | W062D3VUY75**

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



**Dante | W062D3W1Y75**

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



**Ciri | W062D3W5Y75**

Concentric peaks with silver clads a wall with an exotic but modern aesthetic and invites an unconventional but rich décor scheme.



**Oriana | W062D3WAY75**

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



**Hampton Trellis | W062D3W1Y75**

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.



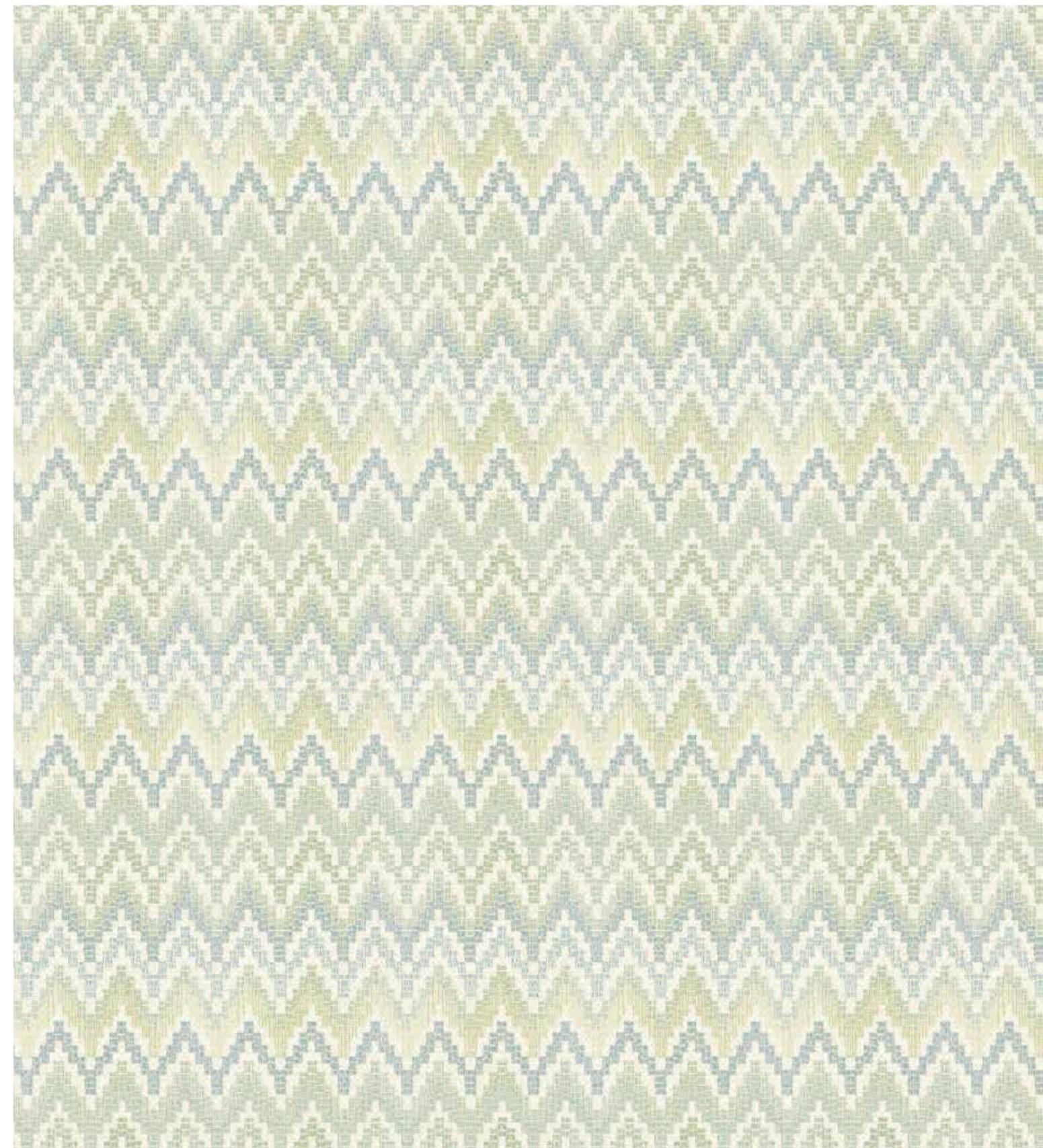
**Fantasy Fleur | W062D3WLY75**

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.



**Mandarin Prose | W062D3WOY75**

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



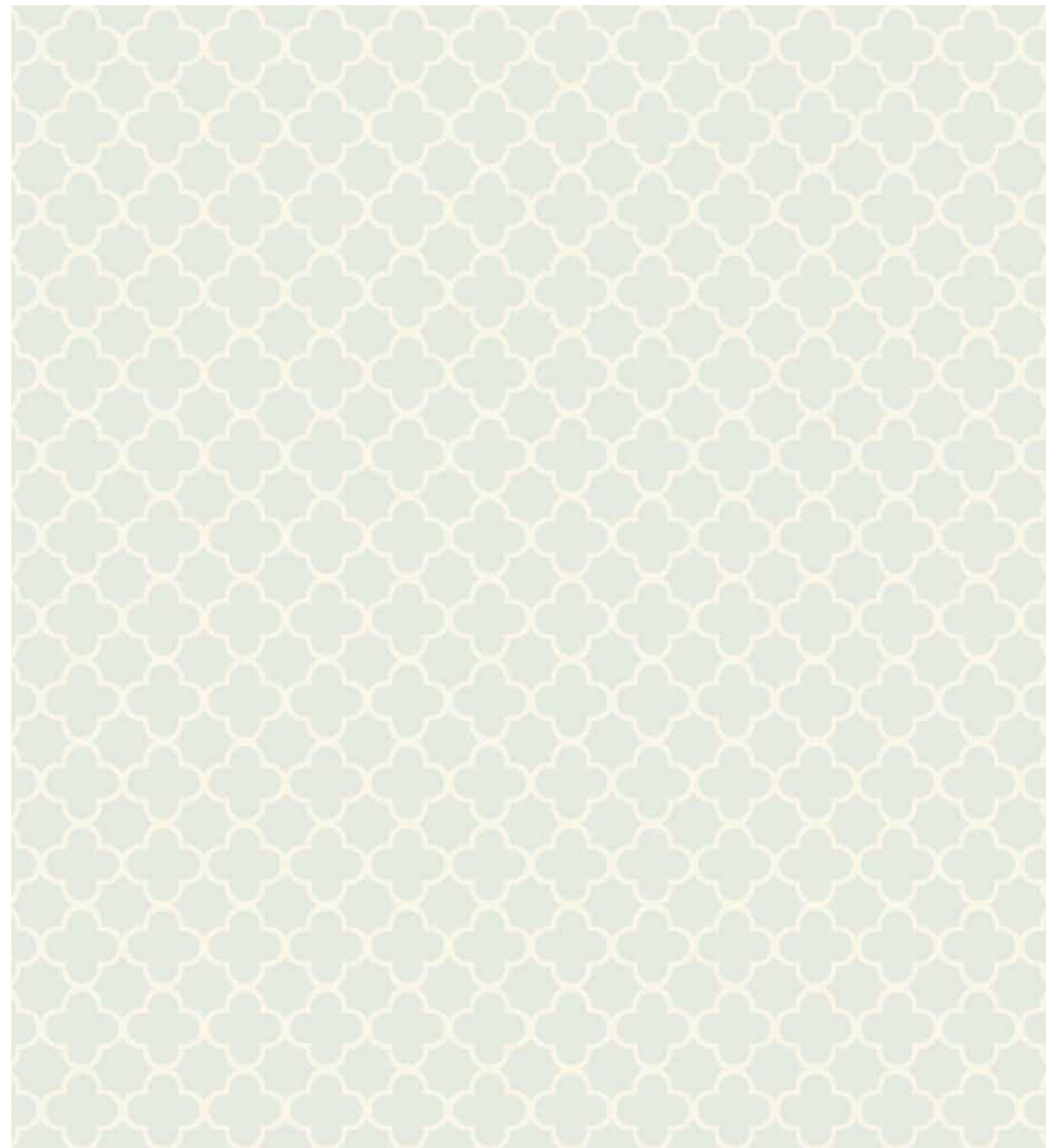
**Heartbeat | W062D3WQY75**

Enjoy a subtle vibrancy with the gentle variation in tone of this background which is versatile enough to frame any look.



**Glitz | W062D3WTY75**

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



**Framework | W062D3X1Y75**

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



**Batik Ogee | W062D3XIY75**

Flamboyant and aristocratic, floral ogees and silver swathes bring excitement to any décor scheme.



**Whimsical Garden | W062D3XKY75**

An atmospheric, peaceful and spare floral scene. 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.



**Large Lattice | W062D3XNY75**

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



**Damask | W062D3Y4Y75**

Soft floral medallions framed in ribbon scrolls bring in a romantic grace to any room.

# 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

Colour with Asian Paints,  
Kashi House, A-3/8A,  
Radial road number 2,  
Connaught Lane  
Tel: +91 11 4150 1676

M U M B A I

Colour with Asian Paints,  
Dheeraj Plaza,  
Hill Road Bandra West.  
Tel: +91 22 2643 1074



[www.asianpaints.com/nilaya](http://www.asianpaints.com/nilaya)

Customer Care:

Asian Paints: 1800-209-5678