



IMPERIAL

nilaya

Wallcoverings by Asian Paints

## ASIAN PAINTS

Asian Paints is India's leading paint company with an international reach of over 65 countries. Its subsidiaries include: Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco. In decorative paints, it represents every segment: Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes, while also offering water proofing, wallcoverings and adhesives. In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings sections offering various products under the brands, Sleek and Ess Ess, respectively.

## NILAYA

Nilaya wallcoverings from Asian Paints allow you to experience the world's finest surfaces - wallcoverings, decals, borders and paintables, and handpicked patterns from internationally renowned designers, from collaborations with Indian creative artists and from our own Signature Series created by Lab Nilaya designers. Nilaya wallcoverings are supported with care products from Asian Paints, an expert on Indian conditions, so installations are as perfect as the visions that transform your spaces.



## IMPERIAL

Supreme luxury comes home with **aristocratic** emblems and the language of grandeur. Create **splendid** spaces, resplendent and **gracious** and for an elevated atmosphere look no further than **royal** design.



**Splendour | W099WD64B75**

Joyous and abundant, a carpet of leaves floods a space with its natural beauty and stylised shading. Perfect for a dramatic scheme.



**W099WD63B75**



**W099WD64B75**



**W099WD65B75**



**W099WE21B75**



**W099WD66B75**



**Grandeо | W099WD67B75**

Quiet dynamism characterizes this pattern of bands  
instantly filling a space with grandeur.



**W099WD68B75**



**W099WD69B75**



**W099WD70B75**



**W099WD71B75**



**W099WD72B75**



**Sovereign | W099WD72B75**

Create a supremely luxurious space that revisits the Imperial age.  
Complement these royal motifs with plush, extravagant furnishings.



**W099WD72B75**



**W099WE20B75**



**W099WD86B75**



**W099WD87B75**



**Glitter | W099WD74B75**

A coat of glitter generates an ultra-eyecatching look and a burst of energy and visual drama. Use in spaces meant for fun and entertainment.



**W099WD73B75**



**W099WD74B75**



**W099WD75B75**



**W099WD76B75**



**Alexander | W099WE09B75**

Visually arresting, bold and dramatic, this take no prisoners patterning is meant to create an extravagant setting. This sort of modern abstraction invites contemporary decor stylings.



**W099WE10B75**



**W099WE11B75**



**Jewel | W099WD94B75**

Party up with thin abstract, retro design and create an upbeat and stylish look. Complement with modern pieces.



**W099WD92B75**



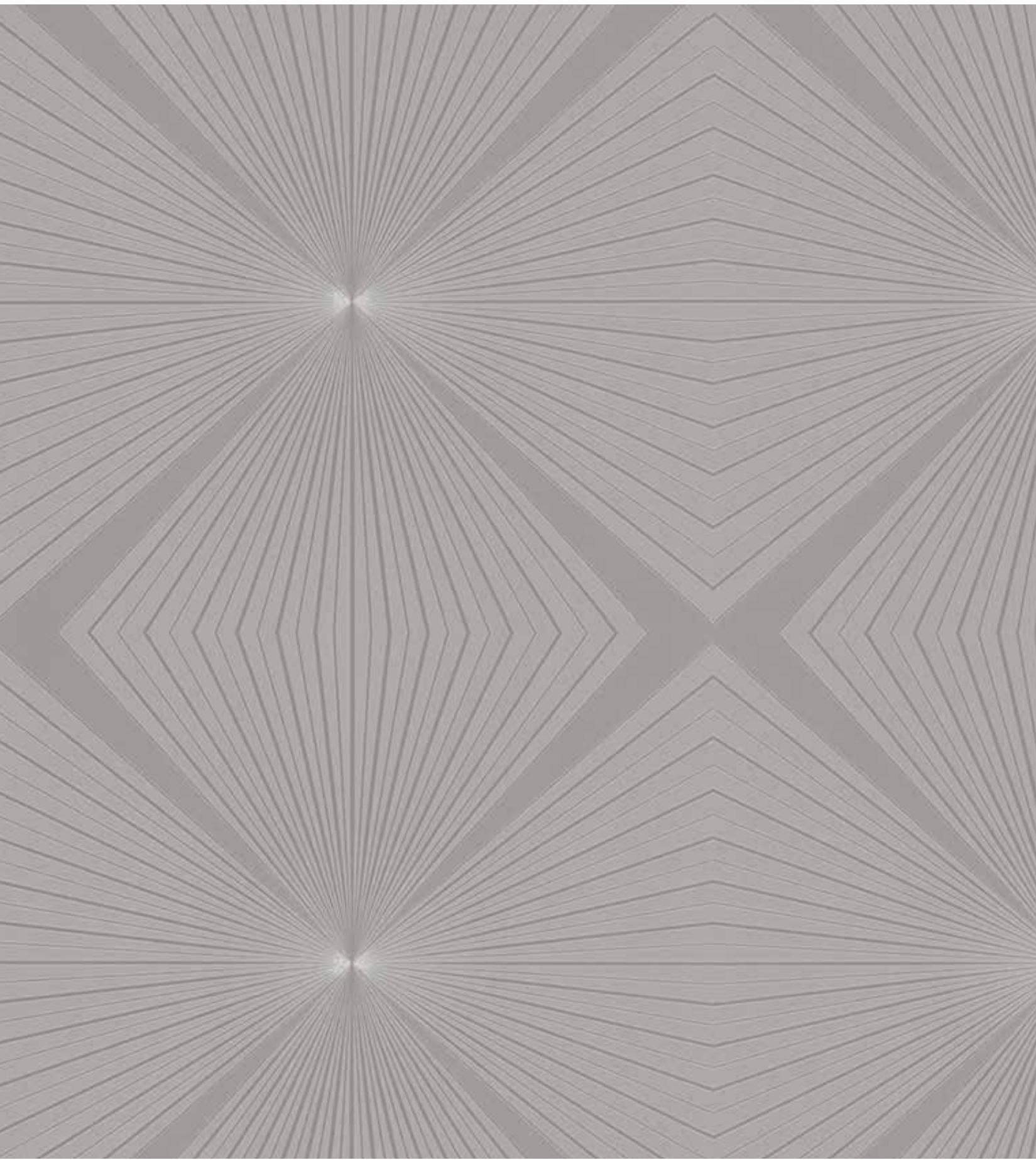
**W099WD93B75**



**W099WD94B75**



**W099WE18B75**



**Empress | W099WE29B75**

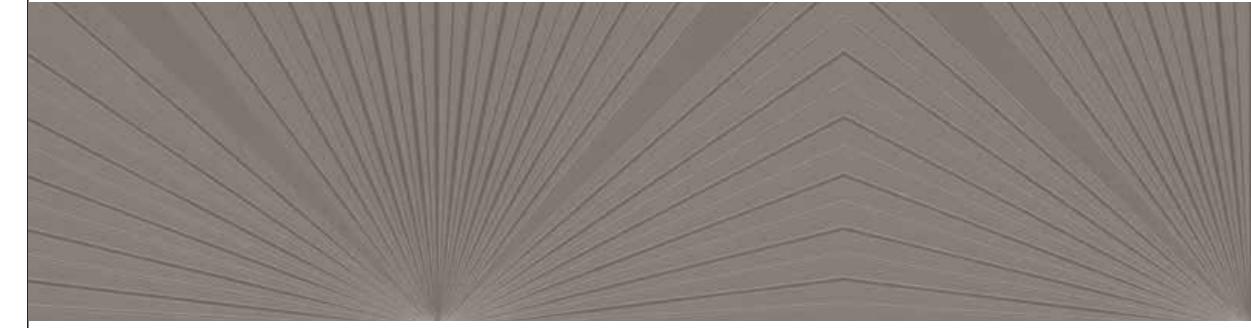
Ornate scrollwork recreates palatial style and sets a rich, royal tone.  
Accompany with plush furnishings.



**W099WD95B75**



**W099WD96B75**



**W099WD99B75**



**W099WD97B75**



**W099WE19B75**



**W099WD98B75**

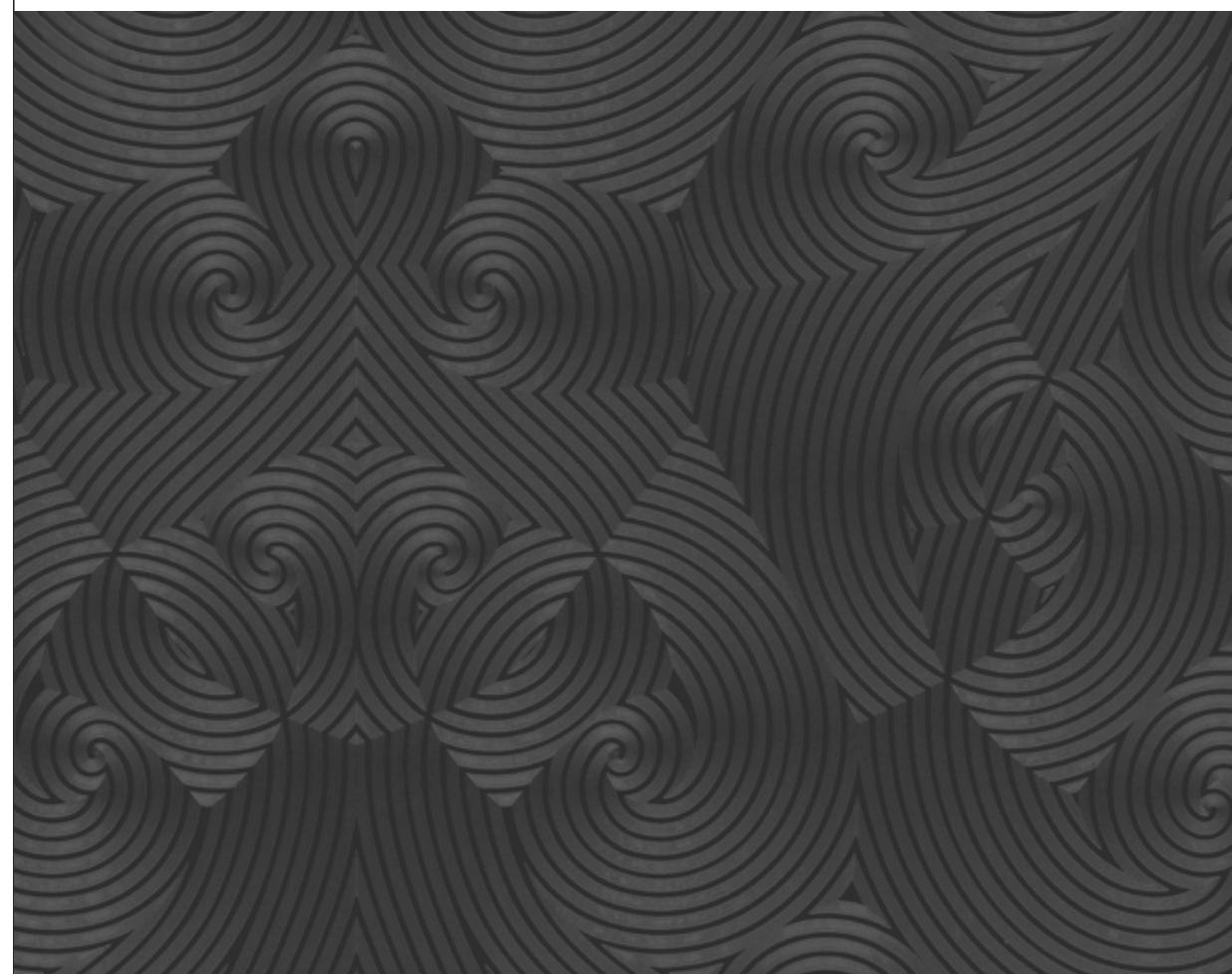


**Cesaro | W099WE13B75**

A sophisticated and sculpted texture lends atmosphere and partners a varied range of decor preferences.



**W099WE12B75**

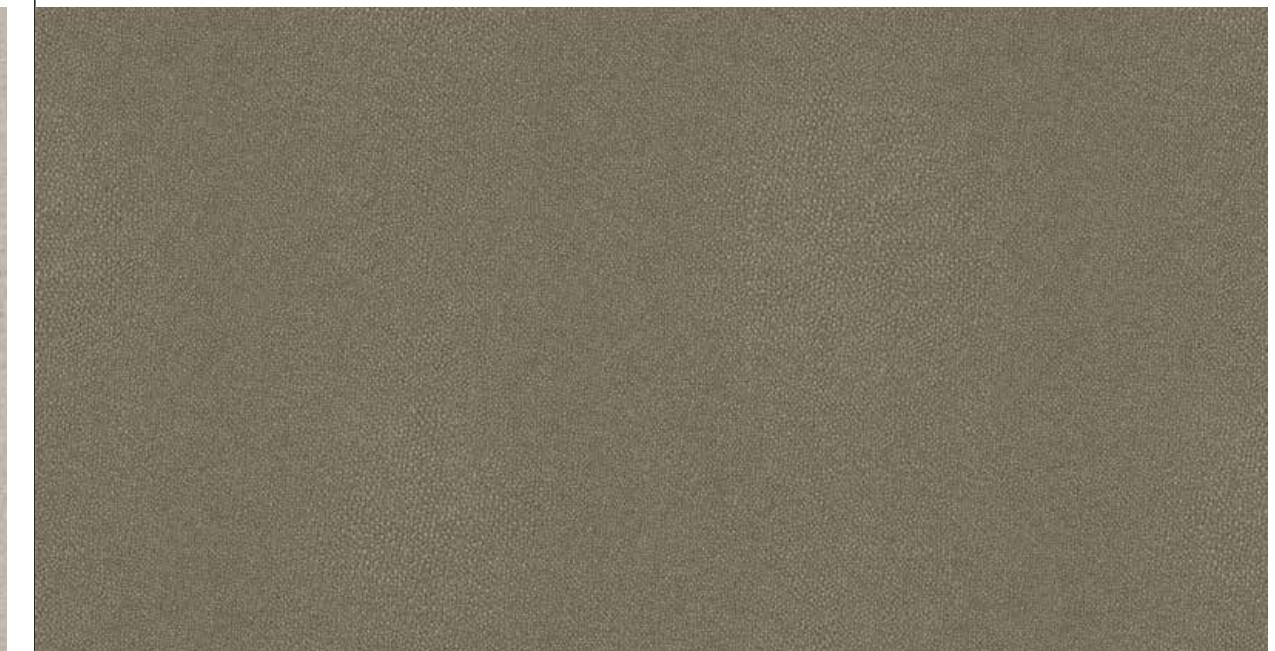


**W099WE13B75**

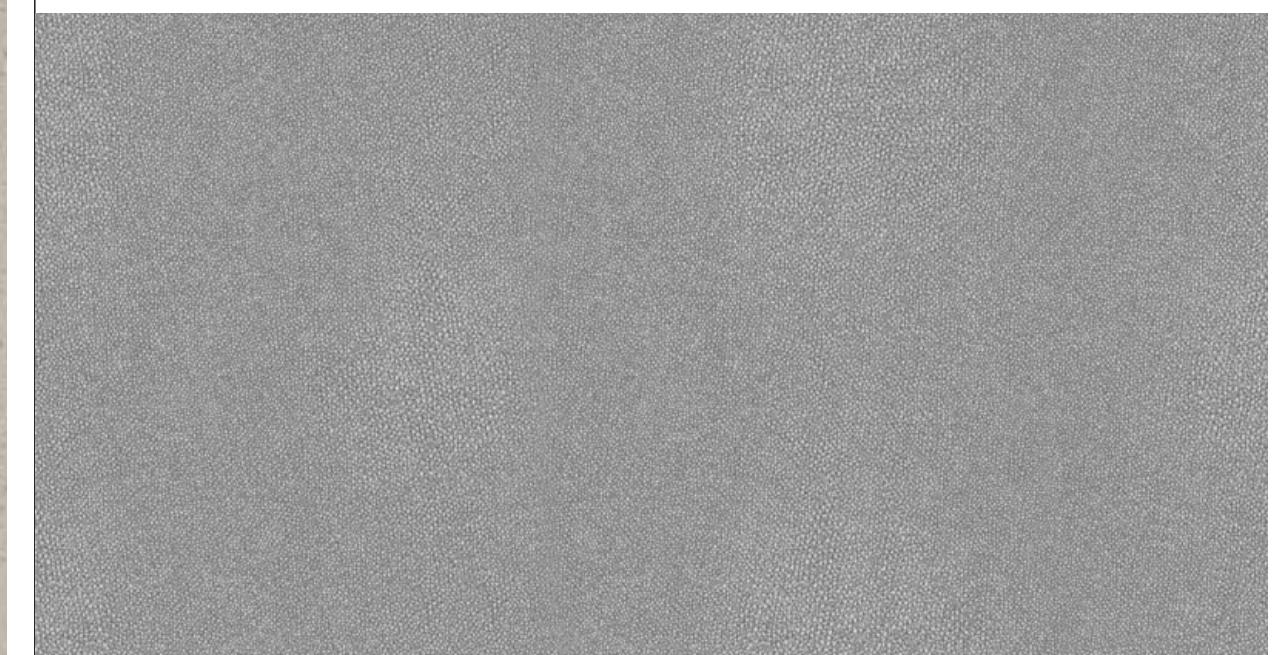


**Empire | W099WD80B75**

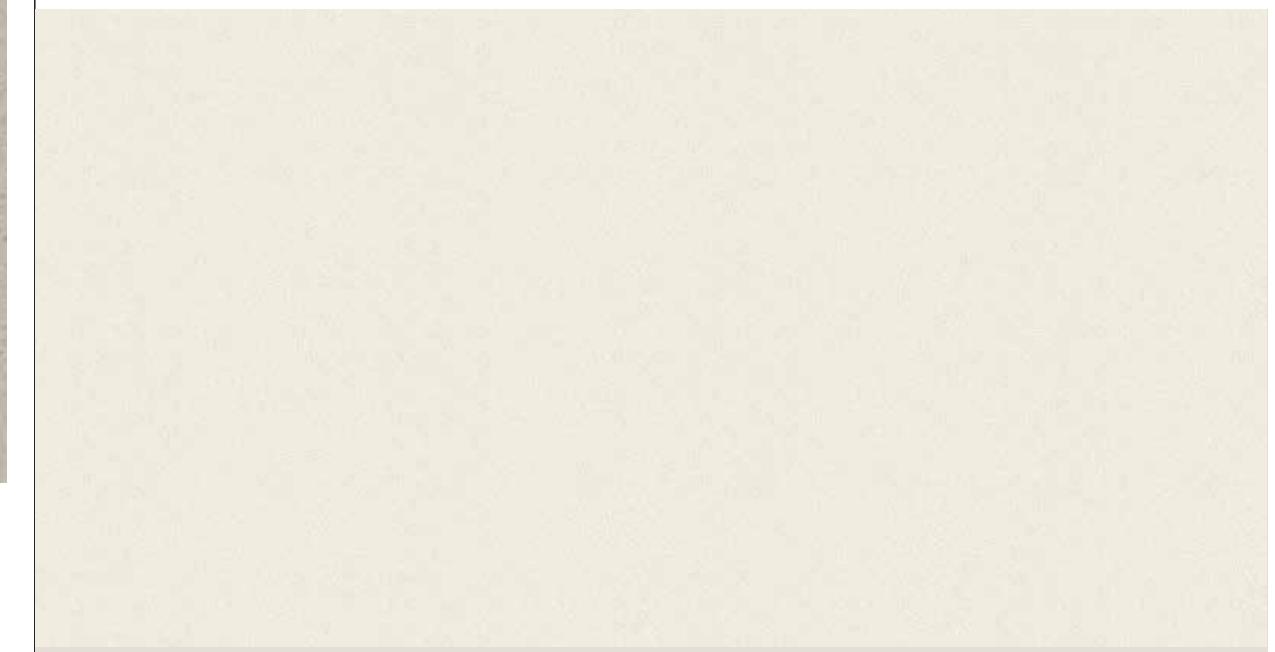
You don't need an entire work of art to create a majestic atmosphere - this imperious pattern is enough. Creates a perfect canvas for elaborate appointments.



**W099WD77B75**



**W099WD78B75**



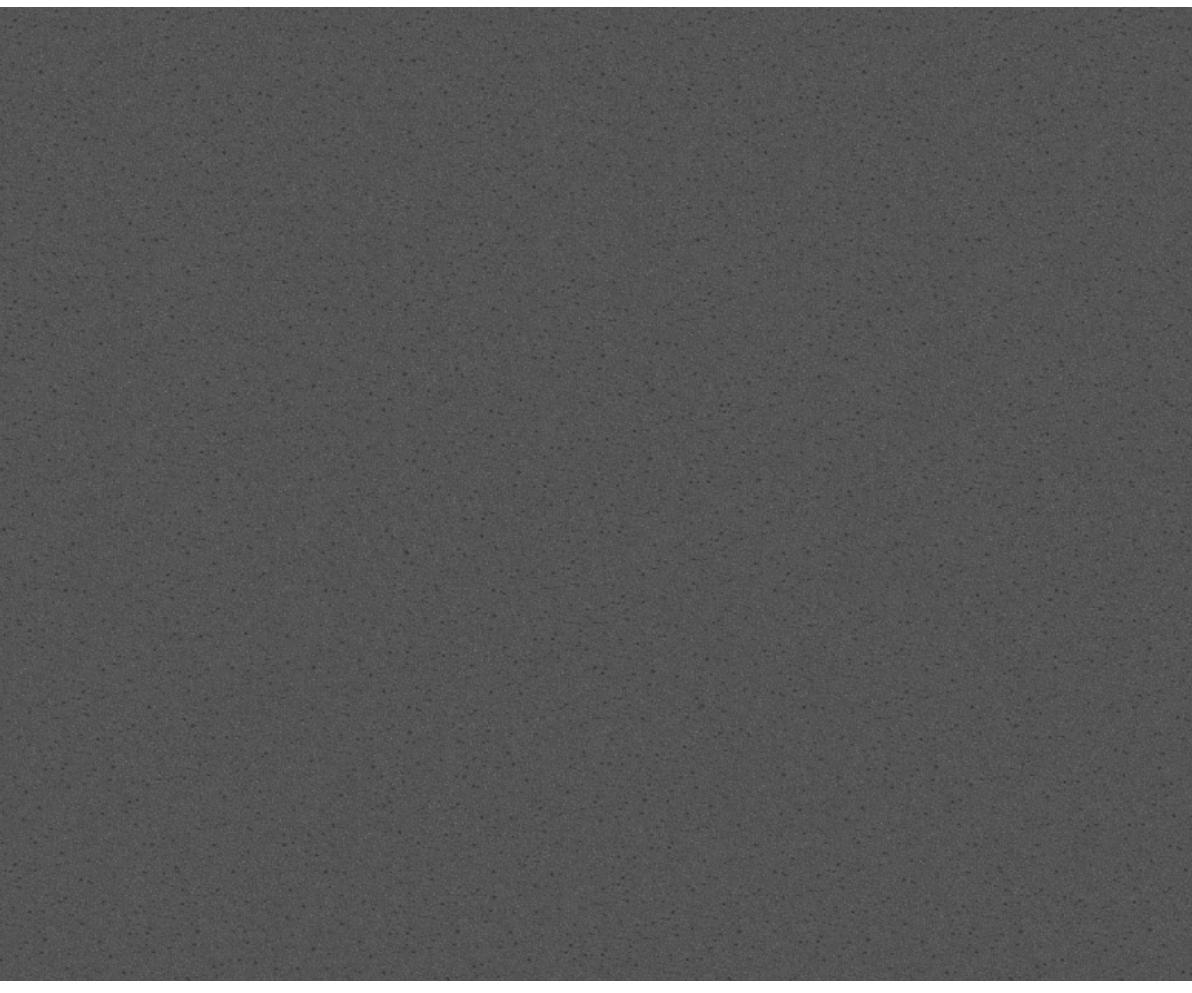
**W099WD79B75**



**W099WD82B75**



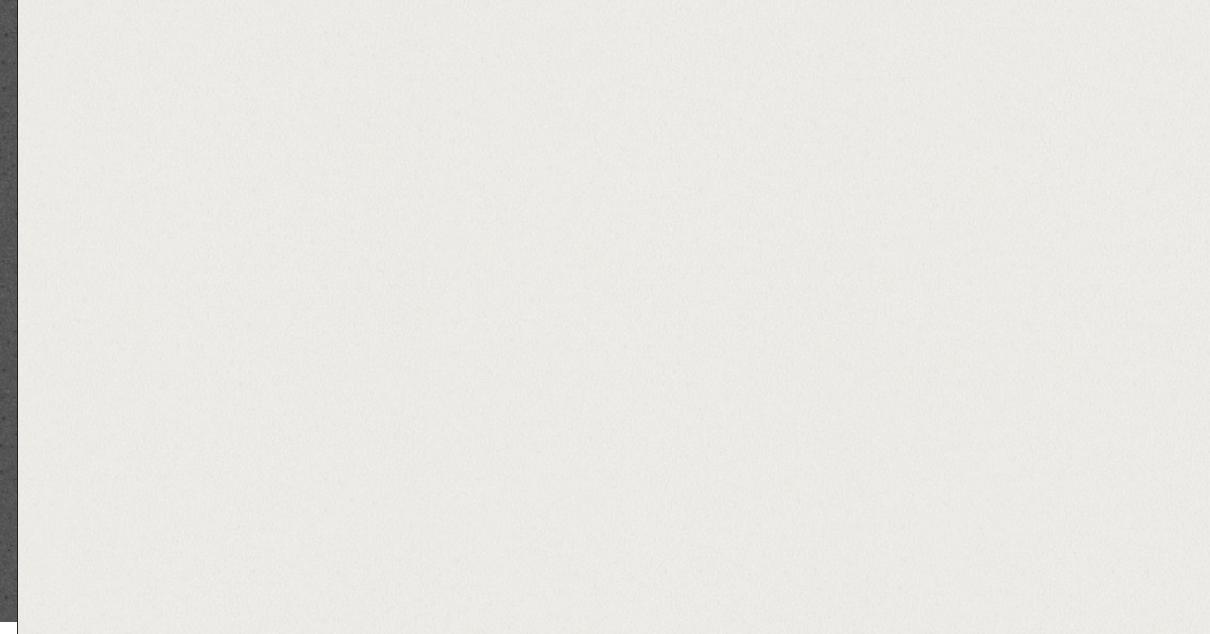
**W099WD83B75**



**W099WD81B75**



**W099WD88B75**

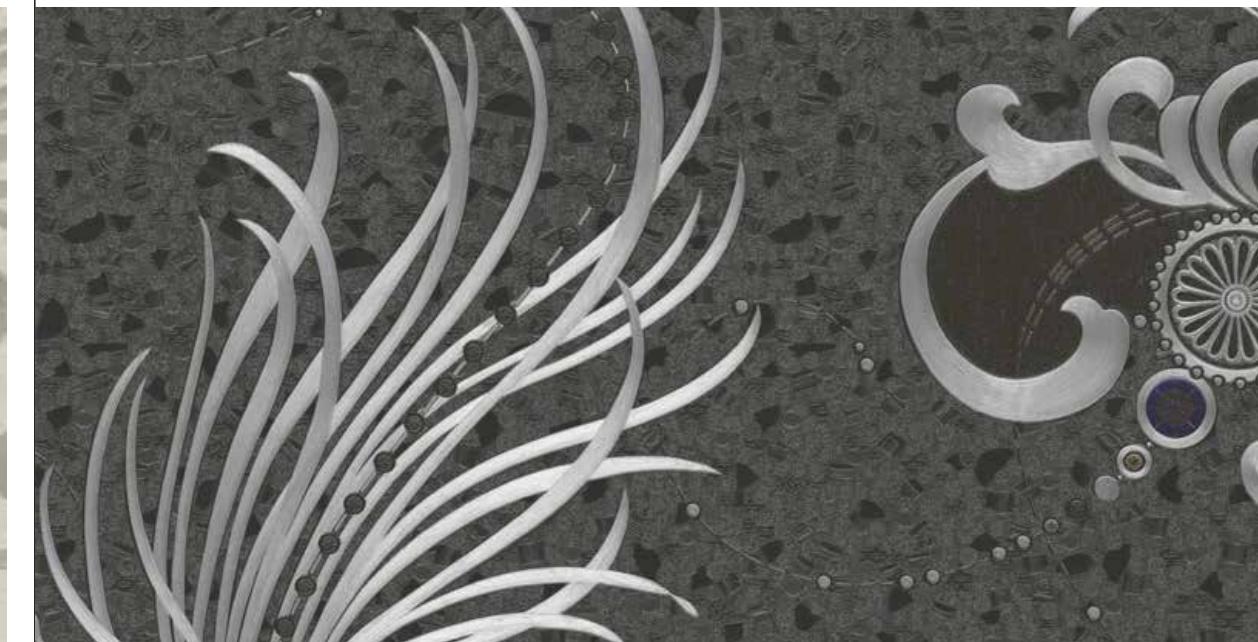


**W099WD84B75**



**Lady Day | W099WE23B75**

Ethereal, elegant, easy and playful, this lovely pattern fills a space with charm and grace and goes well with an easy and aristocratic setting.



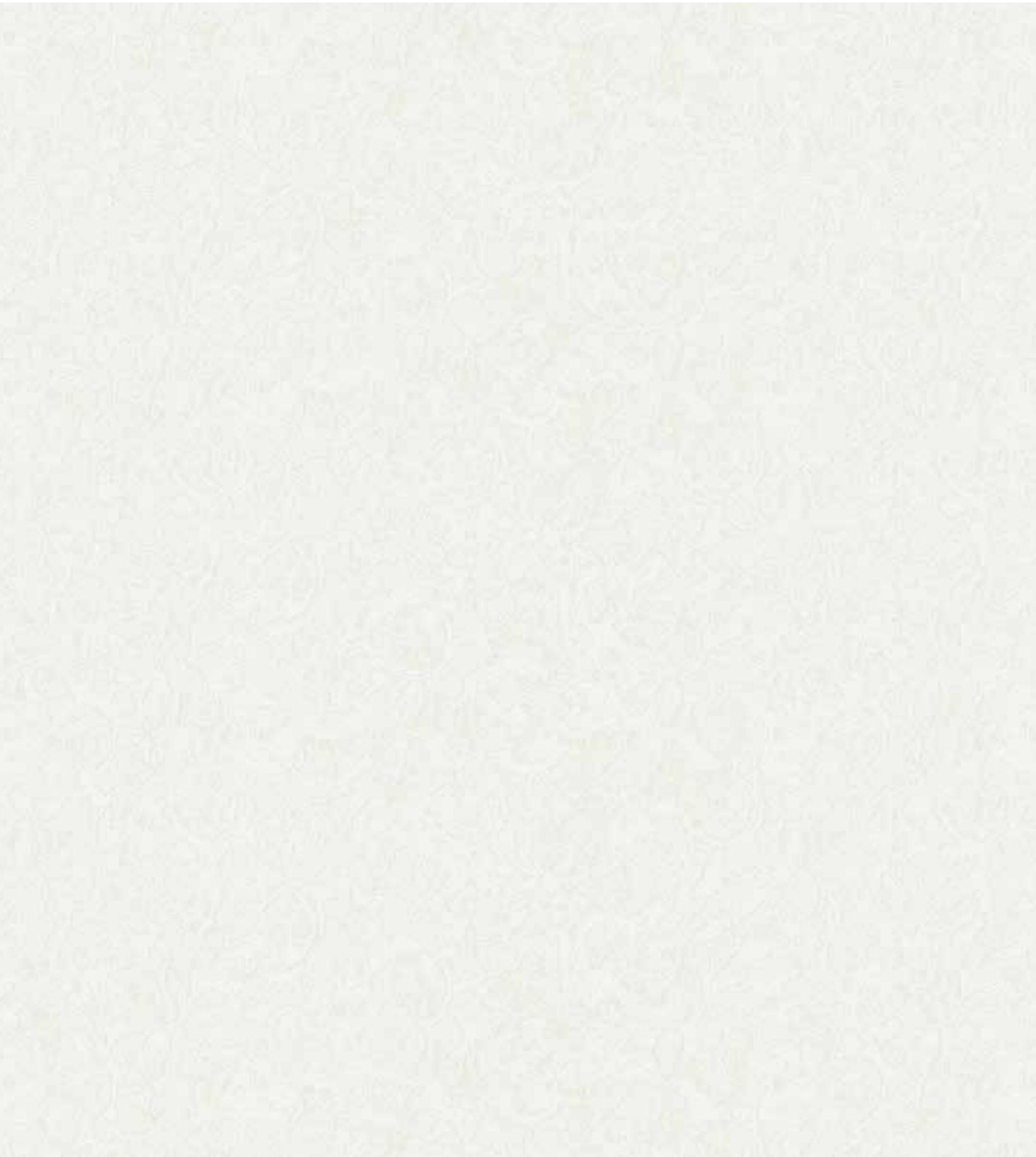
**W099WE14B75**



**W099WE23B75**



**W099WE24B75**

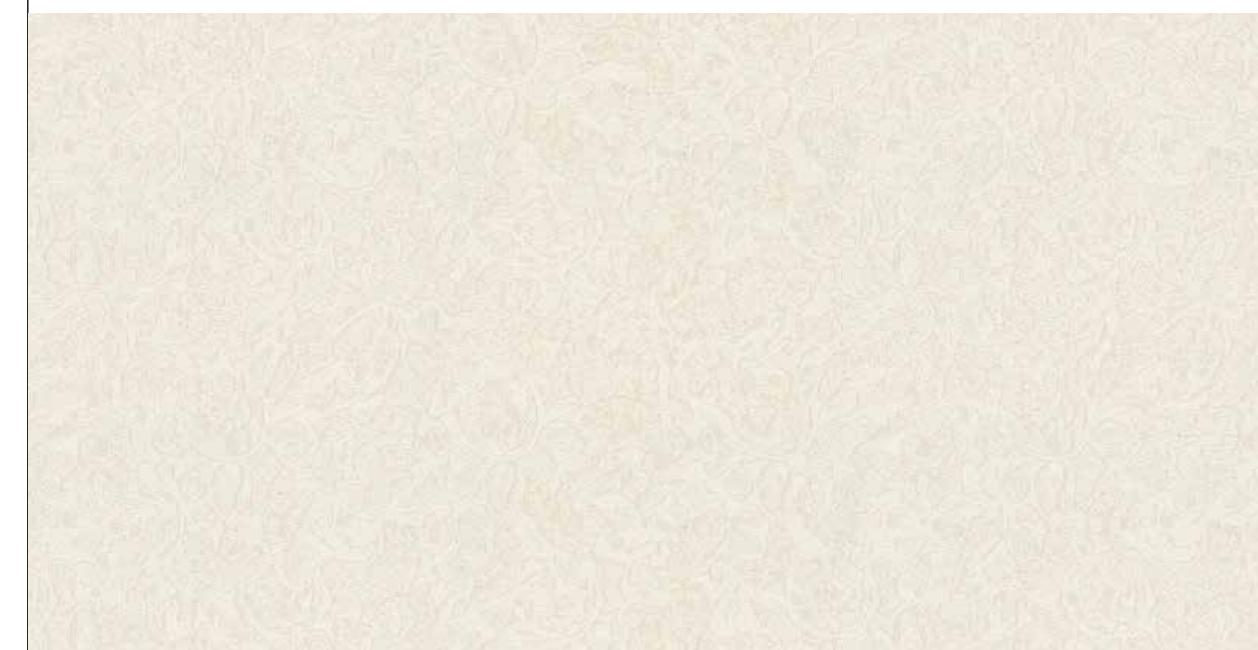


**Emperio | W099WE05B75**

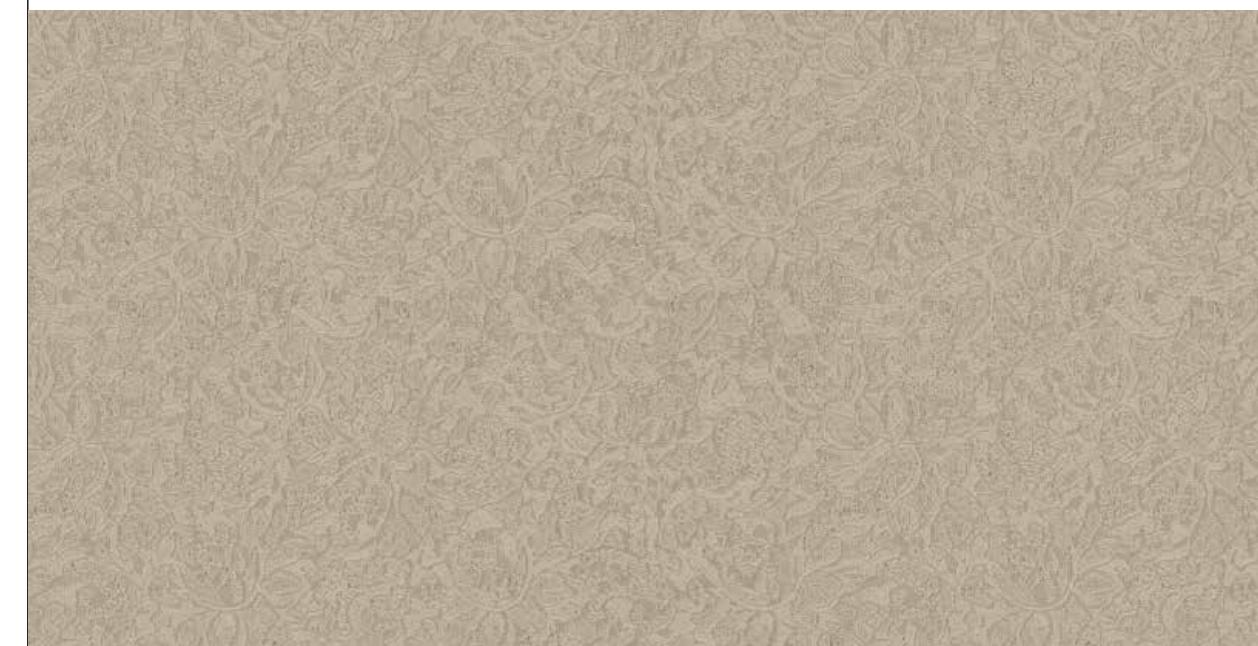
Delicate with just the right amount of pattern to enrich a space,  
this muted pattern is perfect for almost any decor choice.



**W099WE06B75**



**W099WE07B75**



**W099WE08B75**



**Coronation | W099WE32B75**

An allover pattern of crowns is a simple but effective way to lend a space a regal and authoritative note. Classic furnishings would work well with this look.



**W099WE31B75**



**W099WE32B75**



**W099WE33B75**



**W099WE35B75**



**W099WE34B75**

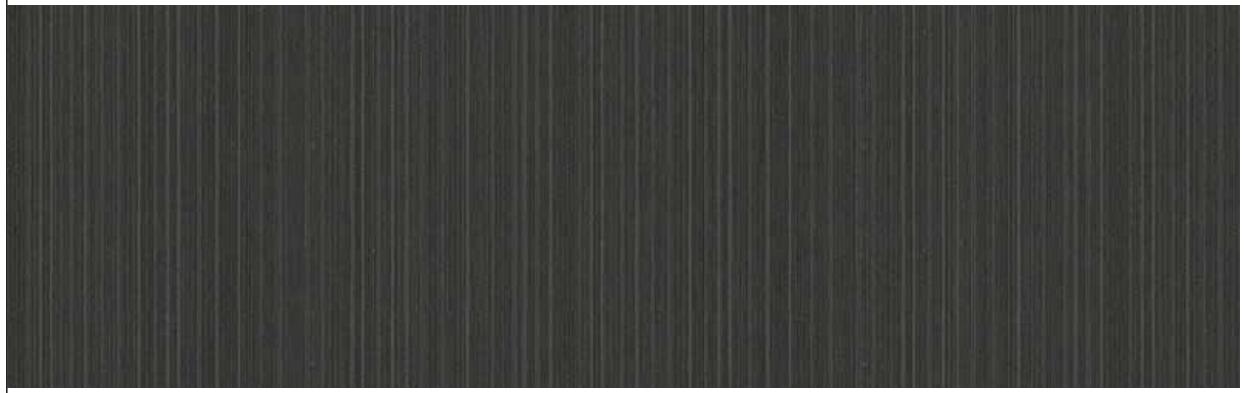


**Roma | W099WE02B75**

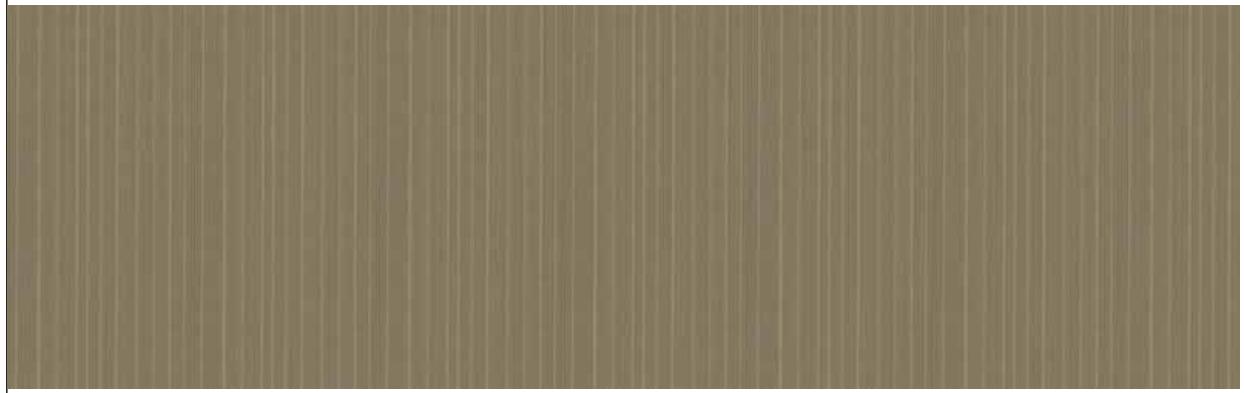
A whisper soft pattern designed to complement and not overpower,  
offering a stylish backdrop for an elegant scheme.



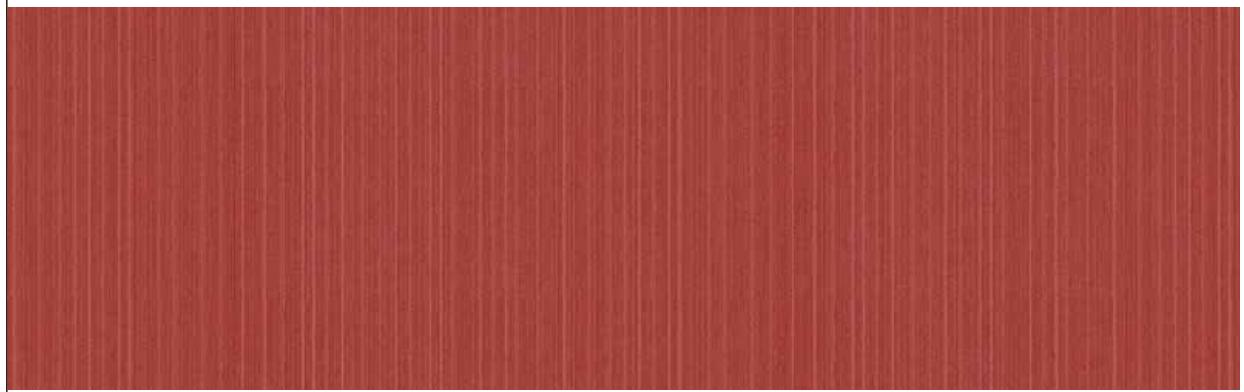
**W099WE03B75**



**W099WE27B75**



**W099WE04B75**



**W099WE28B75**

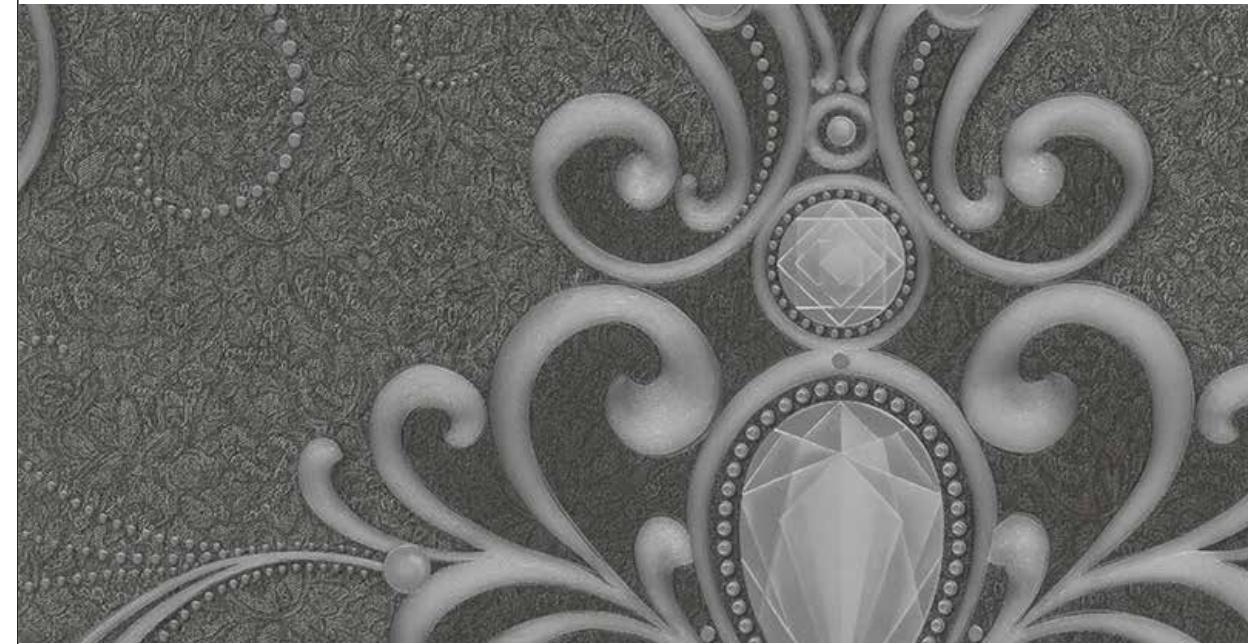


**W099WE22B75**



**Cleo | W099WE30B75**

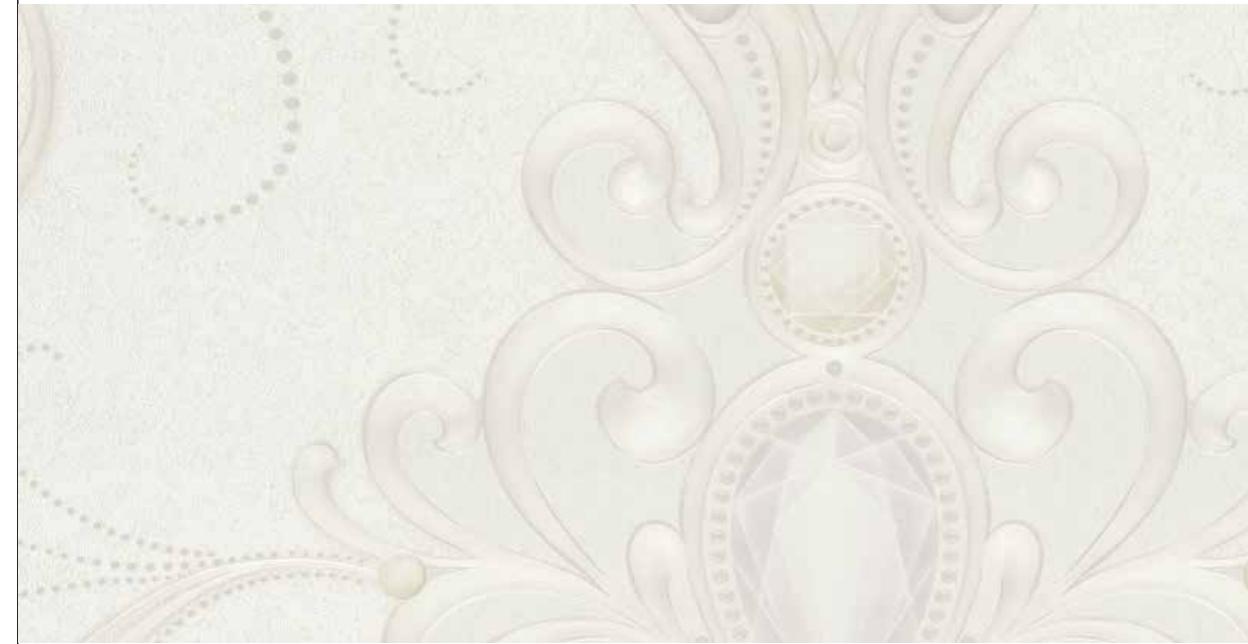
Tradition mixes with trend to produce a striking pattern that lends a space sophistication with a contemporary flair.



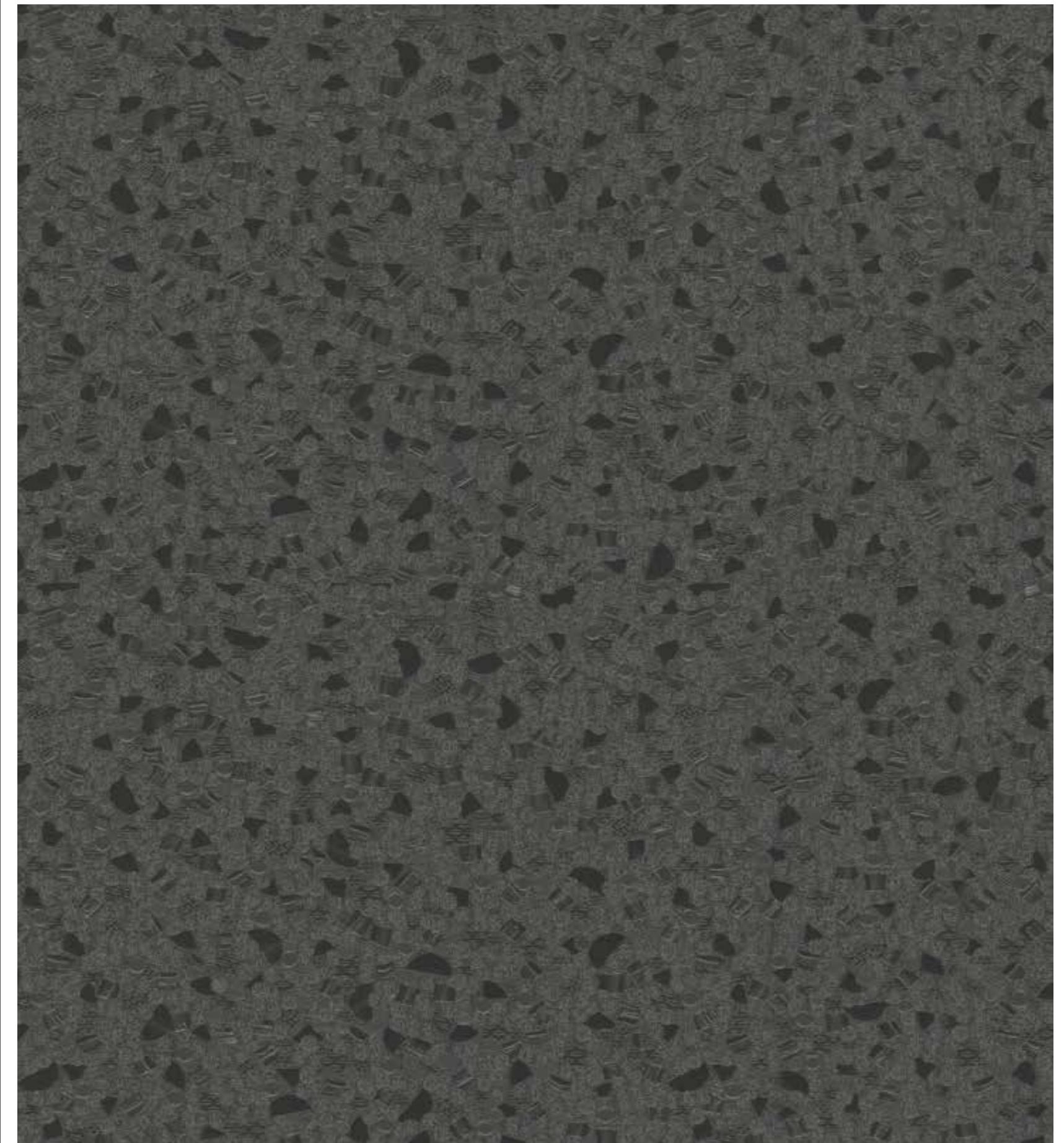
**W099WE30B75**



**W099WE00B75**

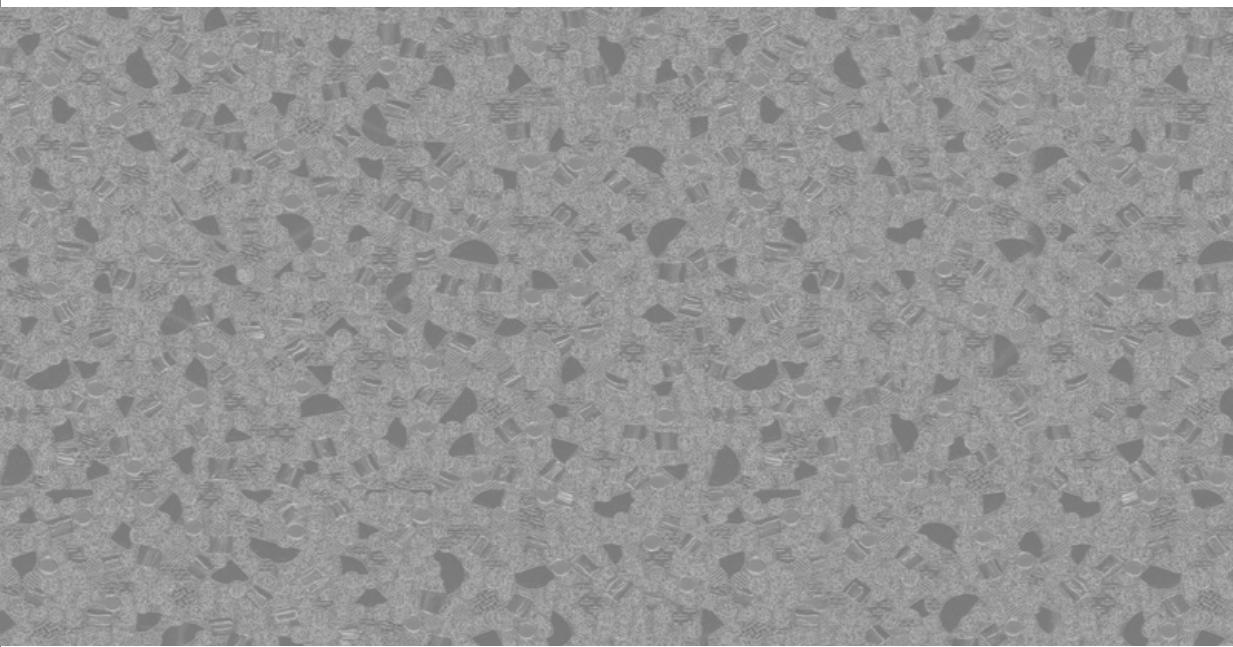


**W099WE01B75**

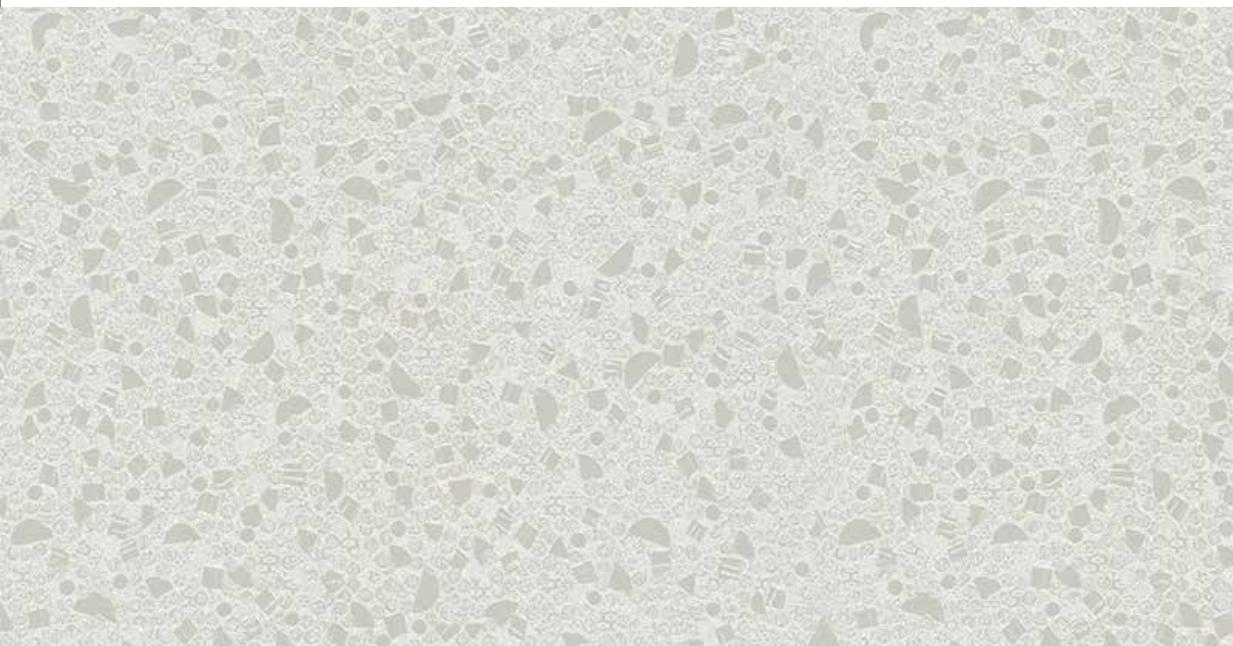


**Celestia | W099WE15B75**

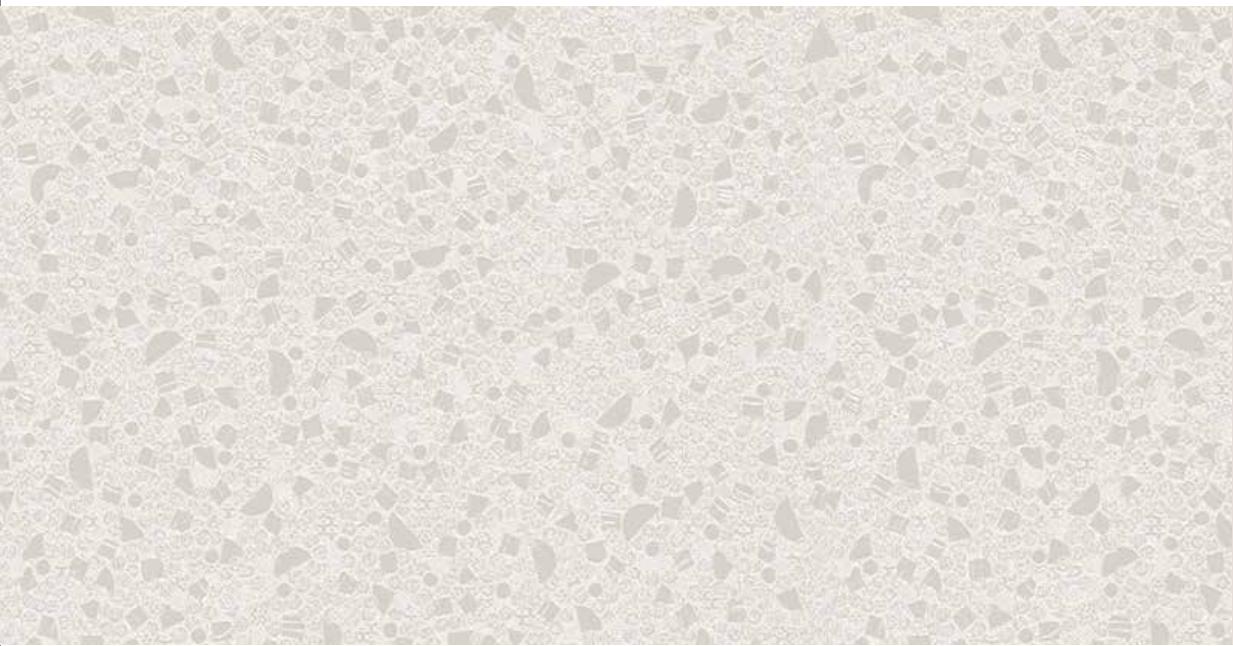
A deep and dense pattern that infuses a space with a modern allure.  
Works beautifully as an accent or feature wall.



**W099WE16B75**



**W099WE25B75**



**W099WE26B75**

# 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.

DELHI

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

MUMBAI

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