



S I L K R O U T E

good earth

nilaya

Wallcoverings by Asian Paints



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 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.



Good Earth is a twenty year story that began in Mumbai in 1996, quite suddenly and delightfully, giving the Indian home maker a whole new design language to enhance their personal space - objects of beauty and function in vivid colours, sensuous yet with a delicacy of design. All this through an Indian prism.

With an artisan oriented approach to promote the revival of skills of craft communities of India, Good Earth has had an endless romance with nature and heritage. Its original designs offer an aesthetic that is at once Indian, global, traditional and modern.

Good Earth, has over the years, become more than a lifestyle brand, going far beyond trends in ornamentation; it reflects a continuously evolving culture, both mirroring our finer sensibilities and shaping them.

C H A R B A G H

Originating in Persia, this **charming** style of gardens also known as paradise gardens spread from Morocco across Central Asia and to India through the Mughals. The Charbagh series of wallcoverings feature delicate **florals** within architectural elements such as **latticed** jaalis and chevrons that typically decorated pillars and walls inside the Charbaghs. Bagh means garden and this is a collection of **gardens** in bloom.



Bagh e Fiza | Stone | W079W005S75

The flowers greet me with bowed heads and a delightful fragrance, this garden is where I shall stay.



**Stone
W079W005S75**



**Argent
W079W006S75**



Bagh e Noor | Indigo | W079W008S75

Step lightly into a Mughal garden and breathe in the soft scented air.
Delicate, sweet and tranquil.





Leaf
W079W007S75



Isfahan | Coral | W079W002S75

Do flowers sing? A melody and a medley? Here they are, gathered together like a choir in song.



**Coral
W079W002S75**



**Sky
W079W004S75**



Qila | Aqua | W079W010S75
Leave the world you know for this fortress of beauty.
Surround yourself with light and the colours of the sky.



Argent
W079W011S75



Aqua
W079W010S75



Charcoal
W079W009S75



Rosa Bagh | Argent | W079W014S75

The queen of flowers dancing on a vine. I drift towards them, towards their incomparable beauty.



**Argent
W079W014S75**



**Aqua
W079W013S75**



Rosa Jaal | Argent | W079W012S75

If music had a form it would be a rose. Turn to the rose for perfection, the delicate symmetry, the endless beauty.



Samarqand | Ivory | W079W003S75

Silk Road, take us to Samarqand. Where there are gardens of paradise and flowers sway to a soft music.



Bird Song | Lapis | Wo80Wo16S75

Gleaming birds robed in riches,
a world of floating fruit and blissful skies.



**Lapis
Wo80Wo16S75**



**Ivory
Wo80Wo15S75**



Botanica Champa | Taupe | Wo80Wo17S75

There is a soft melody here, within these lyrical groves of branches laden with fruit and flower and a linen softness.

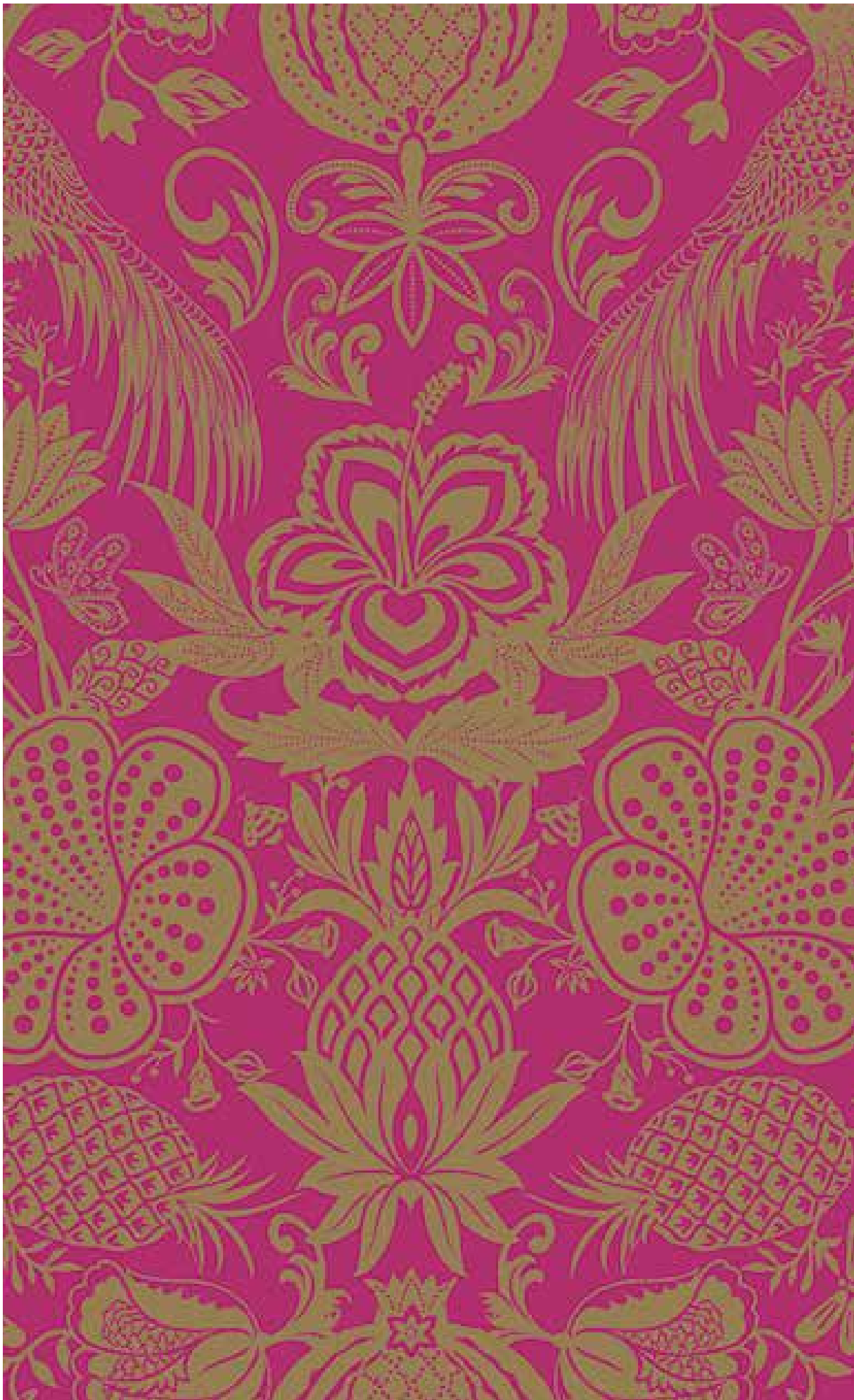


Palm Grove | Ivory | W080W021S75

Travellers' Palm, show me the way - east and west,
to the tropics and dune coloured lands.

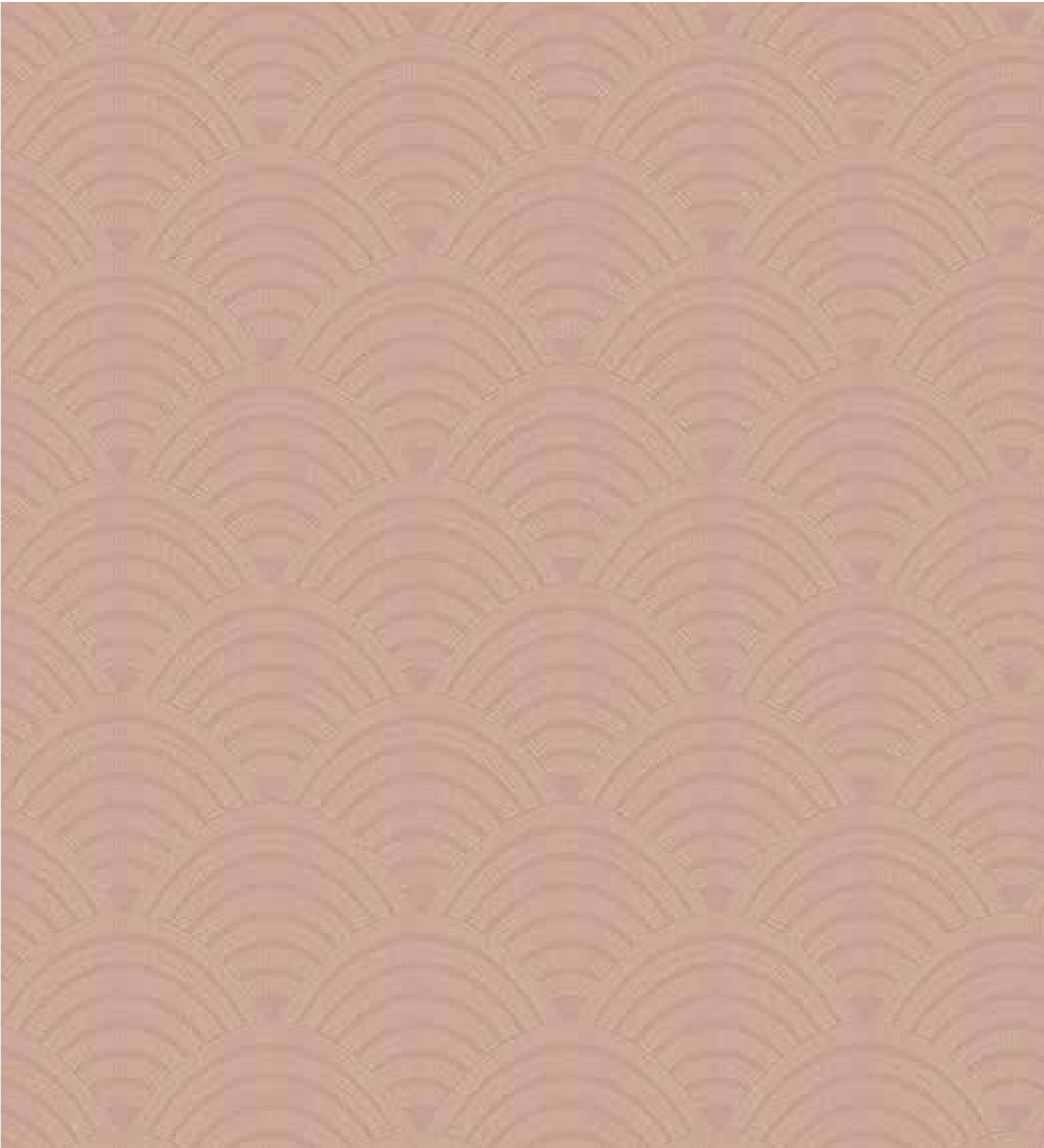


Damascus | Sand | Wo80Wo23S75
Blooming hibiscus, lotus and dragonflies,
humming bees and royal pheasants.

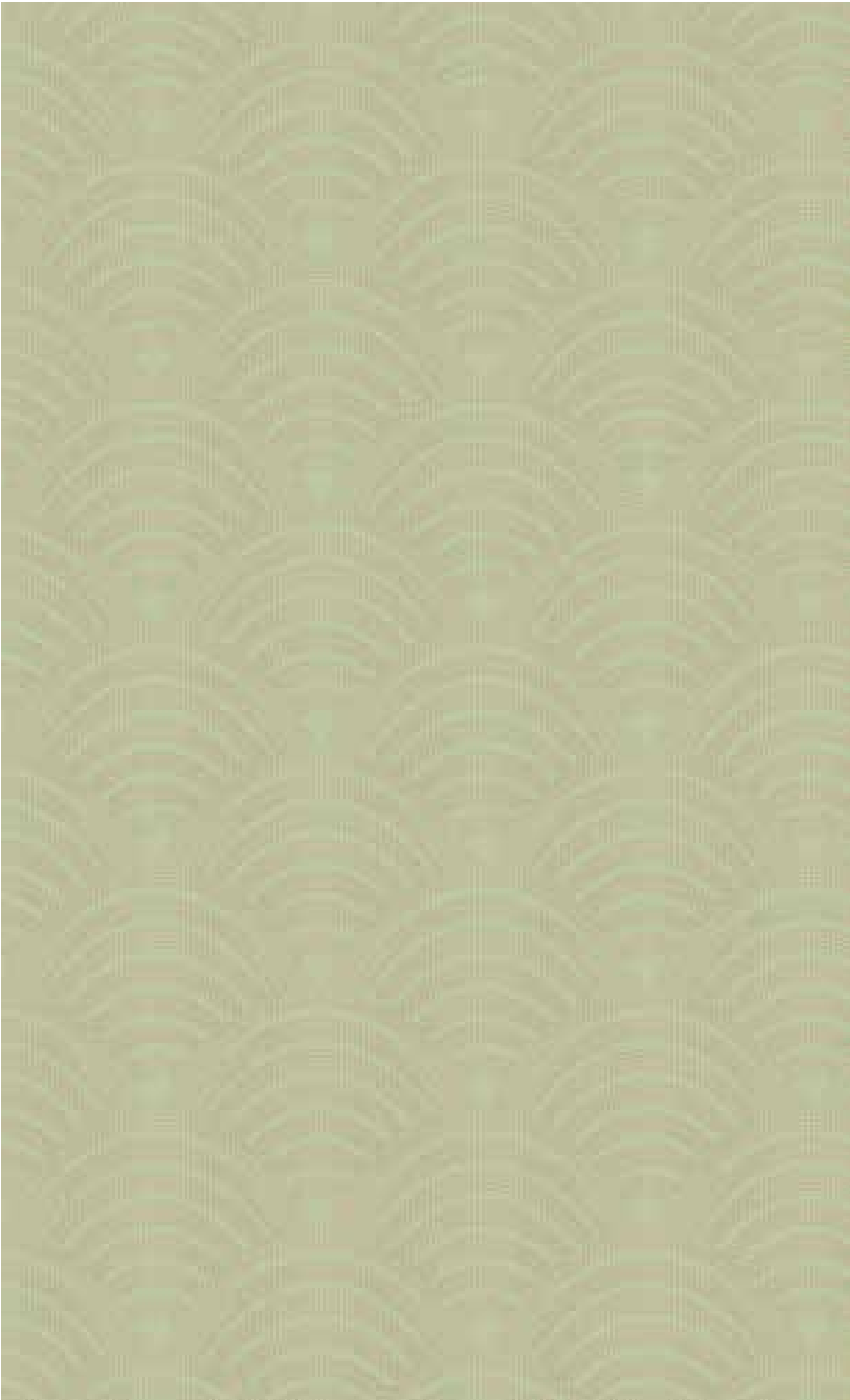


Crimson
Wo80Wo22S75





Dune | Coral | Wo80Wo20S75
Sea shells on magical desert sand.
Somewhere we've never been before.



**Verdigris
Wo80Wo19S75**



Paradise | Charcoal | Wo8oWo18S75

What a clamour of beauty. The languid air is filled. Flying parakeets, shadowy palms, jewelled fruits, butterflies and the hum of bees.



August Moon | Cinnabar | Wo81Wo25S75

The winds drive our boats to Mandalay. A jewelled land of great pavilions and pagodas, swaying palms and swaying elephants.



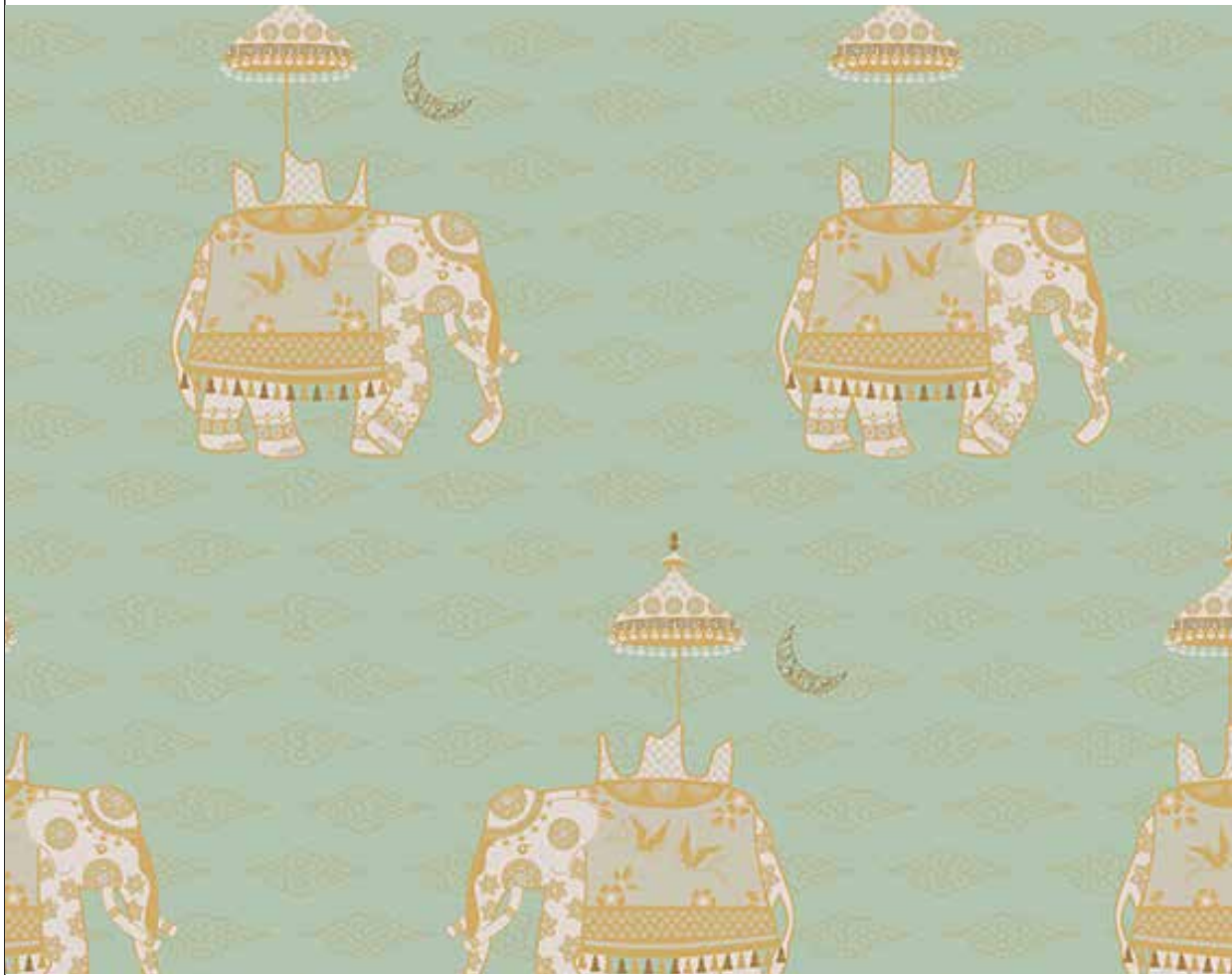
**Cinnabar
Wo81Wo25S75**



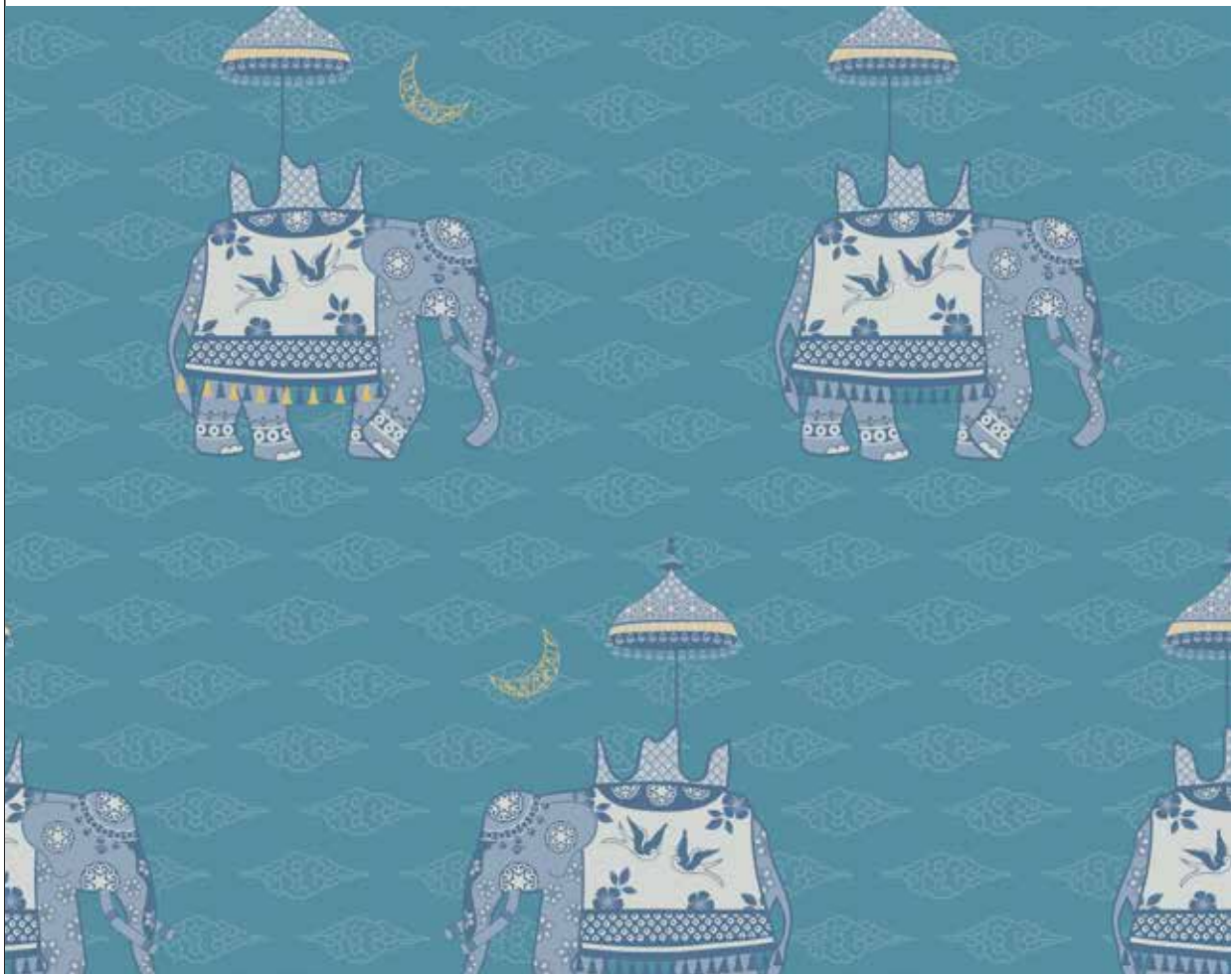
**Aqua
Wo81Wo26S75**



Indechine Promenade | Indigo | Wo81Wo27S75
A half dream of parading elephants and umbrellas
under a crescent moon of gold.



Celadon
Wo81Wo28S75



Indigo
Wo81Wo27S75



Peony Garden | Argent | Wo81Wo30S75

Is it blue? Green perhaps. Silver flowers dancing and in a moment everything is like a dream.



**Argent
Wo81Wo30S75**



**Azure
Wo81Wo29S75**



Shangri La | Pearl | Wo81Wo24S75

Faraway land. The pelicans are pink and the pagodas float and lilies fly. Magic is in the air.

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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M U M B A I

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