

# FELICITA

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.



## FELICITA

Artistic and airy, dimensional and dynamic, Felicita celebrates your home with show stopping patterns. Choose from feathery fantasies or dramatic abstracts or the delicate beauty of butterflies. Create something enduring and luxurious. Bring home the beauty of Felicita.



**Cordoba | W134X356B75**

Rich texture adds so much depth and body to a room without getting in the way of the interior. A stunning dimensional look is created with this abstract pattern. If you're looking for a final finishing touch - here it is.



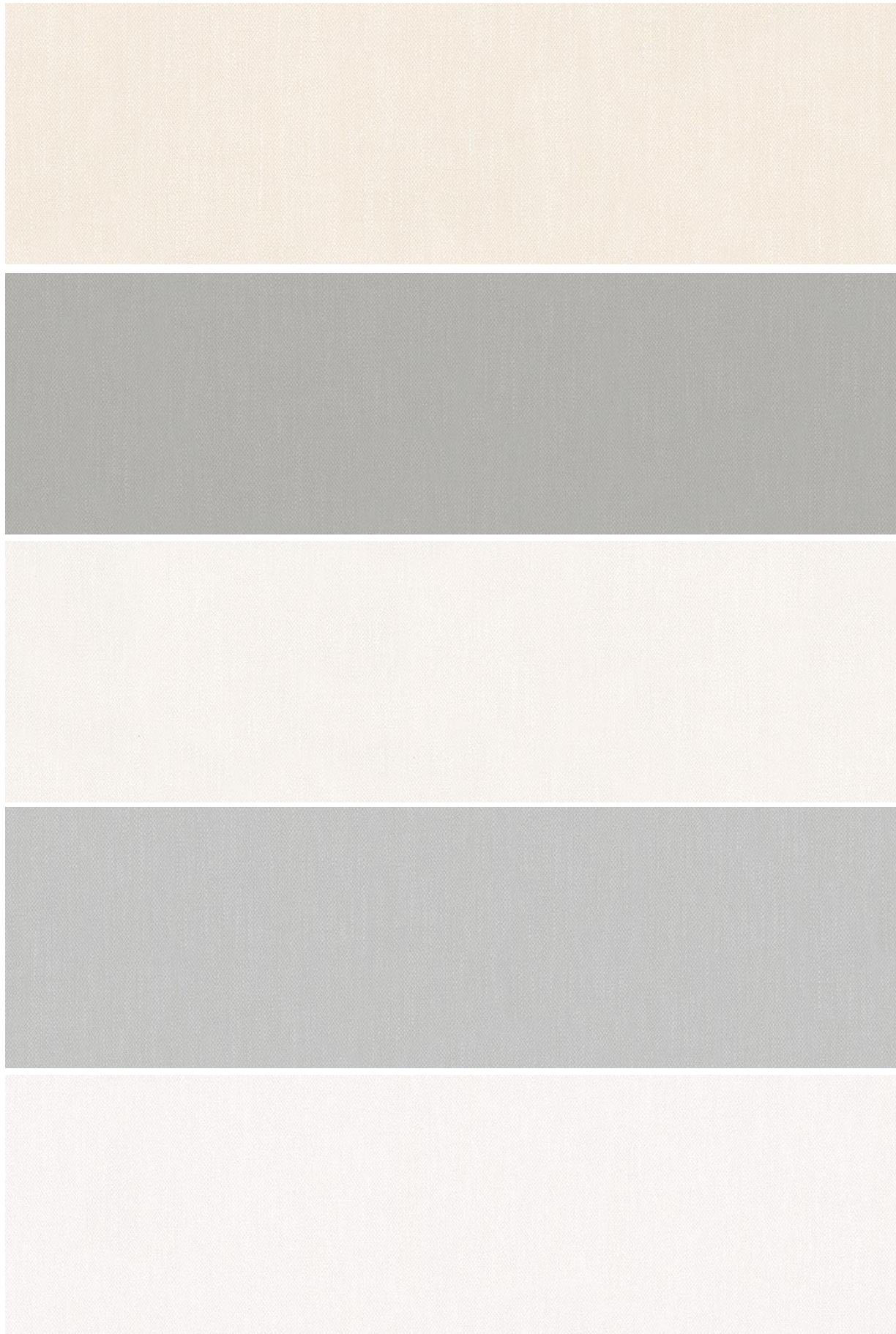
**W134X354B75**



**W134X355B75**



**W134X356B75**



**Colorado**

Colour, texture and mood create a luxurious and enduring ambiance, just perfect for the stylish home. This pattern adds a richness to a space and complements any scheme - classic, contemporary or extravagant..

**W134X325B75**

**W134X326B75**

**W134X327B75**

**W134X328B75**

**W134X329B75**

**W134X330B75**

**W134X331B75**

**W134X332B75**

**W134X333B75**

**W134X334B75**

**W134X335B75**

**W134X336B75**

**W134X337B75**



Danza | W134X343B75

It's tropical sunshine wherever you go. Inspired by the swaying islands of the South Seas this exotic pattern brings the balmy breeze and the lulling mood of the tropics home. Create a dream-like vision with this pattern.



W134X338B75



W134X339B75



W134X340B75



W134X341B75



W134X342B75



W134X343B75



W134X344B75



W134X345B75



**Mariposas | W134X351B75**

You can't go wrong with butterflies. This cheerful and arty pattern brings out a natural beauty in any decor scheme and creates an upbeat mood. Fill your home with its delicate beauty and enjoy the soft mood.



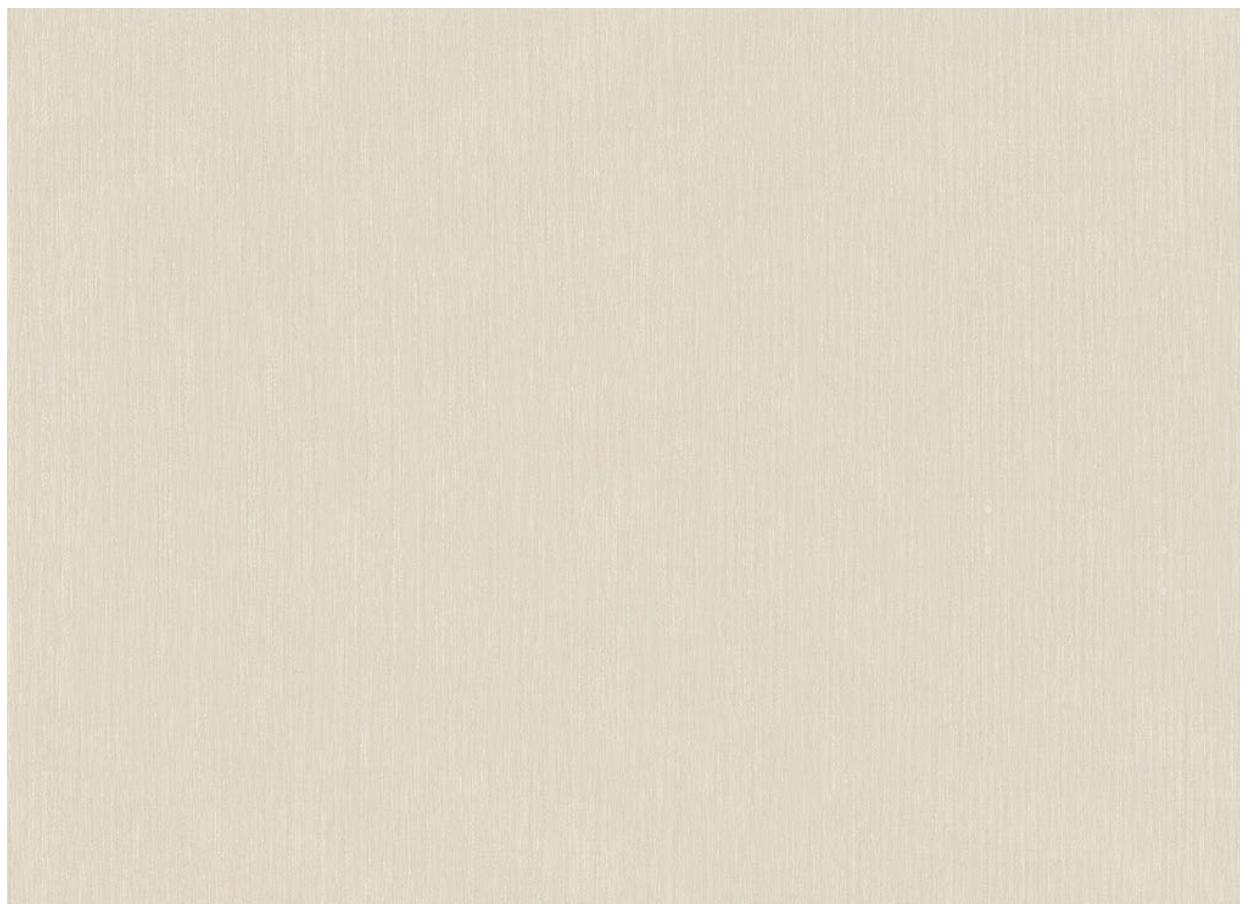
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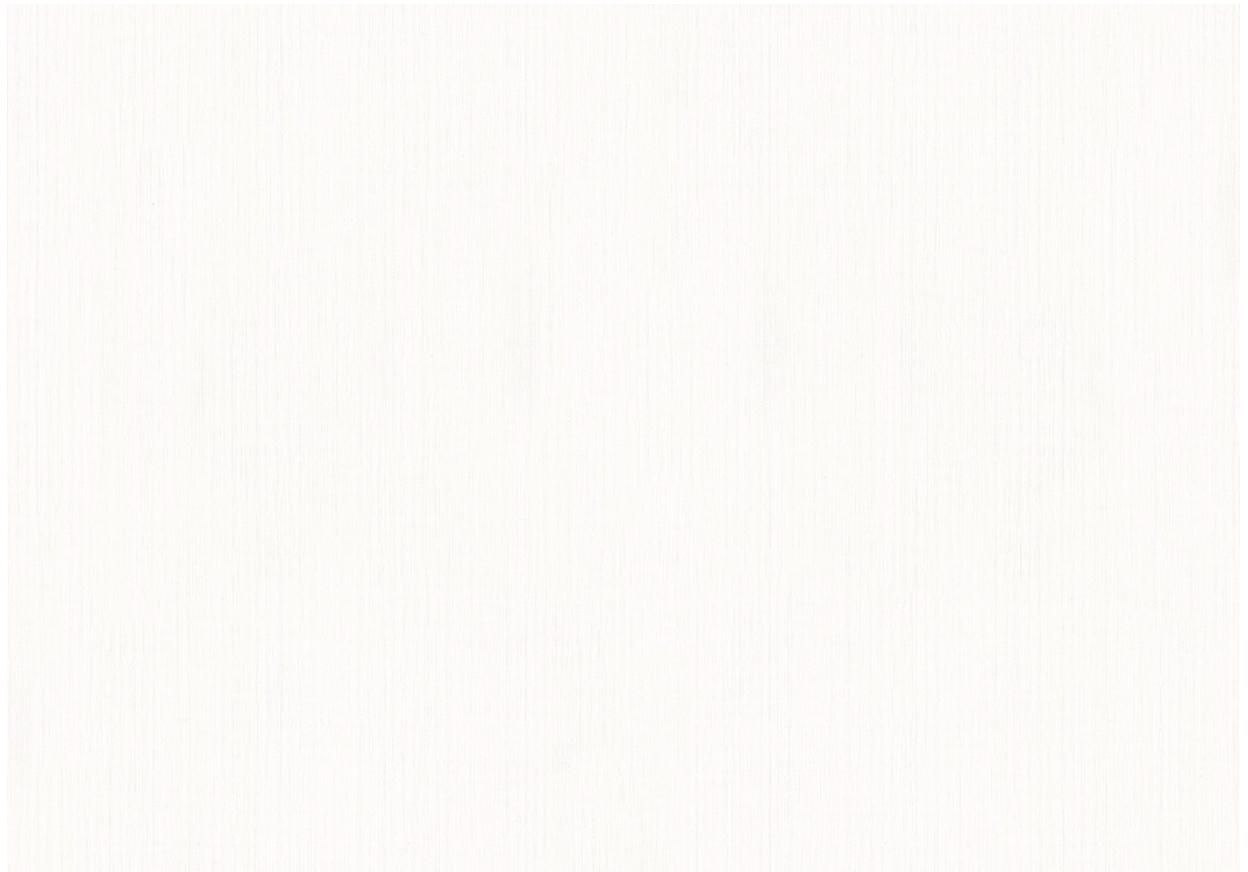
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**W134X353B75**



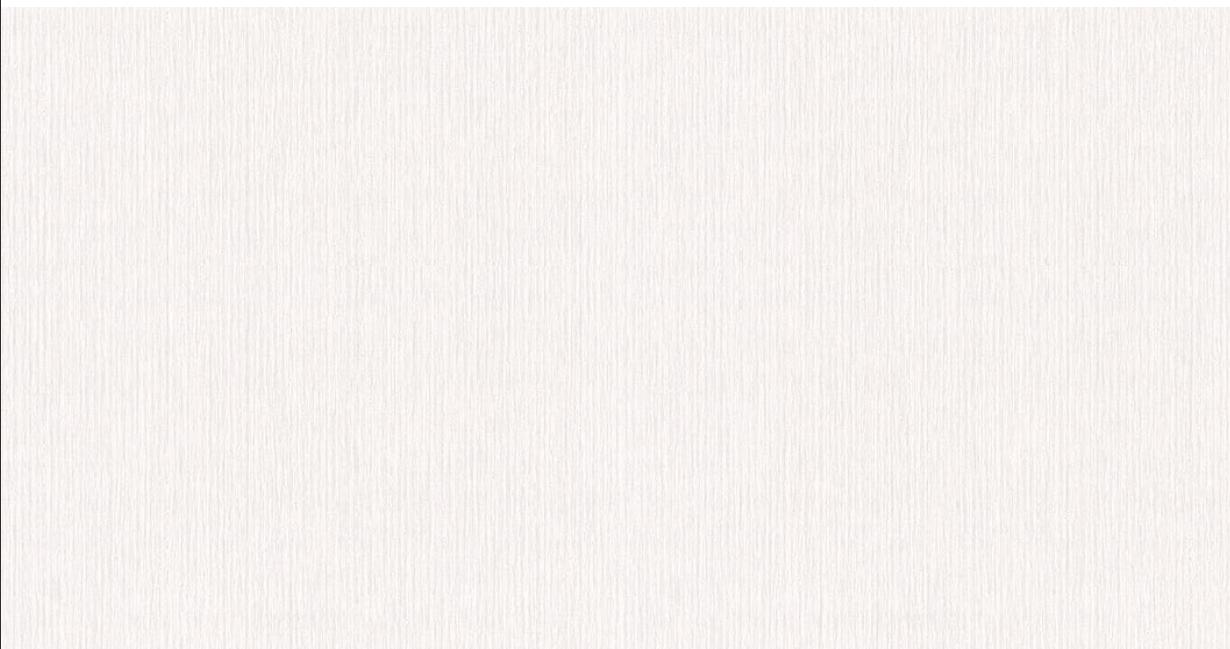
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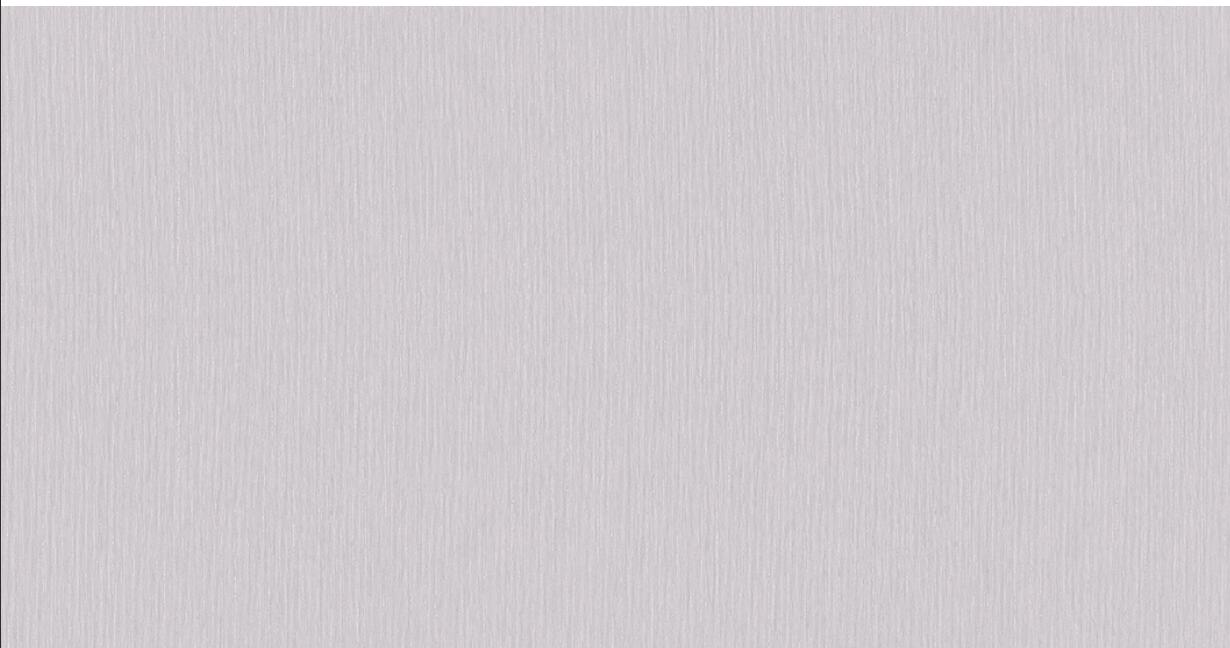
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### **Fiesta**

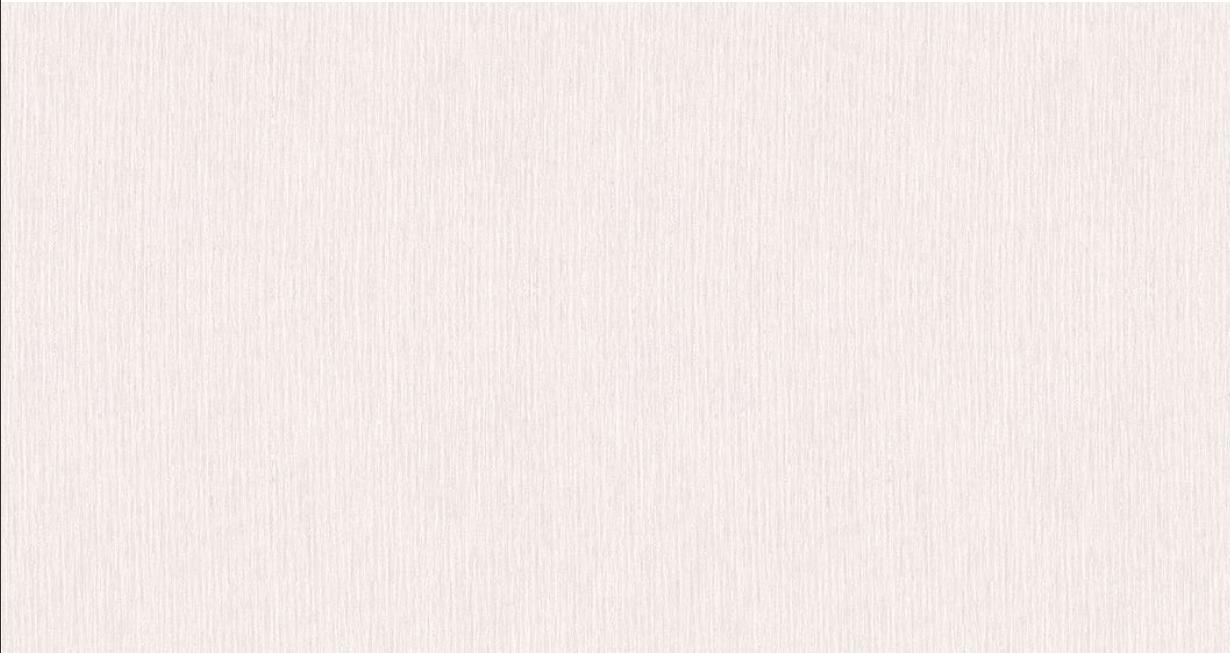
Light and airy adding a modern charm to your interior plans. A beautiful companion to a contemporary setting. When all you need is some additional flair, look no further than this sophisticated and enduring pattern.



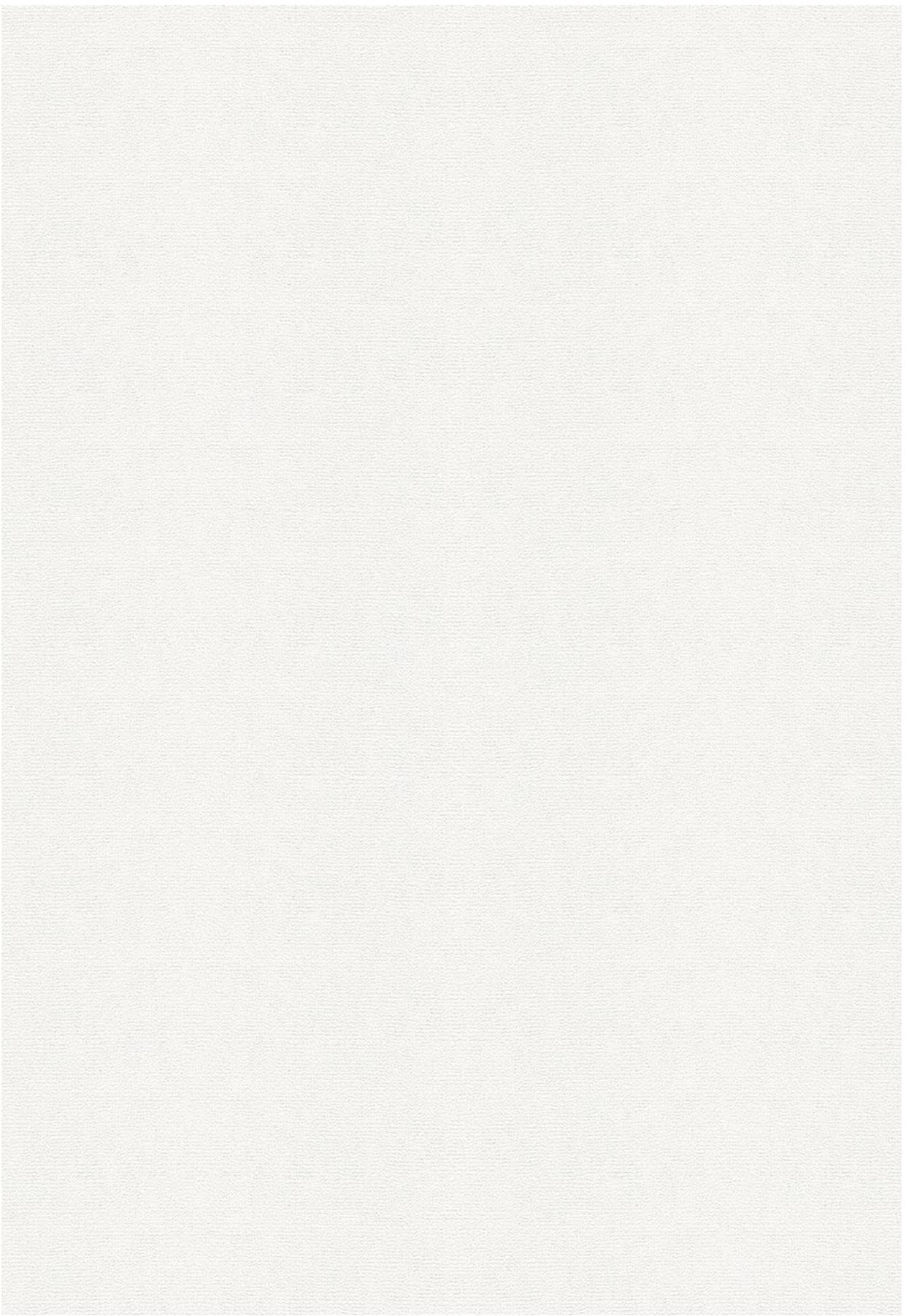
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**W134X360B75**

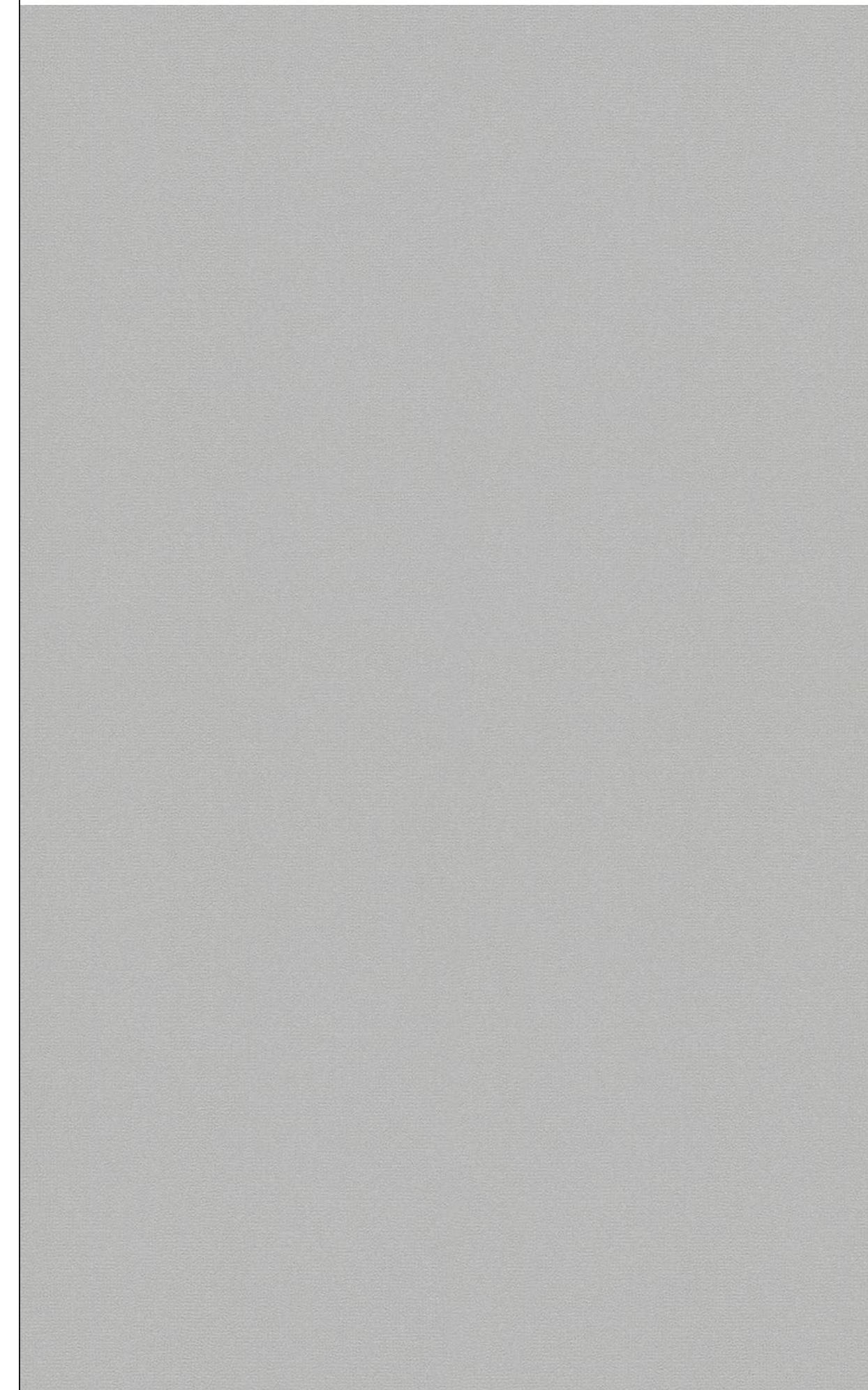


**W134X361B75**



**W134X319B75**

**Semana**  
Textural, modern, marvelous. All you need for ultimate luxury is a sophisticated and understated look for your walls. This luxe pattern adds the final touch to your elegant decor scheme.



**W134X320B75**



**Carnivale | W134X350B75**

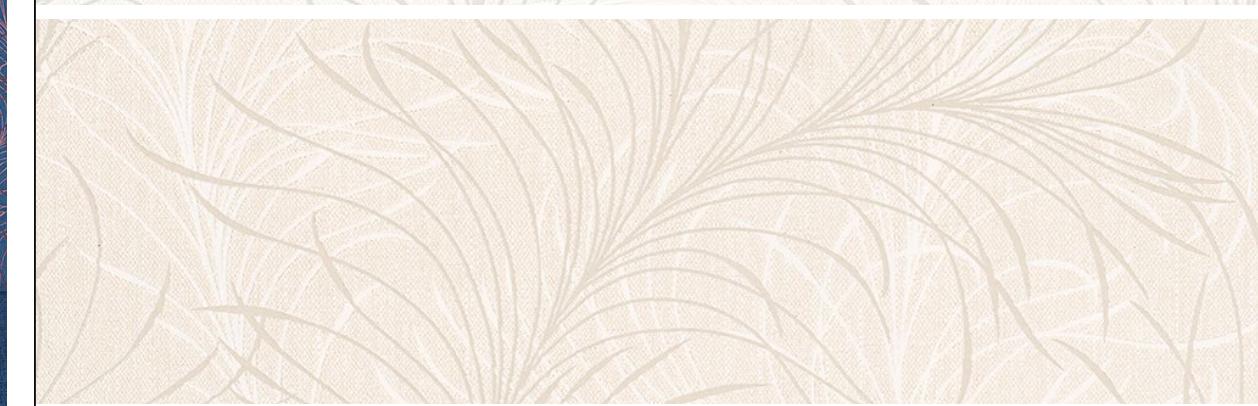
Add that Gatsby look to your home. These etched feathers add something luxurious and dramatic to your space without overwhelming the overall design. Eclectic, fun and stylish - your home is in for a treat.



**W134X346B75**



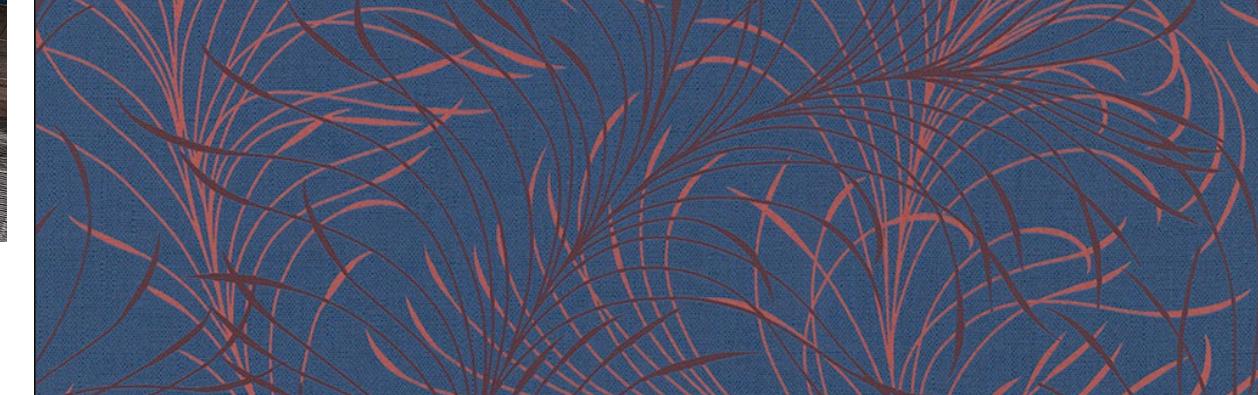
**W134X347B75**



**W134X348B75**



**W134X349B75**



**W134X350B75**



**W134X321B75**



**W134X322B75**



**W134X323B75**



**W134X324B75**

**Pluma | W134X321B75**

Feathers, light and airy, dance across your walls, adding a sense of fantasy and freshness while also softening the look of your room. Add a delightful mood to your scheme with this ethereal pattern.

# 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.

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