



nilaya

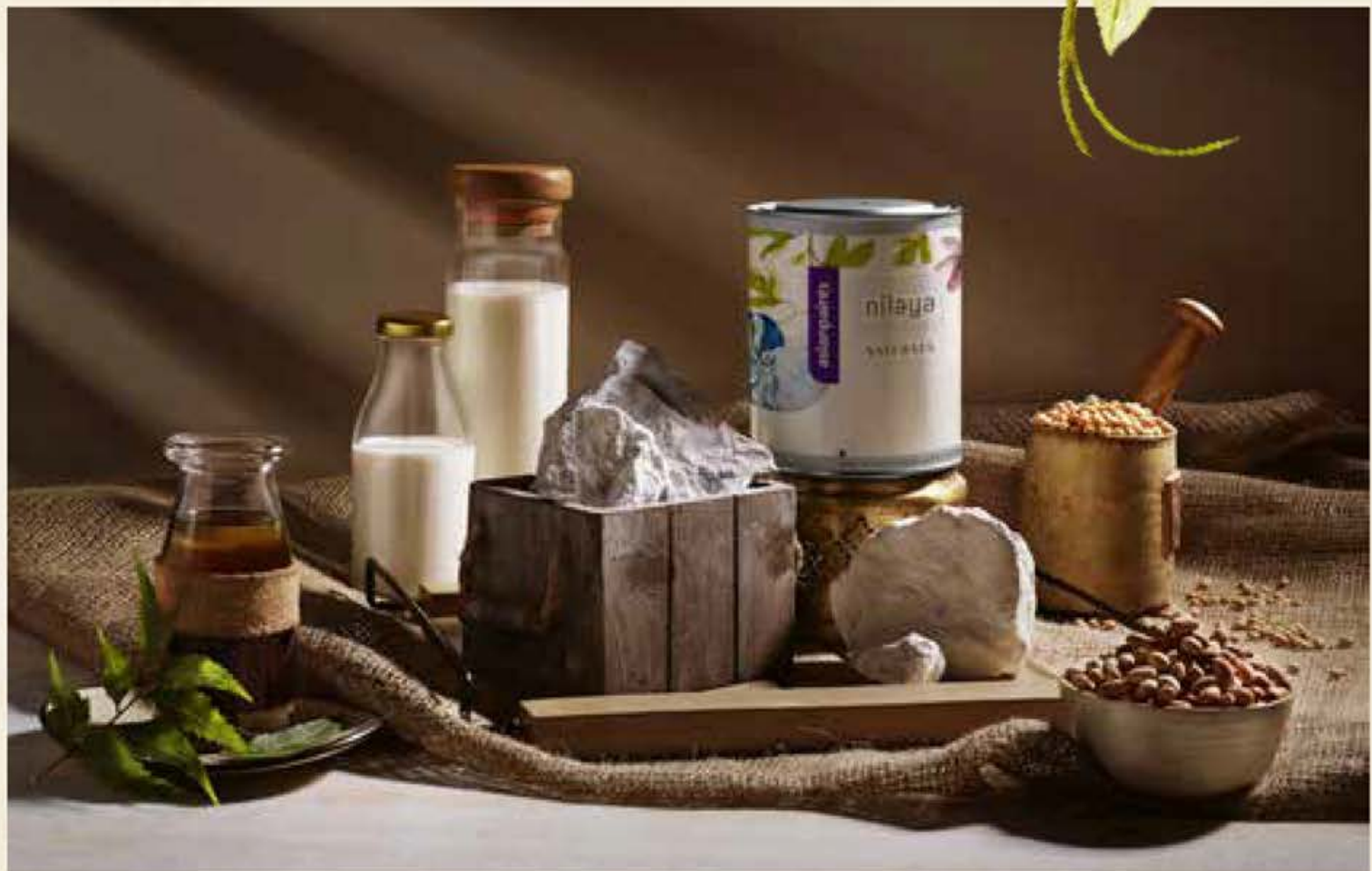
NATURALS

Pure, Organic Paint



Nilaya, created by Asian Paints, has been bringing walls to life with an endless array of the world's finest wallcoverings, decals, borders and paintable wallpapers. And now, this innovative brand presents a meticulously crafted organic paint, the first of its kind in the world — Nilaya Naturals. Earth safe and formulated with over 95% natural ingredients, Nilaya Naturals is robust from deep within, creates breathable layers and has a clean, fresh smell. Its carefully chosen palette is tonally perfect and created with a unique blend of pigments sourced from around the world. Unlike other paint products, Nilaya Naturals delivers a vintage-inspired finish that is flawlessly matte, with a beauty that only grows deeper with time. Whether it is a perfect backdrop for your art or used as a feature wall, Nilaya Naturals is the ideal addition to your home.

Pure, Organic Paint



Natural Ingredients. Responsible Manufacturing.

The enduring beauty of Nilaya Naturals comes from the unique way in which natural ingredients like *soya bean extract*, *casein*, *calcium carbonate*, *castor seeds* and *neem oil* have been skillfully blended to create an organic and robust paint. This scrupulous attention to detail means we are able to deliver a superior natural product with a 10 year performance warranty.

What makes Nilaya Naturals unique?

Breathable

Perfect Matte, Vintage Finish

Clean, Fresh Smell

Earth Safe

True Colour

01

Breathable

The organic composition of Nilaya Naturals and the specially designed painting system (base coat + top coat) make the layers porous and breathable, which means air can flow freely between the layers. Humidity and temperature is naturally regulated and as a result, microbial growth is greatly reduced. And you can enjoy a healthy and comfortable living space.

02

*Perfect Matte,
Vintage Finish*

Nilaya Naturals is a paint like no other. Its organic origins give it a distinctively vintage finish – a perfect matte which brims with colour – and creates a subtle patterning on the wall. The natural textural quality evokes a beautiful emotional response the way flowers do, and its beauty only grows deeper with time.

03

*Clean, Fresh
Smell*

Healthy, natural ingredients mean Nilaya
Naturals does not release environmentally
unfriendly volatile organic chemicals into
the atmosphere. It has a clean, fresh
smell unlike typical paint products. This
means that your painting experience is
pleasant and your spaces remain healthy
and fresh long after painting is over.

04

Earth
Safe

Over 95% of the ingredients in Nilaya Naturals is naturally sourced. These ingredients return to the earth unaltered at the end of the paint’s life, keeping the environment unharmed. Additionally, the great care taken in manufacturing and packaging ensures that with Nilaya Naturals you choose a paint that is healthy for you and the planet.

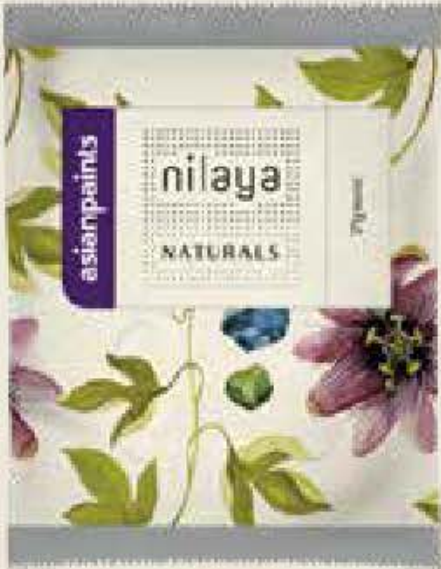
05

True
Colour

A paint as special as Nilaya Naturals offers an equally unique colour experience. The palette features 35 handpicked shades, each a custom blend of natural pigments sourced from around the world. These come in individual sachets which you can mix with the paint to create your own tonally perfect colour. By varying the quantity you can develop very specific, custom colours. For now we offer you three variations - adding up to a palette choice of 105 colours. So, for the first time you can enjoy complete control over the precise tonality of your colours.



40g



10g



fig.4



fig.3

The Unique Colour Experience of Nilaya Naturals



The Magic Behind The Colour

The unique palette of Nilaya Naturals is created with pigments sourced from all over the world. Each pigment imparts a special characteristic to the colour making Nilaya Naturals as splendid as colours found in nature.

These are some of the ingredient pigments that go into making your custom blends:

Dark Yellow Ochre:

Ochre is thought to be the earliest pigment. This intense naturally occurring golden yellow ochre provides a luminosity that is unmatched by industrial synthetic yellow oxides. Dark yellow ochre was mined from the quarry of Ste des Ochres de France in Gargas, Vaucluse.

Dark Red Ochre:

Dark red ochre produces a beautiful terracotta tone when used unaccompanied, and when combined with other pigments it tempers and warms a colour. It is mined from the quarries of Ste des Ochres de France in Gargas, Vaucluse.

Champagne Chalk:

This ground limestone sourced from the Champagne region in northern France has been used as a whitening pigment for centuries. We use this pigment as an alternative to titanium, so as to prevent the dulling or blanketing of other pigments.

Bone Black Pigment:

Bone black pigment has been favoured by both the old masters and modern painters alike for centuries. Its ability to give the deepest black without compromising or overpowering other pigments makes it very appealing.

Havana Ochre:

Its warm earthy hue is highly valued by artists and colour makers thanks to its clarity. Havana ochre is often added to whites and greens, lending them a three-dimensional quality impossible to mimic outside nature.

The Palette

Each shade in the Nilaya Naturals palette is crafted by a master colour maker by artfully blending each unique pigment. The blend is then stabilized through a patented process to ensure that it is easy to mix into the paint and create a consistent colour every single time.

The uniqueness of each colour comes from the way it is created. And the mood each colour evokes is captured in a poetic name.

Blues

Greys & Browns

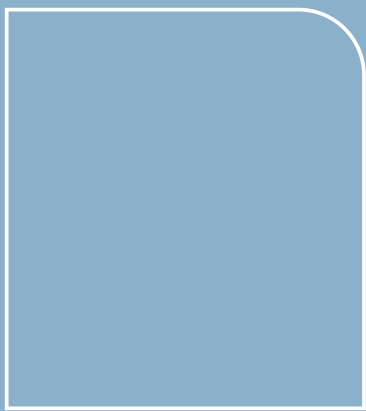
Whites

Greens

Vivids



Blues



NN34
Blue Moon
Shining 20g

*Blue moon shining
A pendant in the
Night sky
An ancient jewel
Prettier than any
Royal treasure*

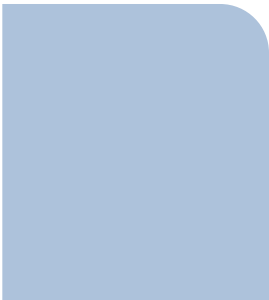
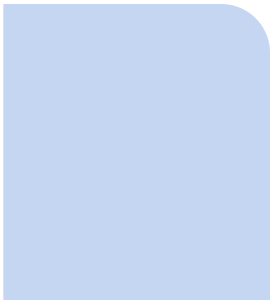
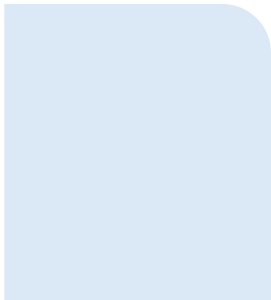
10g

20g

40g

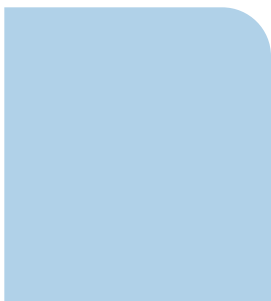
Puddles Filled with Sky | NN3 3

This recessive rich blue comprising Havana ochre, burnt red, high quality magenta and blue pigment, has a recessive quality. *Puddles Filled with Sky* delivers a calm and serene environment.



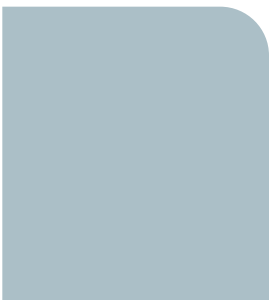
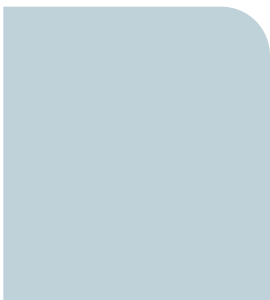
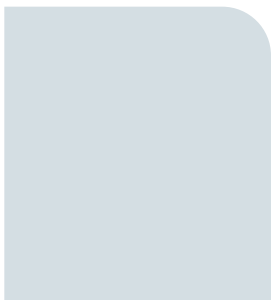
Blue Moon Shining | NN3 4

Burnt red, champagne chalk and magenta added to a high quality blue pigment heighten this blue, providing the illusion of extending walls. *Blue Moon Shining* looks stunning when paired with warmer tones.



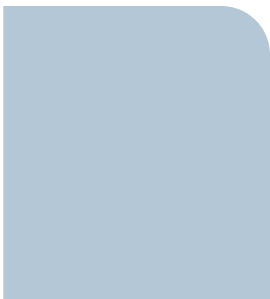
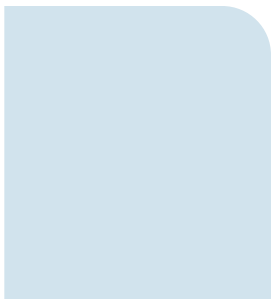
Daydreams in Blue | NN1 7

French ochre and champagne chalk have been added to high-quality blue pigment to create this muted blue. *Daydreams in Blue* has a recessive quality that provides a feeling of openness.



Ripples Run Away | NN1 8

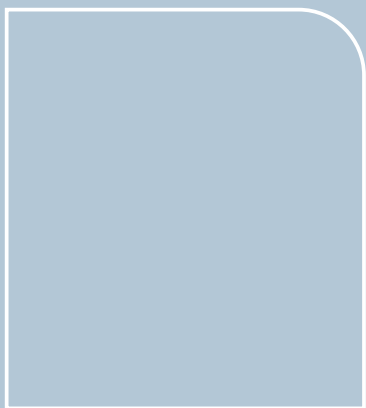
A charming soft tone made with high quality blue pigments, champagne chalk and dark yellow ochre. *Ripples Run Away* is recessive, unobtrusive and stands harmoniously with other colours.



A Gentle Wave | NN1 9

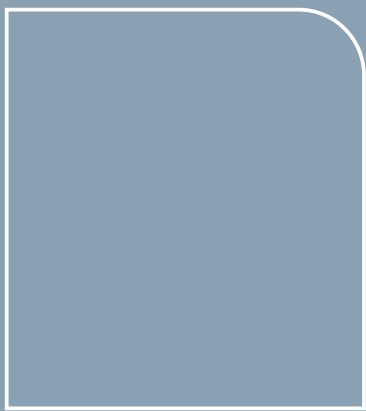
A Gentle Wave is created with a blend of high quality violet pigment, ochre, bone black and champagne chalk. This combination of pigments creates a recessive blue, giving the illusion of depth.





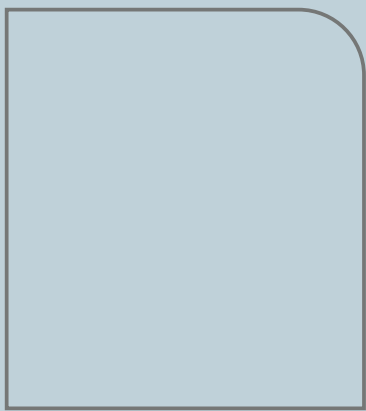
NN18
Ripples Run
Away 20g

*Ripples run away
Chased by the
Blowing wind
Danced on by
The splashing rain
Rushing to meet you*



NN19
A Gentle
Wave 20g

*A gentle wave
The sea saying hello
Lapping like a Labrador
Friend for life
What shall we do today
Swim or sail or play?*

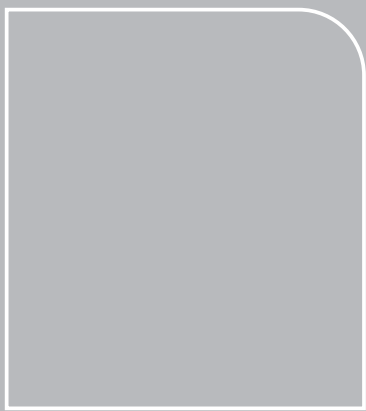


NN1 7
Daydreams
in Blue 20g

*Daydreams in blue
Nothing to do
Maybe count the
Thousand skies
Azure, aqua, cerulean,
Turquoise and denim cool*



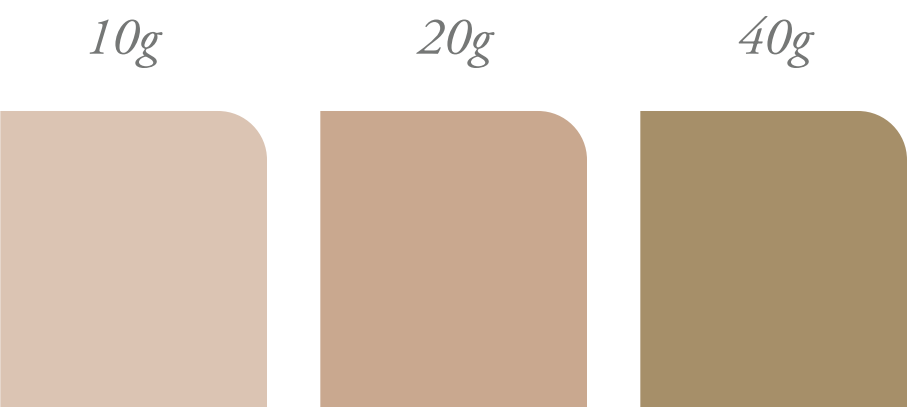
*Greys
&
Browns*



NN12
Cloudy
Floating
Questions 20g

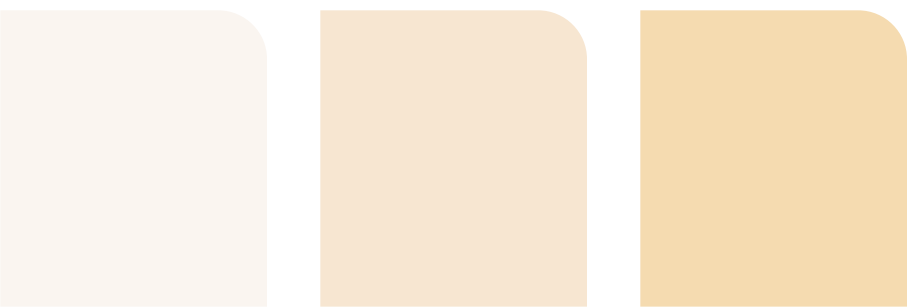
*Cloudy floating questions
Puffed up Picassos
Drifting in a guessing game
An unending train
Of possibilities
Or could it just be rain?*

	10g	20g	40g
<div>Shadows Over the Maidan NN1 1</div> <div>A soft tone comprising a blend of French red and yellow ochres with bone black pigment. This blend of high-quality pigments lends <i>Shadows Over the Maidan</i> its enduring, classic character.</div>			
<div>Cloudy Floating Questions NN1 2</div> <div>By adding small amounts of ultramarine blue to bone black and champagne chalk pigments, this grey is subdued and with some warmth. <i>Cloudy Floating Questions</i> has complexity, making it a versatile companion colour.</div>			
<div>Ragas in the Rain NN2 0</div> <div>This warm grey-brown was created by blending French ochres with bone black and champagne chalk. <i>Ragas in the Rain</i> always remains neutral and makes a smart companion to almost any colour: light or dark, warm or cool.</div>			
<div>Stone Steps in Varanasi NN0 2</div> <div>This complex grey was created by blending bone black with burnt yellow and red ochre pigments. <i>Stone Steps in Varanasi</i> gives the illusion of warm filtered light, providing a subtle and welcoming backdrop.</div>			
<div>A Line in the Sand NN0 4</div> <div>This pleasing burnt pink was created by adding generous amounts of French ochre to high quality red pigment. The addition of the French ochres in this formula lends <i>A Line in the Sand</i> its warm glow and timeless charm.</div>			



Rain Splashed Earth | NN30

Red and yellow ochres have been combined with bone black, champagne chalk and high quality red pigment to create this complex, rich brown: *Rain Splashed Earth*.



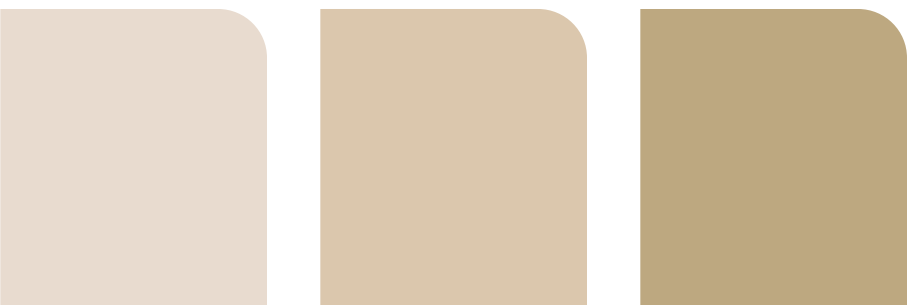
Waiting for Sunset | NN25

Made from the rich ochres extracted from the mines of Cote d’Azur, France. This golden ochre will illuminate even the darkest room. *Waiting for Sunset* looks stunning when combined with cooler greys and blues.



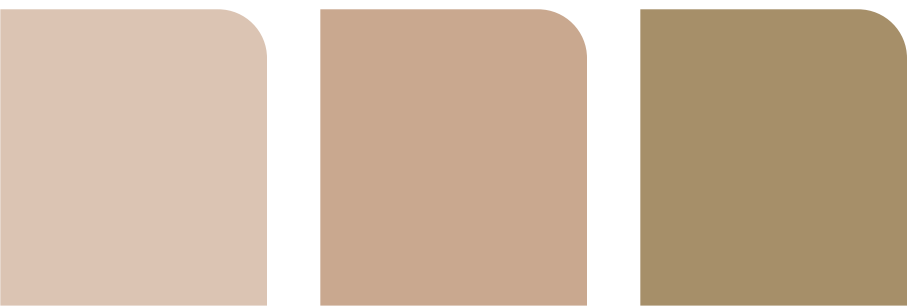
Through Teak Doors | NN14

The combination of Havana ochre, dark yellow ochre, red ochre and champagne chalk make this soft ochre a dynamic and interesting tone. *Through Teak Doors* has an old world charm that presents a subtle and neutral backdrop.



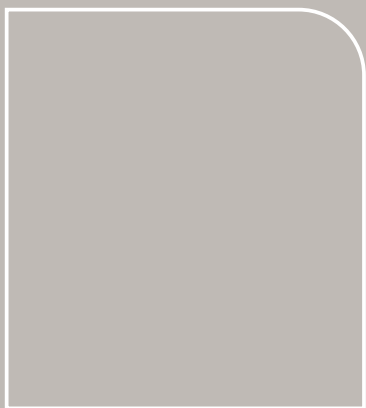
Sea of Dunes | NN05

This beautiful neutral hue can shift between red and green tones depending on the light. The multi-pigmented formula of red and yellow ochres combined with bone black and green oxide lends *Sea of Dunes* its textured and aged appearance.



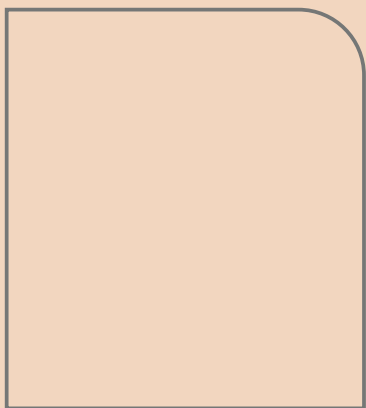
Under the Raintree | NN03

This warm ochre-brown has been distempered by adding bone black pigment and green oxide to red ochres. *Under the Raintree* looks especially elegant when combined red and black accents.



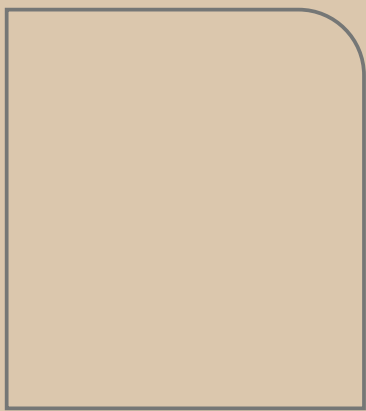
NN20
Ragas in the
Rain 20g

*Ragas in the rain
Go well with tea
And lazy conversation
Nothing ahead
Nothing behind
You will remember this*



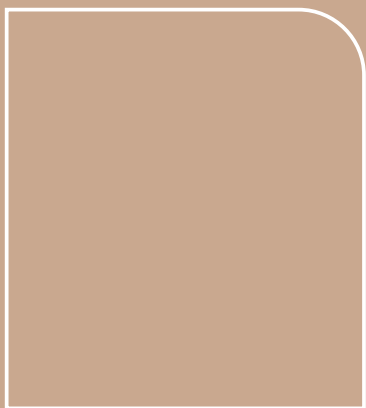
NN04
A Line in the
Sand 20g

*A line in the sand
Will go away
I'll draw it anyway
Watch it disappear
And draw it again
Coz it's pretty*



NN05
Sea of
Dunes 20g

*Sea of dunes
Caramel Sahara sands
Ripple away
To nowhere
Only the camel train
Knows where to go*

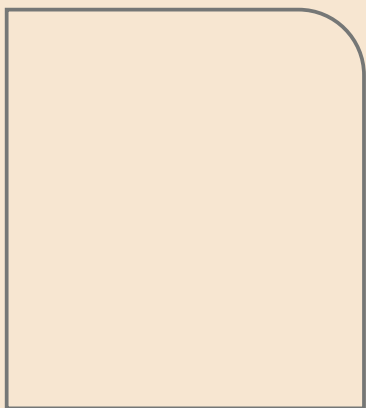


NN3 0
Rain Splashed
Earth 20g

*Rain splashed earth
Take a deep breath
Fill your lungs with
New air
And that scent
Again and again*



Whites



NN13
When the Taj
Awakes 20g

*When the Taj awakes
And the Yamuna flows
Just as it did
400 years ago
You can hear the words
Of cold marble love*

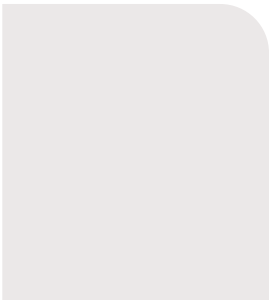
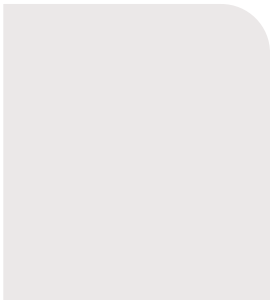
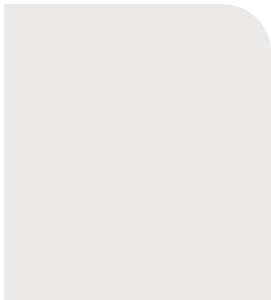
10g

20g

40g

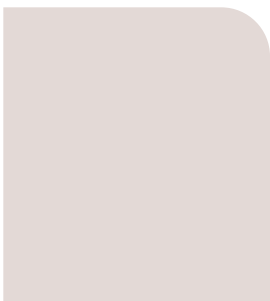
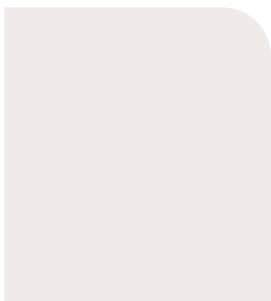
Pearl Like Moonlight | NN01

Pearl Like Moonlight is an iridescent white composed by adding small amounts of red ochre, green oxide and bone black to champagne chalk pigment. This blend of complementing pigments helps create the ambiguous shade of a pearl.



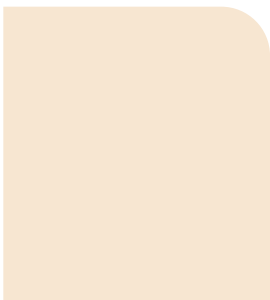
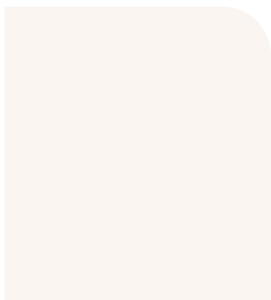
Shells on the Sand | NN10

This off-white utilizes bone black, champagne chalk and French ochre pigment to recreate the ambiguous shade of shells. *Shells on the Sand* is an elegant and understated white that elevates its surroundings.



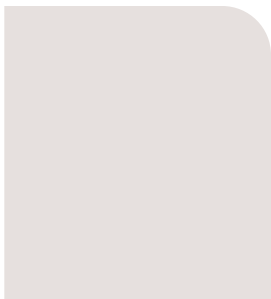
When the Taj Awakes | NN13

When the Taj Awakes will bring alive light starved rooms, providing brightness without overpowering. Composed with dark yellow ochre, bone black and champagne chalk pigments, this off white is elegant and timeless.



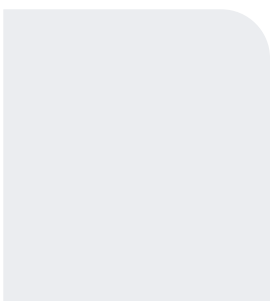
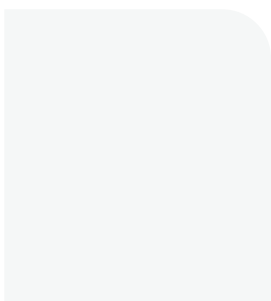
Two Swans Gliding | NN15

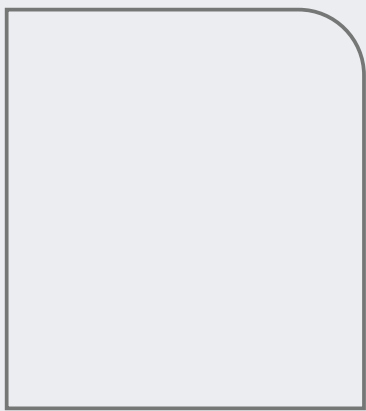
Created by blending ochres with bone black and champagne chalk pigment. *Two Swans Gliding* provides interest to a room while remaining a neutral backdrop due to its combination of natural pigments.



A Bunch of Jasmine | NN09

This soft green-blue tone is composed of a blend of equal parts bone black, green oxide and French yellow ochres pigments. *A Bunch of Jasmine* is a harmonising and timeless hue that will enhance any room.

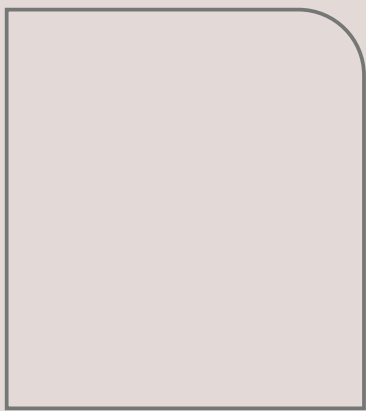




NN09

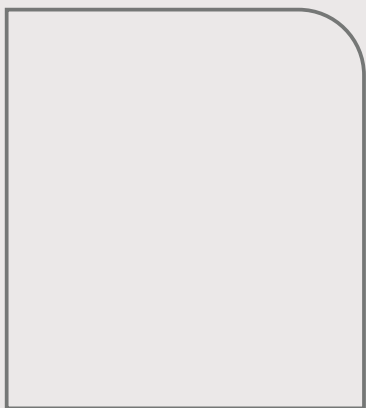
A Bunch of
Jasmine 20g

*A bunch of jasmine
In her hair
In a bowl
In your hand
In your mind
Spreading its sweetness*



NN10
Shells on the
Sand 20g

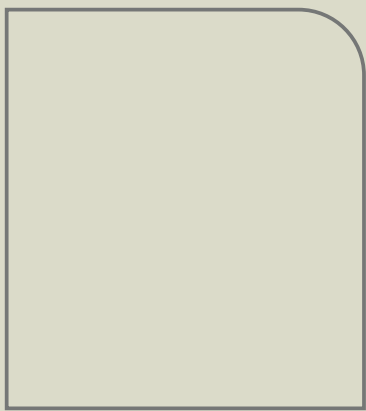
*Shells on the sand
Caught between toes
Ocean's offerings
Quick collectibles
Tourist necklaces
Just for fun*



NN01
Pearl Like
Moonlight 20g

*Pearl like moonlight
In a velvet night
Drifting behind a cloud
Peeking between wisps
Will she? Won't she?
Ah, there she is*

Greens



NN16
Cool Beneath
the Ferns 20g

*Cool beneath the ferns
Where it's winter
All summer long
Like an attic
In the hills
Keeping its secrets*

Minty and Sweet | NN2 7

Yellow and red ochres added to green oxide and champagne chalk pigment provide this green with its earthy warmth and complexity. *Minty and Sweet* will enhance any room, lending it charm and interest.

10g

20g

40g

Suddenly a Parrot | NN0 8

The combination of bone black, blue, green, champagne chalk, red and yellow ochres gives this green its lively and vibrant character. Green, the most calming of all colours, provides serenity and interest to a room.

Return to the Nilgiris | NN3 2

The combination of high quality violet and red pigments added to a green base then tempered with champagne chalk and red and yellow ochres, give this subdued green-grey an illusion of texture and depth.



10g

20g

40g

Cool Beneath the Ferns | NN16

Cool Beneath the Ferns combines green oxide with ochres to give this light green a quiet subtlety. This refined hue will provide a harmonious and interesting surrounding.

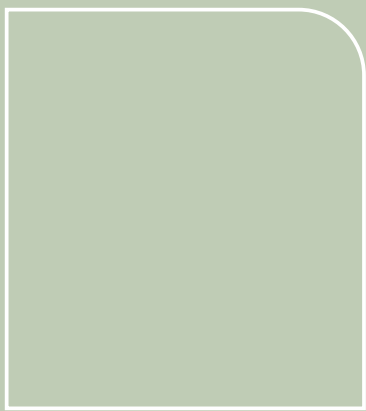
Rice Fields Fly By | NN07

Made from the rich ochres extracted from the mines of Cote d’Azur, France. This golden ochre will illuminate even the darkest room. *Waiting for Sunset* looks stunning when combined with cooler greys and blues.

Shady Under the Neem | NN06

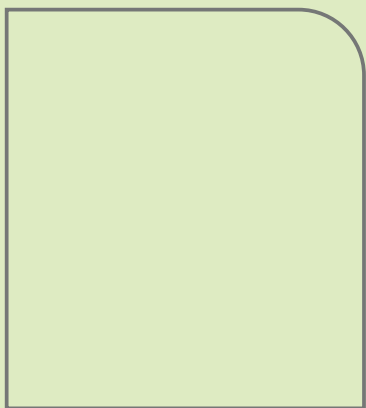
The generous amount of red and yellow ochre and bone black give this hue its warm, subdued and earthy tone. *Shady Under the Neem* looks beautiful when accompanied by its complimentary earth reds.





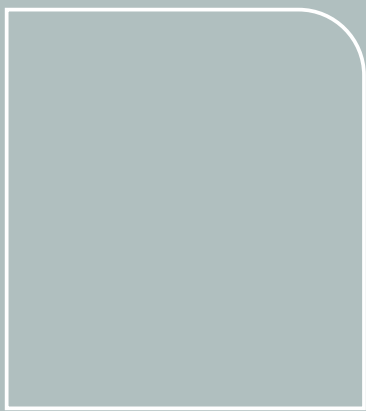
NN08
Suddenly
a Parrot 20g

*Suddenly a parrot
Catch it with your eyes
Beware its
Secret agent tactics
And leaf disguise
Hiding in front of you*



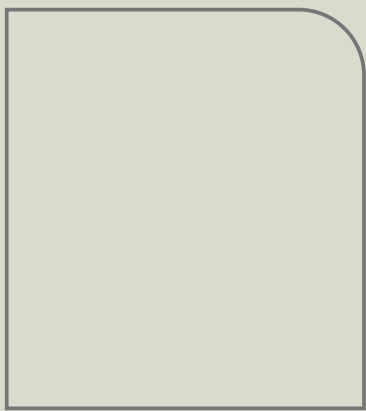
NN2 7
Minty and
Sweet 20g

*Minty and sweet
Swirling in a cup
Earth on your tongue
Like an entire plantation
Woke up inside you
And filled you up*



NN32
Return to the
Nilgiris 20g

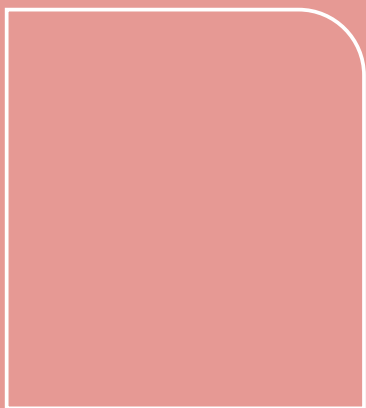
*Return to the Nilgiris
Pine scented freedom
The heart thrills
Because a
Cloud wandered
Into the room*



NN07
Rice Fields
Fly By 20g

*Rice fields fly by
White kites dive
Cows stand still
Basket hatted figures
Weave through a
Van Gogh landscape*

Vivids



NN24

Jaipur Morning
Walk 20g

*Jaipur morning walk
Breathe in air
As cool as a lit fest
So pretty it's pink
And as glorious
As the past*

10g

20g

40g

Jaipur Morning Walk | NN24

An intense terracotta tone that mimics the glow of the morning light on Jaipur’s vibrant streets. This lively and timeless hue is made by combining natural burnt red and yellow ochres with high quality red pigment.

Lotus Open at Dawn | NN26

Due to the rich ochres and high quality red and green pigments in its formula, *Lotus Open at Dawn* will distribute an enveloping glow in even light starved rooms. This pinkish terracotta can appear both rustic and modern.

Filled with June | NN23

This sunny, buttery tone utilises rich French red ochre, yellow ochres and green oxide to provide it with its rich and dynamic nature. *Filled with June* is just as at home in both period and modern homes, making it highly versatile.

Tender Coconut Summer | NN31

Tender Coconut Summer has been created by adding small amounts of red pigment to its complementary green pigment, then warmed by adding generous amounts of burnt ochre.

A Dip in the Ocean | NN35

A Dip in the Ocean has a timelessness and softness due to the bone black, champagne chalk and dark red ochre added to a highquality blue pigment. Pair with warm white to highlight its tone and create an interesting play of warm and light.

10g

20g

40g

A Hundred Magnolias | NN2 2

A Hundred Magnolias has been created using a blend of complementary pigments. This complex formula prevents this cheerful hue from becoming sickly, instead, elevating it to something more sophisticated.

Sometimes a Hibiscus | NN2 1

This lively hue is composed of high quality magenta, red and blue pigments with small amounts of green and ochre added. This complex blend of complementary pigments gives *Sometimes a Hibiscus* its illusion of depth.

Drop of Rose Milk | NN2 8

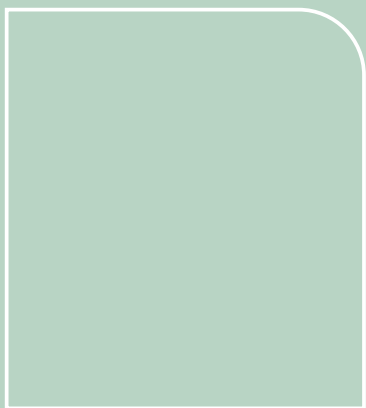
The combination of yellow and red ochre with champagne chalk pigment give this pink its beautiful tone that resembles the hue of rose milk. *Drop of Rose Milk* looks stunning when combined with a crisp white such as *Pearl Like Moonlight*.

Falling Slowly Petals | NN2 9

A muted and subdued pink composed by adding generous amounts of red and yellow ochres to high quality red pigment. *Falling Slowly Petals* looks stunning when paired with complimentary greens.

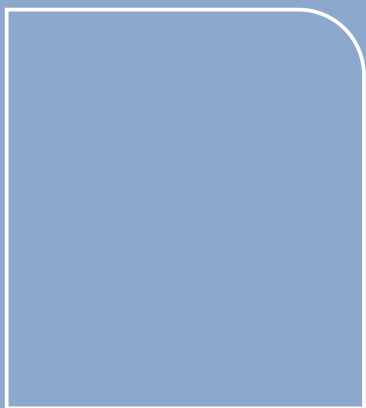
Intrigued by the names? Read more at
nilaya.asianpaints.com/naturals-poems





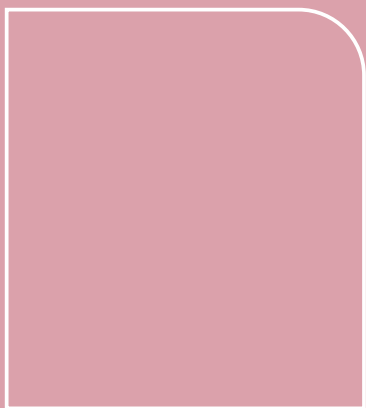
NN3 1
Tender
Coconut
Summer 20g

*Tender coconut summer
A cool day
Inside a green shell
Sucked through a straw
Life couldn't be sweeter
Drink your fill*



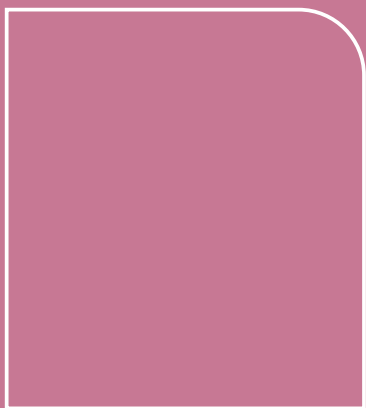
NN35
A Dip in the
Ocean 20g

*A dip in the ocean
A dive into blueness
Into
Under
Above
Through
And everywhere*



NN2 8
Drop of Rose
Milk 20g

*Drop of rose milk
Like a blushing cheek
A secret sign
Of something deep
Begins from nowhere
Fades without explanation*



NN2 1
Sometimes a
Hibiscus 20g

*Sometimes a hibiscus
Will drop down
Unexpectedly
And you'll notice
The way you didn't
When it was on the tree*

*A Natural
Combination*

Nilaya Naturals and Nilaya Signatures

Combine Nilaya Naturals with stunning wallcoverings from our Signatures collection for a truly magnificent decor scheme.



Dream River
Gold on Coral
Golden Verse



NN24
Jaipur Morning
Walk 10g



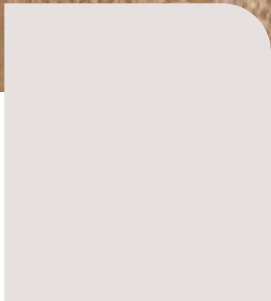
NN28
Drop of Rose
Milk 40g



NN09
A Bunch of
Jasmine 40g



Mystic River
White on Tan
Sea Escape



NN15
Two Swans
Gliding 10g



NN04
A Line in the
Sand 20g



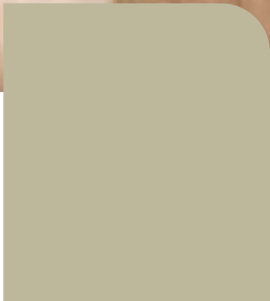
NN08
Suddenly a
Parrot 20g



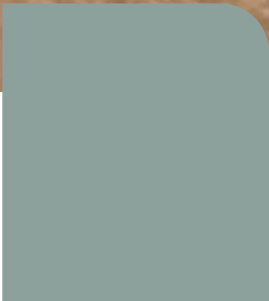
Rain Dance
Patina on Beige
Moods of Monsoon



NN14
Through Teak
Doors 10g



NN06
Shady Under
the Neem 20g



NN32
Return to the
Nilgiris 40g



Gilded Memories
Gold on Grey
Golden Verse



NN01
Pearl Like
Moonlight 10g



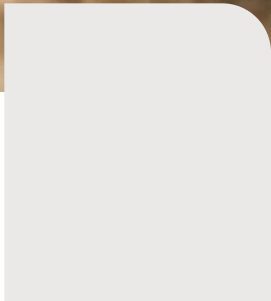
NN32
Return to the
Nilgiris 10g



NN23
Filled with
June 40g



April Showers
Indigo on White
Moods of Monsoon



NN01
Pearl Like
Moonlight 10g



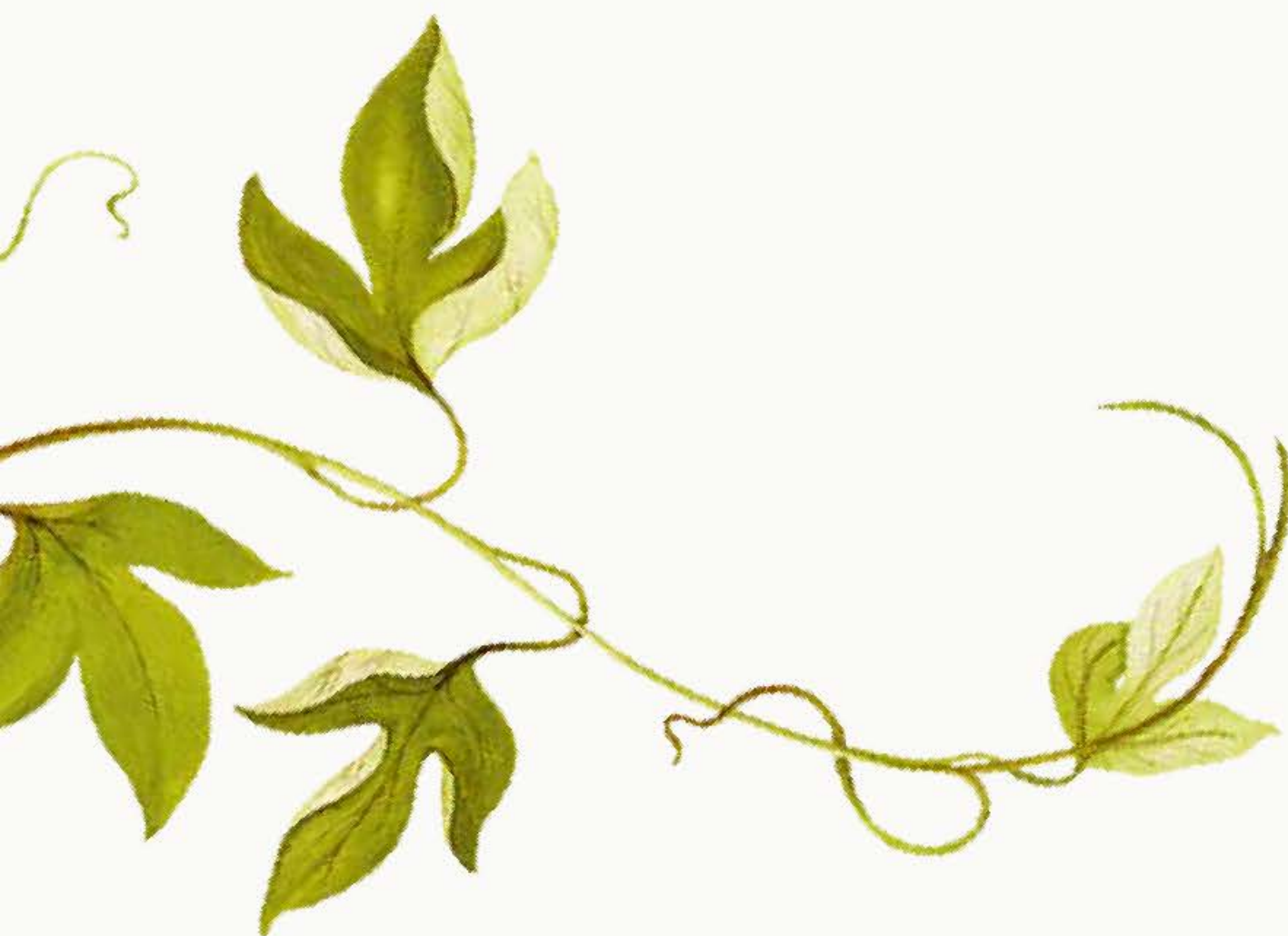
NN11
Shadows Over
the Maidan 20g



NN19
A Gentle
Wave 40g

Full Suite

To achieve the best results from Nilaya Naturals paint we recommend the use of the full Naturals painting system: Nilaya Naturals Base Coat, Nilaya Naturals Primer, Nilaya Naturals Paint and Nilaya Naturals Pigments. This will ensure that the paint system works optimally and also makes your space eligible for the 10 year performance warranty.





Pigment



Paint



Primer

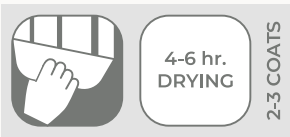


Base Coat

Application Instructions



01
Sand the surface with Emery paper 180 to remove loose, cracked or flaked paint, paint dust, dirt, grease, etc. Wipe clean.



02
Smoothen the surface with 2 or 3 thin coats of Nilaya Naturals undercoat. Allow drying for 4-6 hours between successive coats.



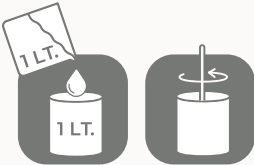
03
Sand with Emery Paper 180 and wipe clean.



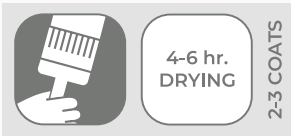
04
Thin 1 litre of Nilaya Naturals Primer with 600–700 ml of water. Apply a uniform coat with AP Direct Rolling Kit roller 600 (6 inch). Allow 6–8 hours of drying.



05
Light sand with Emery paper 320 / 400 and wipe clean.



06
Thin 1 litre of Nilaya Naturals Paint with 1000 ml of water. Add water slowly while mixing constantly to avoid lump formation.



07
Apply 2 or 3 coats of Nilaya Naturals Paint with AP Trucare 760 brush in a criss-cross movement to achieve desired opacity. Allow drying for 4–6 hours between successive coats.



AP Trucare 760 brush



AP Direct Rolling Kit 600 Roller

Complete curing of paint will require a minimum of 3–4 weeks in ambient conditions.

Colour Mixing

All indicated calculations are based on 1 litre of paint.



1 L

+



10 gm

→

10g

Light shade



1 L

+



10+10 = 20 gm

→

20g

Medium shade



1 L

+



40 gm

→

40g

Dark shade



10 YEAR warranty

*Nilaya Naturals comes with a
10 Year Warranty which means
you have our assurance of paint
performance year after year.*



earth safe



breathable



vintage finish

To view the warranty terms and conditions, visit
nilaya.asianpaints.com/naturals-warranty



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.




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Shades Disclaimer:

The Colour Shades displayed here are indicative and not precise representations of actual paint colours.

