

# PIP STUDIO

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.



## PIP STUDIO

Walk into a meadow filled with vivid blossoms, birds and enchanting details. Pip Studio creates a magical fairytale land for every space in your home, filled with a rush of colours and joy. Every corner will be transformed with some Pip Studio enchantment



**It's Spring! | W138X408E75**

Populated with birds and butterflies and flowers in abundance, this gorgeous pattern brings spring home. Cover your walls with its spring time joy and liven up bedrooms, living rooms or kitchens.



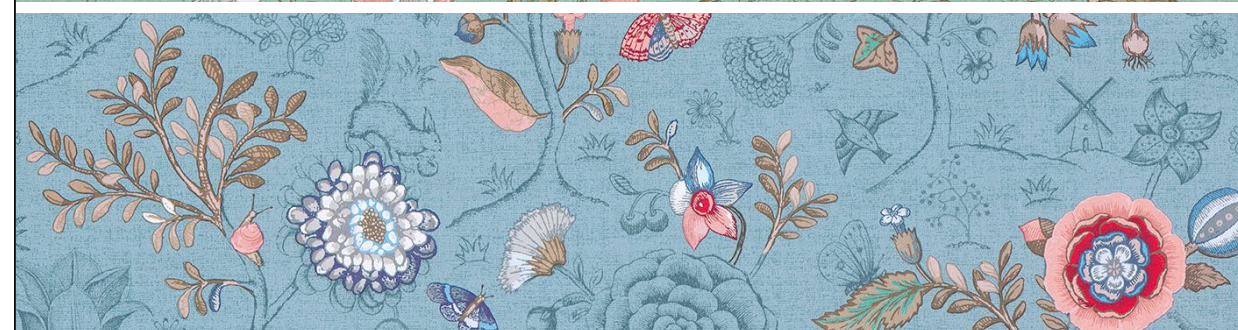
**W138X407E75**



**W138X408E75**



**W138X409E75**



**W138X412E75**



**W138X411E75**



**W138X410E75**



**Blooming | W138X413E75**

So much to see and find. Windmills hidden in the forest. Acorns tucked behind flowers. This fairytale scene fills your home with a magical atmosphere and lifts the spirits. Cover any wall and transform your home.



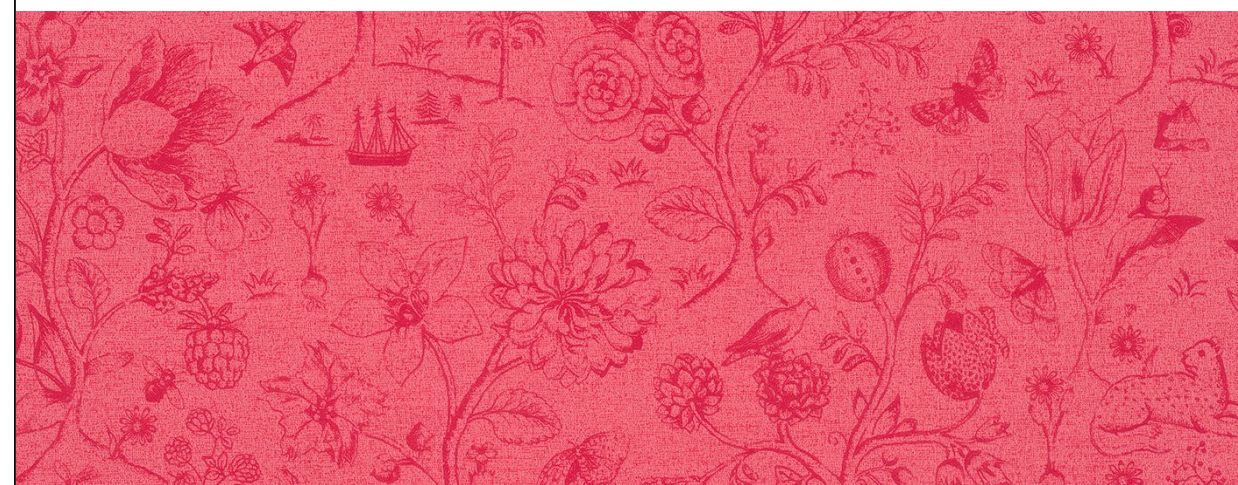
**W138X413E75**



**W138X414E75**



**W138X415E75**



**W138X416E75**



**Birdsong | W138X417E75**

Song birds mix with fruit and flowers, and garden colors and fairytale fantasy floods your home. Perfect for a kitchen or to add wonder to a child's bedroom, or even to dress up a cupboard maybe. Enchanting and wonderful.



**W138X417E75**



**W138X418E75**



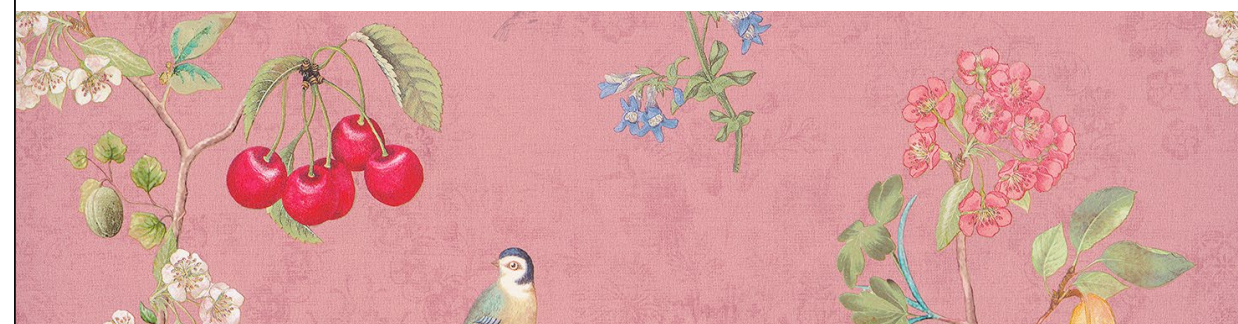
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**W138X422E75**



**W138X421E75**



**W138X420E75**

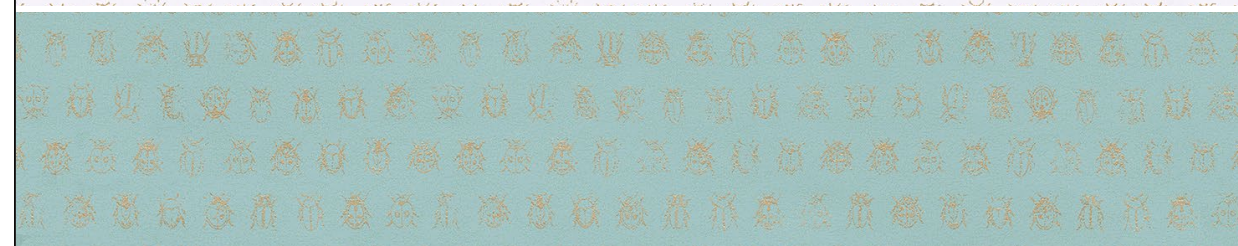


**Bug's Life | W138X426E75**

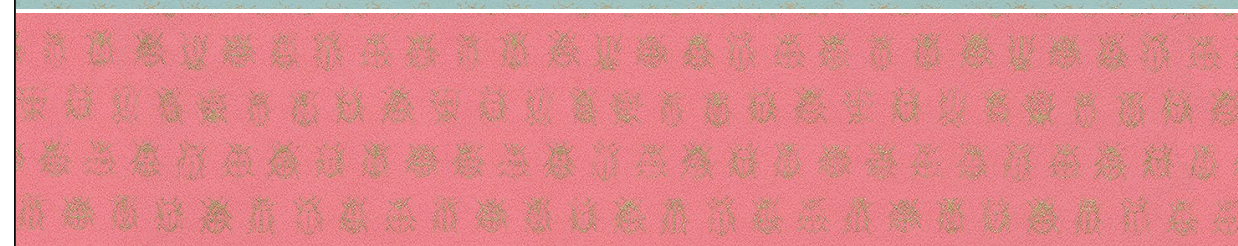
Lady bugs and beetles populate this lovely pattern bringing joy and a garden charm to your home. Its dainty look will fill your space with magic and wonder. A charming addition to a kitchen or store room.



**W138X423E75**



**W138X424E75**



**W138X427E75**



**W138X428E75**



**W138X429E75**



**W138X430E75**



**W138X425E75**



**W138X426E75**

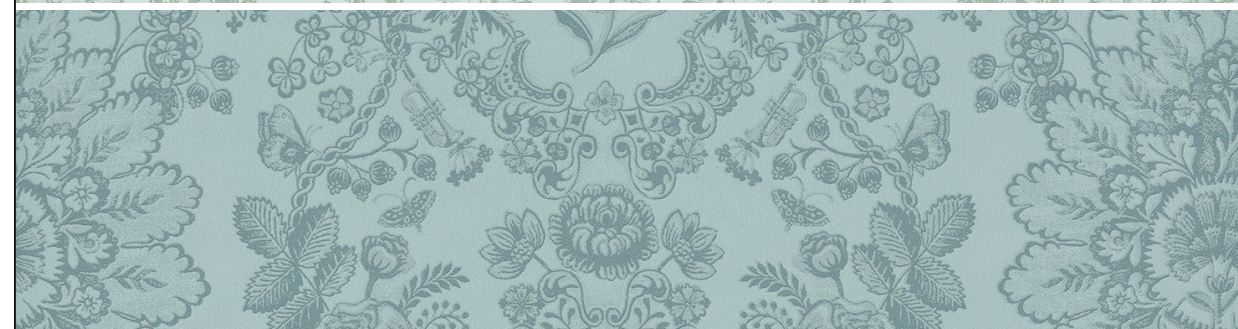


**Adventureland | W138X436E75**

A glorious damask is filled with exciting and wondrous details: ships, blossoms, and trumpets. The rich pattern brings back memories of a more classical time while the composition makes it modern.



**W138X432E75**



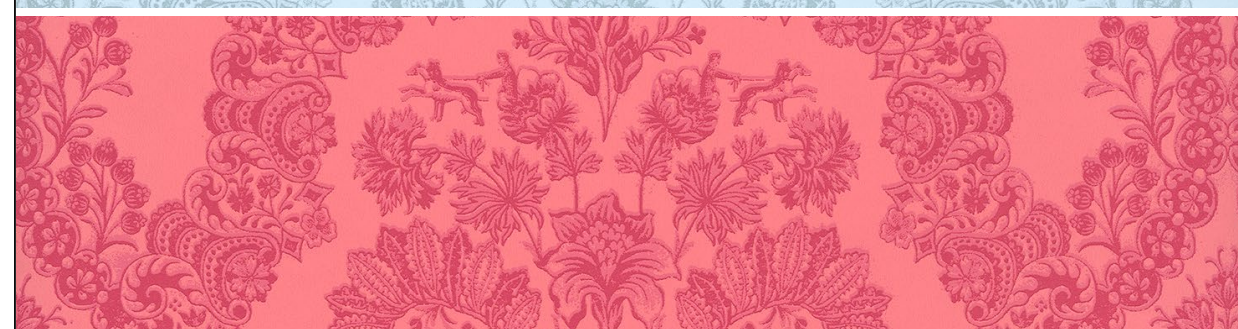
**W138X433E75**



**W138X434E75**



**W138X436E75**

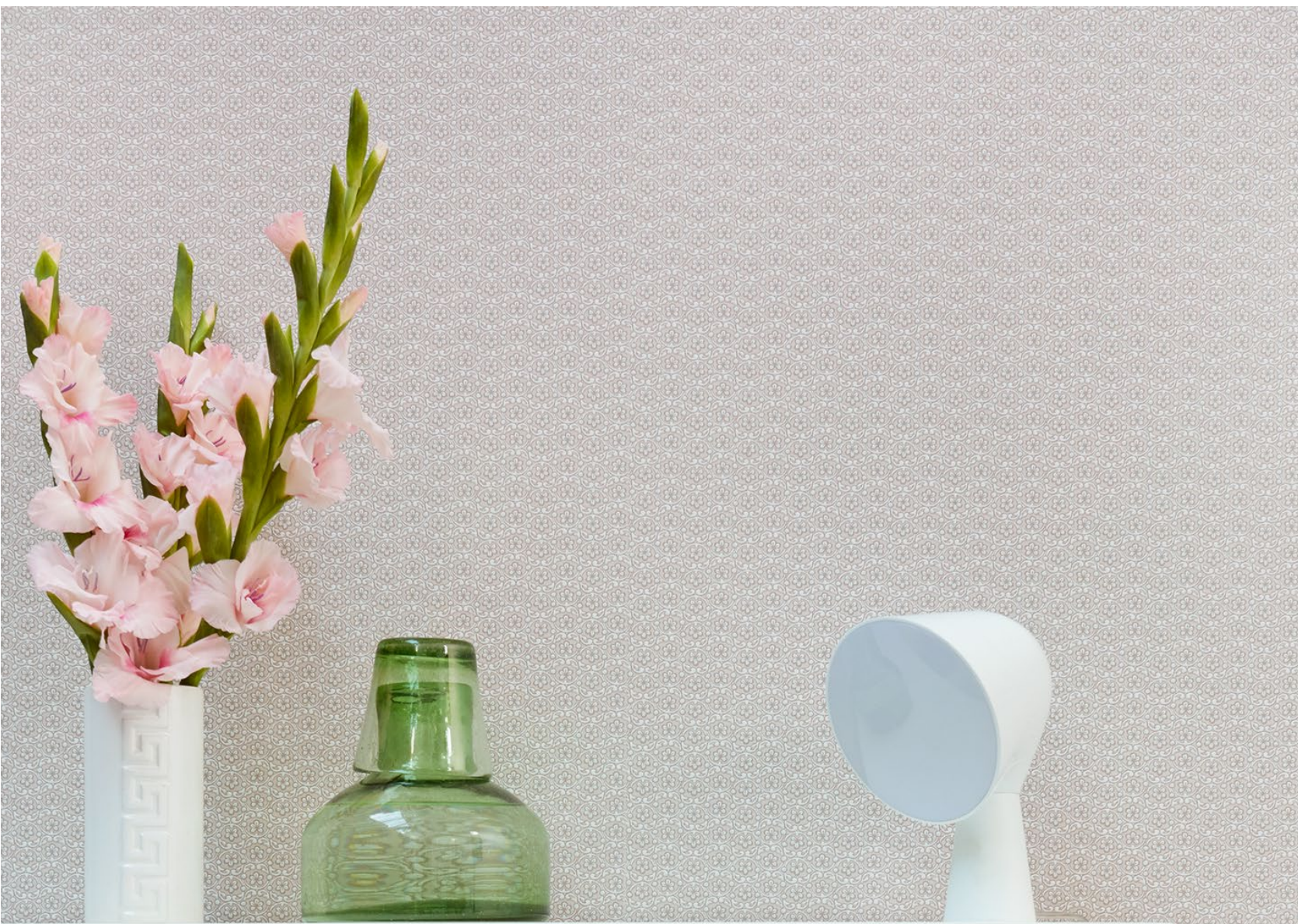


**W138X435E75**



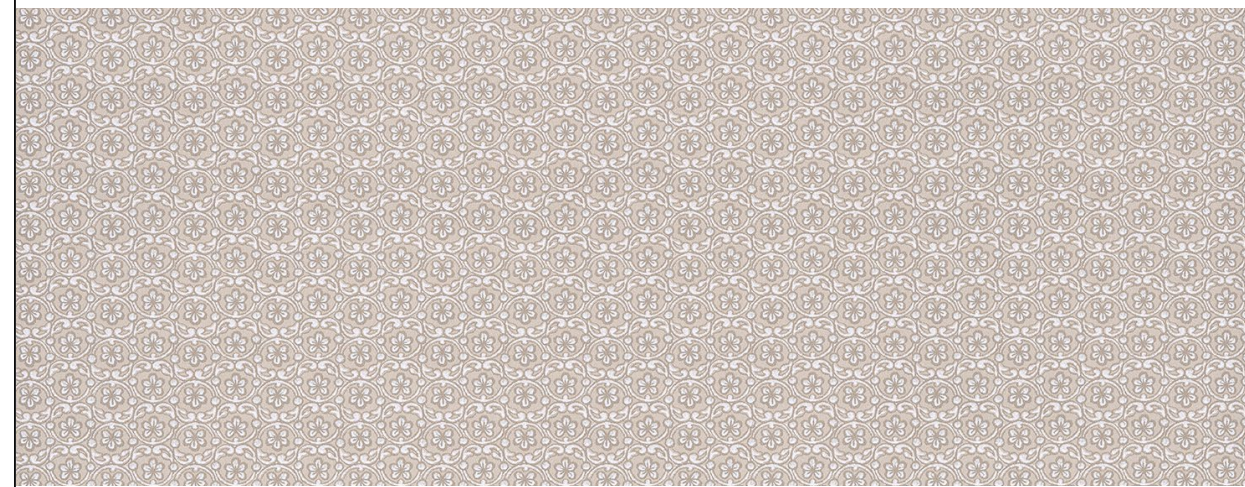
**W138X431E75**



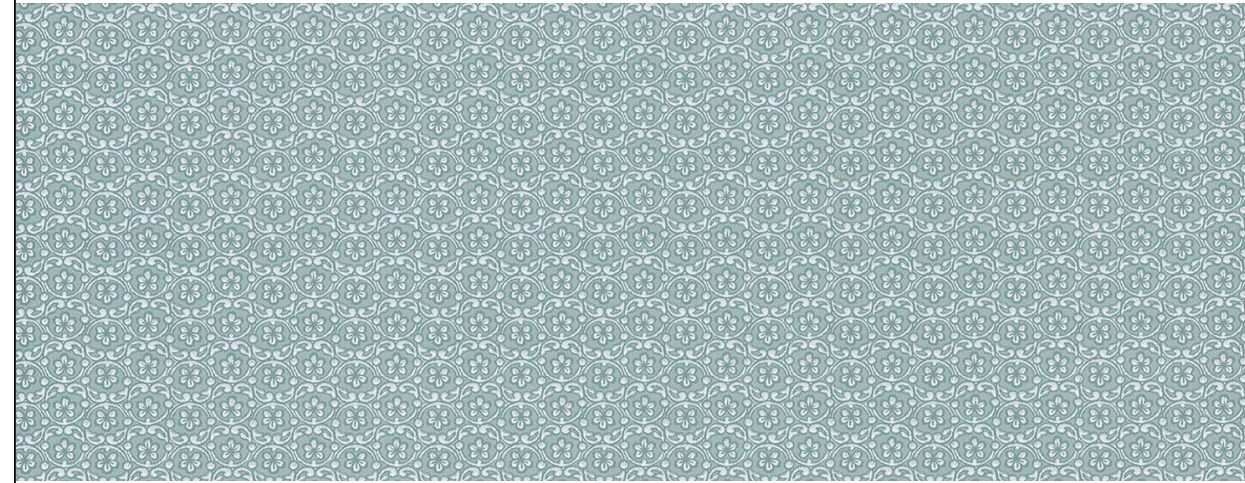


**Flower Dance | W138X437E75**

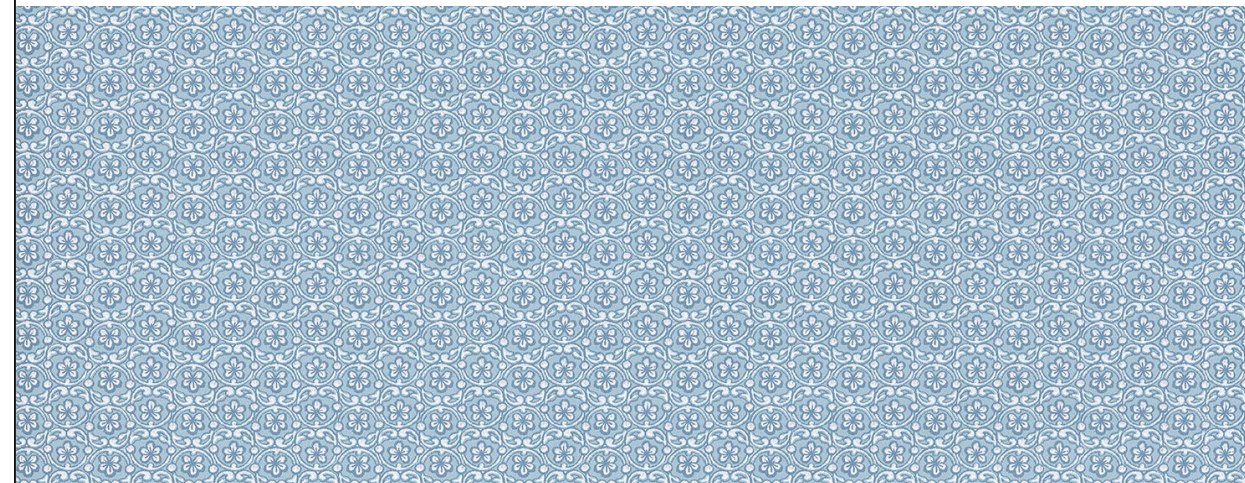
Tiny flowers run across your wall and add enchantment to your home. This dainty pattern has a delicate charm and fills a space with spring time freshness and a country atmosphere.



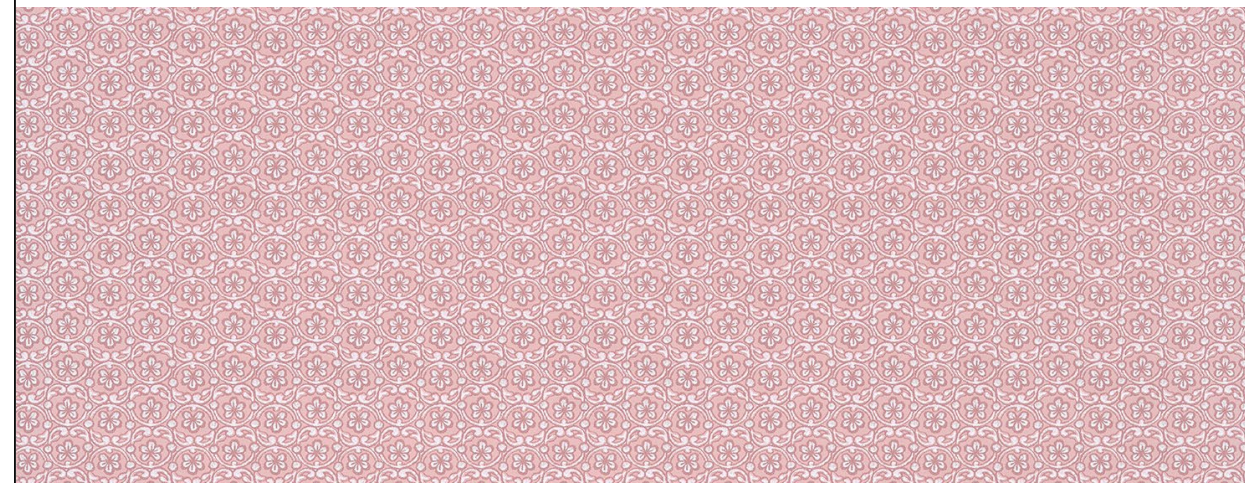
**W138X437E75**



**W138X438E75**



**W138X439E75**



**W138X440E75**



**Floral Fantasy | W138X441E75**

So many lovely colours, a rush of flowers, song birds everywhere - what more could anyone want? Invite a gorgeous garden feel into your home and create a lively, natural setting. Let the glory of nature flood your home.



**W138X442E75**



**W138X443E75**



**W138X444E75**



**W138X447E75**



**W138X441E75**



**W138X445E75**



**W138X446E75**



**Glory | W138X451E75**

Birds, flowers, colors in every hue. Did you ever want a garden in full bloom inside your home? Here it is in all its glory - bright and beautiful with morning sunshine brightness. Fill any space with this heart warming pattern.



**W138X448E75**



**W138X449E75**



**W138X450E75**



**W138X451E75**



**Flitter | W138X452E75**

Butterflies, dragonflies, birds and flowers and a burst of glorious color. Let the glory of the morning fill your home and your heart. This sumptuous pattern is perfect for children's spaces or kitchens.



**W138X452E75**



**W138X453E75**



**W138X454E75**



**W138X455E75**

# 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

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

CUSTOMER CARE

Asian Paints: 1800-209-5678