

## OUR PRODUCTS AND SERVICES

### PRODUCTS

Building on our established history of innovation, Asian Paints provides a comprehensive suite of decorative solutions for the entire home. Our product portfolio encompasses both Decorative and Industrial paints, each meticulously formulated to meet the diverse requirements of all interior and exterior wall applications and a wide range of home décor solution.



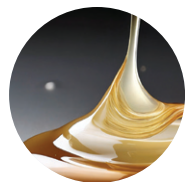
Paints



Wall Coverings



Waterproofing



Adhesives



Bath Fittings and Sanitaryware



Modular Kitchens and Wardrobes



Fabric, Furnishings & Rugs



Decorative Lightings



uPVC Windows and Door Systems



Furnitures



Textures and Painting Aid



Mechanised Tools

### Our paint offerings



### NEW LAUNCHES

#### Royale Glitz Reserv

Soft sheen interior paint providing a rich luxurious finish to walls. It also offers unmatched stain repellency to keep the walls beautiful and comes with 8 years of performance warranty.



#### Nilaya Arc

Luxurious ensemble of shades with a unique lime-based paint whose formulation and finish help create walls to deliver a rustic, tactile finish.



#### Apex Ultima - Suprema Air-O-Clean

Exterior emulsion engineered with photocatalytic technology that neutralises pollutants like SOx & NOx, bringing them down to safer limits as set by WHO.



#### PU Palette Metal

All weather resistant coating designed for metal substrates, offering UV resistance and protection against corrosion. Customers have the option to choose from 2,500+ shades.



#### SmartCare Infinia

Termed as 'The Future of Waterproofing', it is a highly durable and strong coating with best-in-class crack-bridging ability. It offers up to 25 years waterproofing warranty for terraces.



#### PU Palette PS Grey

Superior all weather resistant primer for metal and wood surfaces, with anti-corrosion properties and superior adhesion on metals.



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### NEW LAUNCHES



#### Nilaya WALL W.R.A.P

We launched Nilaya Play and Nilaya Once Wall W.R.A.P. (Wear Resistant Advanced Polymer) a pioneering, patented paint-film that is anti-bacterial, antifungal and water-resistant.

Made from naturally occurring minerals, these wallcoverings have zero VOC with no PVC or plastic usage.



#### Sabyasachi for Nilaya – Paris-Calcutta

*Paris-Calcutta is a tale of two cities, both exuberant in spirit and abundant with art, thought, charm and glamour*

– Sabyasachi Mukherjee

In the 10<sup>th</sup> year of collaboration of **Sabyasachi x Asian Paints**, Paris-Calcutta collection of wallpapers and fabrics were launched, comprising a vivid series of upholsteries, sheers and draperies in velvets, linens and cottons. With hand painted motifs created by The Sabyasachi Art Foundation, this collection of wallpapers and fabrics brings together the sophisticated artistry and cultural decadence of these two cities.



### SERVICES

Our enduring leadership in the paints and home décor sector is driven by the consistent introduction of innovative concepts and dedicated service offerings. These include initiatives such as Colour Ideas, the Beautiful Homes Painting Service, Colour Next and Asian Paints Beautiful Homes Stores.



#### Beautiful Homes Painting Services

With the aim of delivering professional painting services focusing on timely completion, offering tailored colour guidance and dedicated supervision, our Beautiful Homes Painting Service provides customers with a seamless service and dependable painting solutions underpinned by top safety standards. This encompasses services such as interior wall painting, exterior wall painting, waterproofing service, and wood solutions.

**175,000+**

Customers used the Beautiful Homes Painting Services

↑ 25%

**3,500+**

Dealers participating in Beautiful Homes Painting Services

↑ 17%

#### Trusted Contractor Service

We make it easier to connect with painting contractors who have been through our thorough training and have a long-standing relationship with our Company. This enables us to provide you top-notch services from trusted contractors in your area.

**72,000+**

Contractors listed on Contractor Finder portal

↑ 11%

**15,300+**

Unique pin codes covered for lead servicing

↑ 12%



#### Beautiful Homes Service

An exclusive, end-to-end solution providing customers with personalised interior design service, complete with professional execution, to help them create their dream homes.

