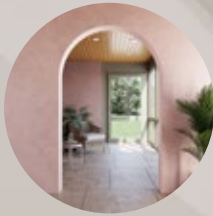


Our products and services

Products

We have been at the forefront of innovation, offering traditional paints and comprehensive décor solutions. Our product range includes Decorative and Industrial paints that fulfill the diverse requirements of interior and exterior wall applications.



Paints



Wall Coverings



Textures and
Painting Aid



Waterproofing



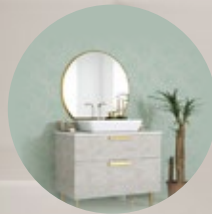
Mechanised Tools



Adhesives



Modular Kitchens
and Wardrobes



Bath fittings
and Sanitaryware



Decorative
Lightings



uPVC Windows and
Door Systems



Fabric, Furnishings
& Rugs

Snapshot of our new launches



NeoBharat Latex

Special polymer tech offering smooth latex finish with 3x durability at the price of distemper



Apolite Insectshield Enamel

First-of-its-kind insect-repellent paint which is effective against mosquitoes, ants, cockroaches, and flies



Apex Ultima Protek Duralife Basecoat

Offering 15 years of waterproofing warranty, making it the industry's highest



SmartCare Damp Proof Play

First of its kind with acrylic tintable coating: tile-like finish, waterproofing, and rain protection



SmartCare Damp Sheath Interior Waterproofing Primer

Prevents surface dampness from manifesting itself on top coat and enhances the life of a top coat



SmartCare Damp Proof Xtreme

Effective on terraces in extreme moisture and against exterior efflorescence with 10 years warranty



WoodTech Emporio PU

Boasts top-of-the-line self-healing properties, unparalleled in its category



WoodTech Flash

Best-in-class gloss and grain filling at the most competitive price against local polish

Our products and services



Highlights

Sabyasachi for Nilaya

Our fourth collaboration with Sabyasachi has resulted in the exquisite Paris-Calcutta Collection. Reflecting the vibrance of both cities, the collection of wallpapers and fabrics blends sophisticated craftsmanship and cultural opulence. With over 30 wallpapers and 120 fabrics across four distinct books, the collection showcases the finest selections tailored to meet the tastes of our customers in India and worldwide.

Timeless grandeur with festive pack

Celebrating the people and culture of West Bengal, Tamil Nadu and Kerala, we launched unique heritage-inspired pack.

The packaging features augmented reality (AR) that allows customers to scan the can and embark on a journey through the region's cultural heritage.

'Smoothing' the way to success

During FY 2023-24, our abrasive category showed remarkable resilience and growth. The growth signifies our dedication to providing value and enhancing productivity for our partners. While sanding paper has traditionally been integral to our abrasives category, newer products have emerged alongside it, presenting enhanced value propositions.

Graceful simplicity: Introducing the 2023 Soft Décor Collection

Pushing beyond conventional boundaries, our Soft Décor Collection 2023 unveils an impressive line-up of 58 new collections in furnishings fabric across Ador, PURE-Royale, and Nilaya. Building upon our soft décor journey, this collection features an array of décor products, showcasing new collections that embody the essence of luxury.



Services*

We have fortified our leadership in the paints and home décor industry through the consistent introduction of new concepts, including Colour Ideas, Beautiful Homes Painting Services, Colour Next, and the Asian Paints Beautiful Homes Stores.

Beautiful Homes Service

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



9,000,000+
Beautifulhomes.com
visitors during the year

1,700+
Sites serviced in
FY 2023-24

Beautiful Homes Painting Services

We offer our customers hassle-free service and reliable painting solutions with the highest safety standards. We have introduced with 'On Time Painting' as a key promise of the service. Our brand has continuously evolved to meet the dynamic demands of its customers. This evolution has given rise to a new brand identity to our Safe Painting Services as Beautiful Homes Painting Service, a holistic experience that delivers beautiful homes through its superior products and credible dealer-led painting services.



140,000+
Customers used the Beautiful
Homes Painting Services

3,000+
Dealers participating in
Beautiful Homes Painting
Services

Trusted Contractor Service

We facilitate access to painting contractors who have undergone our rigorous training and have long-standing affiliations with our Company.



65,000+
Contractors listed on
Contractor finder portal

13,700+
Unique pin codes covered for
lead servicing

* Services include Colour Consultancy, Projects, Beautiful Homes Painting Services, Beautiful Home Services, Waterproofing Solutions, Wood Solutions, and Bathroom Design Services.

Read more on [+ Pg. 64](#)