



**APEX  
ULTIMA**

**WARRANTY  
BOOKLET**

# APEX ULTIMA

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## THE ULTIMATE SOLUTION

Making a beautiful home, stay beautiful isn't easy especially when the quality of your exterior paint is questionable. Only the right exterior paint can keep your home looking young and beautiful, fighting hostile elements for years.

Asian Paints introduces Apex Ultima - a high-performance exterior emulsion specially formulated to safeguard your exteriors from extreme weather conditions. A revolutionary product, it is power-packed with an advanced formulation that keeps your home looking new for years to come. Read on to know about all the problems your home could face and how Apex Ultima's features fight them all.

For the purpose of this warranty document, any reference to "company" shall mean Asian Paints Ltd. The warranty is valid only on the customer's registration with us. To register, please call us on 1800-209-5678 and kindly do comply with the requisites.

**Warranty ID. No.**

# THE WARRANTY COVER

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Apex Ultima is a high performance paint that offers a 7-year performance warranty. A first of its kind, the warranty covers product performance against fading, flaking and peeling. With a 5-year warranty against the growth of algae and fungi, you can be assured that your home will look younger and brighter, year after year!

# COMMENCEMENT AND DURATION

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- a. This warranty shall commence on the date ("the commencement date") when the consumer telephonically lodges his warranty with the company by contacting 1800-209-5678 and furnishing all the purchase and personal details requested by the company. In order for this warranty to be valid, the registration needs to be done within fifteen (15) days of the completion of painting of Apex Ultima.
- b. The company at its own discretion may appoint a person to inspect and validate the application of the Apex Ultima as per the directions specified.
- c. The warranty shall be for a period of seven (7) years from the commencement date on all performance parameters except algal and/or fungal growth for which it will be for a period of five (5)

years from the commencement date as mentioned in the extent of warranty section.

- d. Where any claim arises during the warranty period, the period will not start afresh after settlement of the claim.

# EXTENT OF WARRANTY

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The warranty shall apply where:

- a. The total volume of Apex Ultima & Apex Ultima Metallics combined exceeds 60 litres and the usage on a particular site exceeds 60 litres.
- b. The company will only provide replacement cost for paint and labour for re-application of coating, as may be necessary to set right the paint failure in the affected portion only in accordance with liability as indicated in the 'Liability' section.
- c. Throughout this warranty the words "Paint Failure" shall mean any of the following occurring, subject to the other conditions laid under this warranty:-
  - i. Film integrity, flaking and peeling of the paint Apex Ultima, caused by one coat of paint Apex Ultima coming off from another or the paint Apex Ultima film coming off from the substrate.
  - ii. Shade fading
  - iii. Growth of fungus and algae on wall surfaces\* (at least spread over a minimum area of 10 sq. feet)

\*Please Note: The warranty on anti-algal/anti-fungal performance is only for a period of five (5) years only from the date of purchase. Please note that this warranty is subject to the conditions mentioned herein.

## APPLICATION

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### **This warranty shall only be applicable where**

- a. Apex Ultima was used on exterior masonry wall surfaces only.
- b. For the warranty to be valid, you have to make a minimum purchase of 60 litres of Apex Ultima Exteriors Emulsion.
- c. All elements of surface preparation prior to the application and application work have been done in accordance with the instructions provided for Apex Ultima with regard to surface preparation and application as in the product information sheet.
- d. The customer has used the entire paint system recommended by the company. Final coverage obtained should be between 50-60 sq.ft/ltr. For freshly plastered and cured surfaces, undercoat of Asian Paints Exterior Primer to be used followed by atleast 2 top-coats of Apex Ultima. All horizontal surfaces have to be coated with an additional 3rd coat for added protection.

## LIABILITY

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- a. The company will be liable for the replacement cost of only paint and labour required to set right the area of paint failure, at the time of the lodgement of claim.
- b. The labour rate will be determined by the company and it will be a reflection of the current prevailing market labour rates and the same will not be disputed by the customer, at any point of time. The labour rate may be determined on the basis of a per sq.ft. rate or on a daily wages rate. The customer will be liable for the balance costs, which are not company's obligations, as indicated above.
- c. The company will not be liable for any indirect or consequential loss or damages to the customer. The customer's exclusive and sole remedy under this warranty shall be as mentioned herein this clause.

# EXCLUSIONS

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- a. The warranty will be void in the following events:
  - i. Intermittent dripping of water due to proximity of vegetation or air-conditioning units or any other sources of water leakage like plant pots.
  - ii. Water penetration due to capillary rise from the ground level, including water leakage, seeping and continuous dampness of the surface.
  - iii. Growth of algae or fungus on surfaces other than masonry walls.
  
- b. The warranty will cover only the manufacturing defects of Apex Ultima and will not cover any defects arising out of factors out of control of the company, including but not limited to:
  - i. Paint failures due to structural defects, moss and other vegetative growth, excessive bird dropping/spitting, water leakage and seepage within the building structure and continuous dampness of the surface, staining due to plant pots
  - ii. Natural calamities such as earthquakes, cyclones
  - iii. Failure or defects in the structure or previous coating
  - iv. Vandalism
  - v. Acts of God
  - vi. Abuse or negligence by the Customer
  - vii. Causes other than defects in the Apex Ultima
  - viii. Improper surface preparation
  - ix. Surface with contaminants and not dry
  - x. Normal wear and tear
  - xi. Any act or omission on the part of the contractor/painter causing the Apex Ultima or the application of Apex Ultima to be defective by any means.
  
- c. While the most durable and fade resistant colour pigments are used in the manufacture of Apex Ultima, experience has proven, particularly in coastal areas that fading and chalking do occur with all paint products. Within normal limits this is not considered as an Apex Ultima's failure.

## CLAIMS AND REPAIRS

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- a. Any claim made in terms of this warranty shall be made within 30 days of the consumer discovering any defect, damage or failure which gives rise to a claim.
- b. The consumer shall forthwith notify the company of the claim providing full details thereof, and shall set out the basis on which it believes that the company is liable in terms of the warranty. The company reserves the right to carry out inspections of the paint Apex Ultima's application process, in which the Apex Ultima is alleged to have failed and to perform any tests in respect thereof, and may do so either itself or by means of any person nominated by it. Prior to such inspection or testing, the consumer shall not be entitled to perform any repairs to or remove or tamper with any part of the paint, Apex Ultima.
- c. The company shall use its best endeavors to ensure that the paint required for repairs is available as soon as possible at the place where the repairs are to be carried out, but does not assume liability for delay in this respect.
- d. The company, in its sole discretion shall be entitled to
  - i. Control/monitor re-painting which is to be carried out in accordance with all its specifications and instructions; and
  - ii. Appoint a contractor and/or approve the contractor appointed by the customer.

## MISCELLANEOUS:

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- a. This warranty disclaims any liabilities, contracts, tort or otherwise including negligence and strict liability and the company makes no warranty or merchantability or of fitness for any particular purpose whatsoever for Apex Ultima. There are no warranties expressed or implied under law, which extend beyond the warranty set out herein.
- b. If any dispute arises between the company and the customer, in respect of the above warranty, neither shall commence any court or arbitration proceedings relating to the dispute, unless they have first complied through mediation.
- c. In case of any disputes, the same is subject to exclusive jurisdiction of the courts of Mumbai.
- d. The facts and all matters concerning any dispute will be kept confidential by both the customer and the company at all times.







# WARRANTY INFORMATION

## Customer Details

Name . . . . . Contact . . . . .

Site Address . . . . .

Warranty Identification no. (Win)

(To be issued to the customer by helpline operator)

Warranty commencement date . . . . .

## Product Details

Shade Name . . . . . Quantity (ltrs.) . . . . .

Batch No. . . . . Mfg. Date . . . . .

Area to be painted (in sq. ft.) . . . . .

## Dealer Details

Dealer Name . . . . .

Address . . . . .

Invoice No. . . . . Invoice Date . . . . .

Dealer's Stamp

To be filled by the customer

Contractor's Name . . . . .

Address . . . . .

Tel. No. . . . .



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To know more, visit: [www.asianpaints.com](http://www.asianpaints.com),  
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Mumbai - 400 055