

# SAND TALES

nilaya

Wallcoverings by Asian Paints



## A S I A N P A I N T S

Asian Paints remains India's market leader in paints since 1967 through an innovative spirit and strong consumer focus. It is double the size of any other company in India and Asia's third largest. Asian Paints manufactures a wide range of paints for decorative and industrial use as well as wall coverings, adhesives and services. It is also present in the Home Improvement and Decor segments, covering bath and kitchen products. Asian Paints, along with its subsidiaries, has operations in 15 countries across the world, with 26 paint manufacturing facilities – servicing consumers in over 60 countries.

## N I L A Y A

Nilaya wall coverings from Asian Paints brings you the world's best surfaces. Each product is handpicked and supported by India specific care products, formulated by Asian Paints, to harmonize with perfectly realized decor visions. Curations from internationally renowned designers, collaborations with Indian creative artists and in-house creations by Nilaya, ensure a continuous flow of an ever stylish range of wall coverings, decals, borders and paintables.





## SAND TALES

Welcome to the desert. Inspired by the art of the Aztecs, Sand Tales is a collection of statement making wall coverings that evoke the lively landscape of the desert. Walls speak with a wide array of folksy details, symbols, dramatic abstractions, plant life and nature-inspired motifs. Whether it's for a feature wall or a striking backdrop add a twist to your decor story with Sand Tales.





**Silver Wind | W145Z376N75**

Play it cool with wind blown sand rivers that flow this way and that in varying shades of muted brown and green. Dream-like, peaceful and stylish. Combine with organic materials for a chic retreat.



**W145Z376N75**



**W145Z377N75**



**W145Z378N75**



**W145Z379N75**



**W145Z380N75**



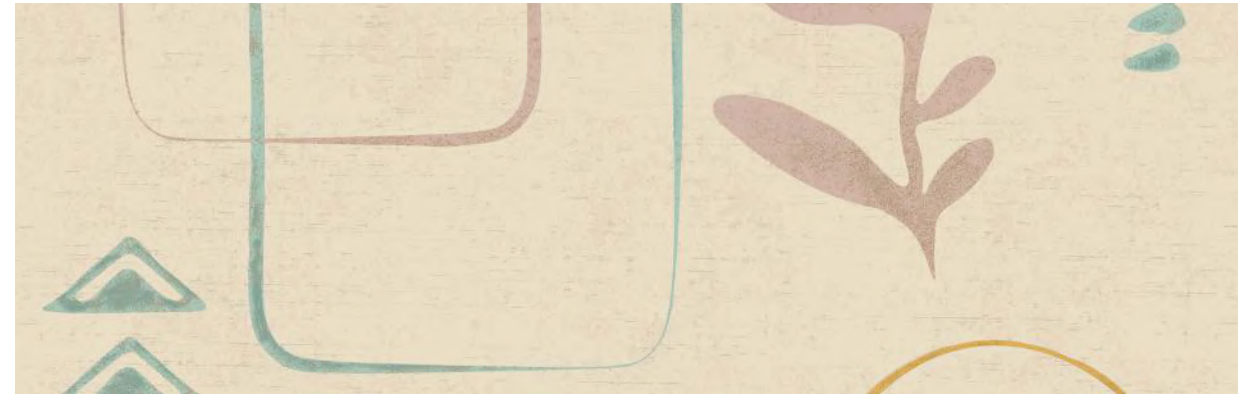


**Empire City | W145Z353N75**

A simple, stylized rendering of a desert town evokes a dreamy sense of adventure and offbeat charm - a perfect accompaniment to a chic scheme.



**W145Z353N75**



**W145Z354N75**



**W145Z355N75**



**W145Z356N75**



**W145Z357N75**





**Desert Legend | W145Z358N75**

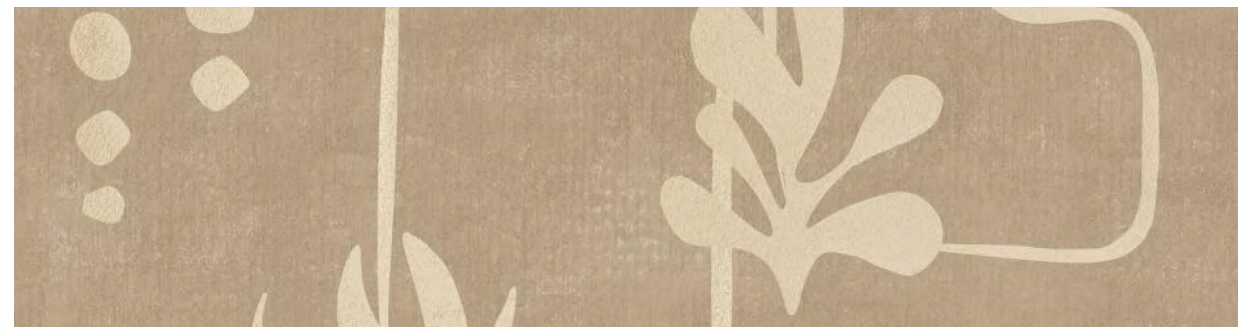
Add some folksy flair to your room with a pattern composed of simple, stylized motifs that evoke the rich art of the Aztecs. Complete the look with woven fabrics, natural materials like wood and cane.



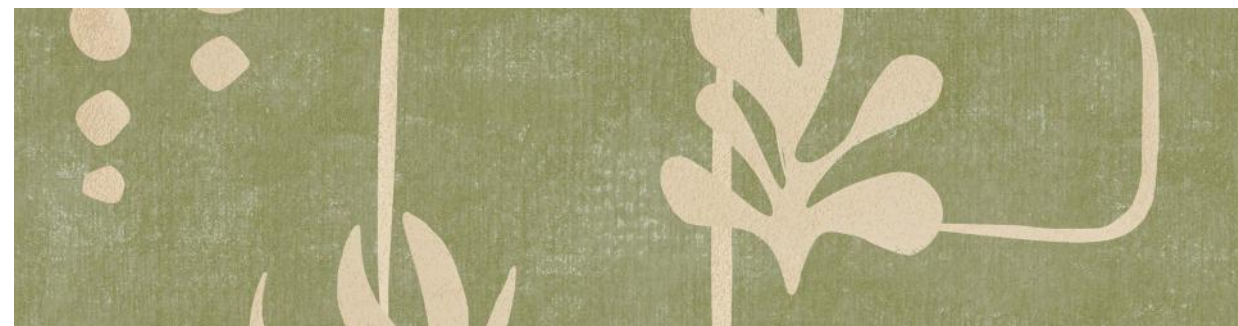
W145Z358N75



W145Z359N75



W145Z360N75



W145Z361N75



W145Z361N75



W145Z363N75





**Hidden Treasure | W145Z364N75**

Sign up for a trendy look with this pattern of cool desert motifs inspired by the richness of an ancient culture. Use as an incredible feature wall or a backdrop to an eclectic decor arrangement.



W145Z364N75



W145Z366N75



W145Z367N75



W145Z365N75



W145Z368N75



W145Z369N75





**Sacred Spirit | W145Z372N75**

Ancient motifs never go out of style. Inspired by desert lands, this quiet pattern transports you to another world. Contrast with linen and natural materials.



W145Z370N75



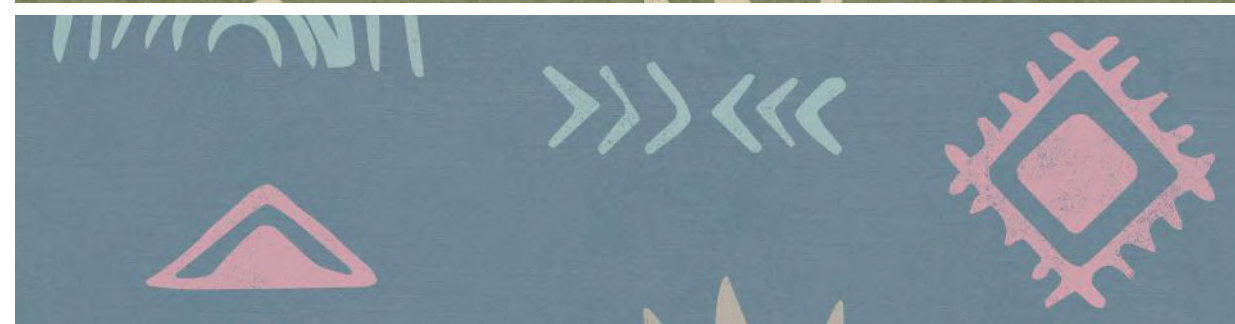
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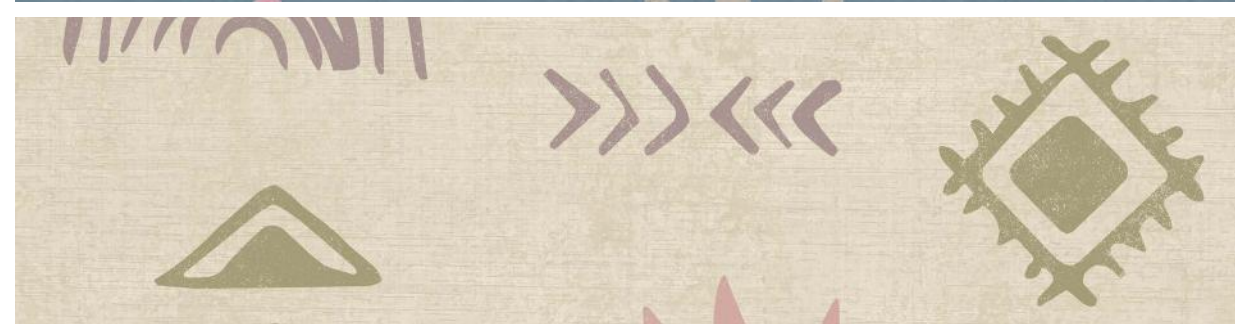
W145Z372N75



W145Z373N75



W145Z374N75



W145Z375N75





**Mystic Dream | W145Z348N75**

All you need are a few signs to know you're home. Spare but warm, the quiet atmosphere of the desert landscape is captured through simple motifs. Pair with natural fabrics and a quiet scheme.



W145Z348N75



W145Z349N75



W145Z350N75



W145Z351N75



W145Z352N75





**Wind and Sand | W145Z383N75**

Get blown away with wavy ribbons of sand stirred by the wind. A playful running stitch detail gives this pattern a fun and quirky energy. Pair with chunky furnishings in bold monochromes for a vibrant look.



**W145Z381N75**



**W145Z382N75**



**W145Z383N75**



**W145Z384N75**



**W145Z385N75**





**Blown Away | W145Z397N75**

Cacti are cool. A field of these gentle desert forms – leaves and cacti in a soft shade – add a dreamy feel to a room. Will go so well with a room decorated with monochromatic furnishings.



**W145Z395N75**



**W145Z396N75**



**W145Z397N75**



**W145Z398N75**





**Drifting | W145Z392N75**

Make your mark with this gentle abstract pattern that evokes the quiet mystery of the desert world and generates a sense of tranquility. A perfect companion to handmade materials and furnishings.



**W145Z391N75**



**W145Z392N75**



**W145Z393N75**



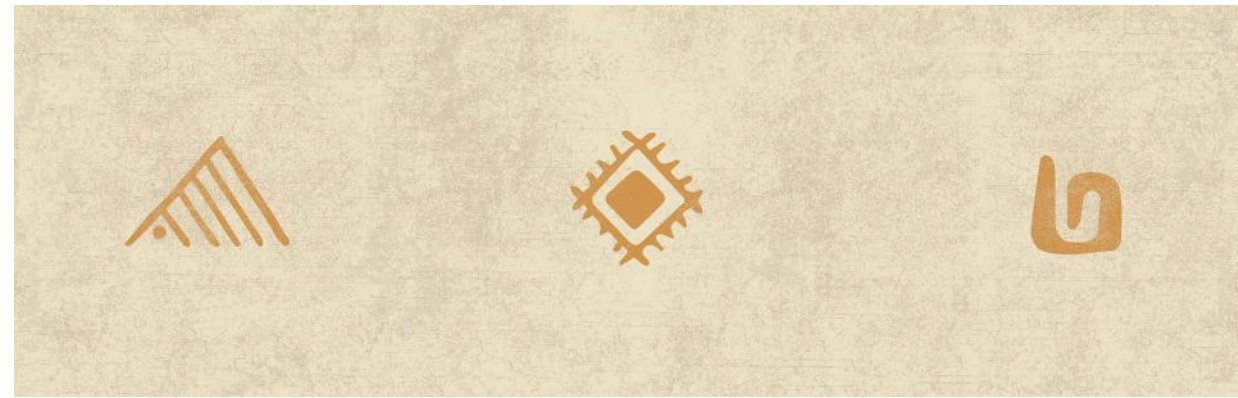
**W145Z394N75**



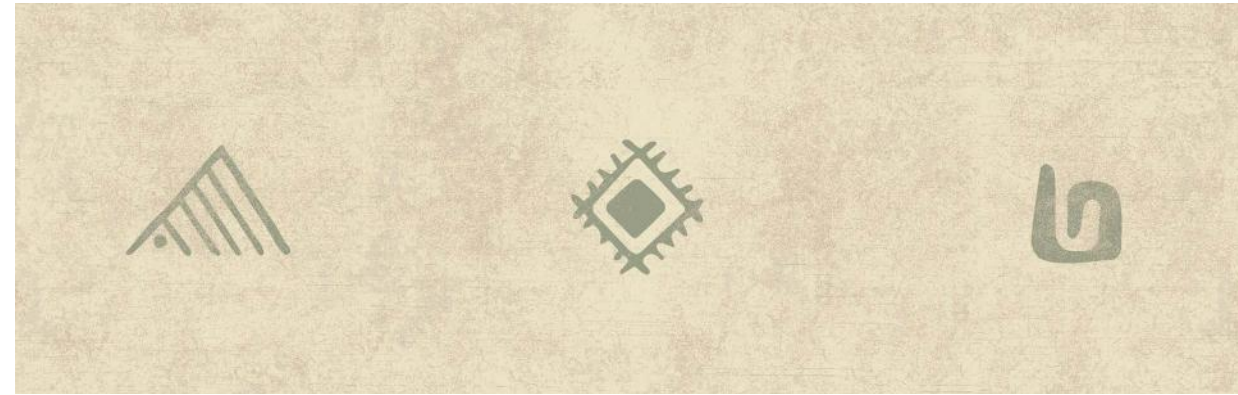


**Tribal Ways | W145Z387N75**

These symbols represent a well dressed wall. Simple geometric motifs evoking a lost world lend a space tons of character. You might want to contrast the old world spirit of this pattern with a quirky scheme.



**W145Z386N75**



**W145Z387N75**



**W145Z388N75**



**W145Z389N75**



**W145Z390N75**



# 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

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