

**SHALIMAR**  
**PAINTS**  
SINCE 1902

**PRODUCT**  
**HAND**  
**BOOK**



**SHALIMAR**  
**PAINTS**  
SINCE 1902

# About Us

Established in 1902, Shalimar Paints Limited is one of the leading paint manufacturing companies in India. We symbolize more than 120 years of experience and expertise in providing high performance coating solutions in India and abroad. Some of the iconic structures like Rashtrapati Bhavan, Howrah Bridge, Vidyasagar Setu, Salt Lake Stadium and Chenab Rail Bridge have been painted using Shalimar paints.

In every coat of Shalimar paint lies a powerful layer of science designed to deliver a beautiful and long-lasting finish coupled with our innovative DNA. Every drop of our paint gives beauty and strength in equal measure to enhance the life of your asset.



## R&D

Our R&D Centre is approved by Department of Scientific & Industrial Research (DSIR), Govt. of India. It is an NABL accredited lab conforming to ISO/IEC 17025: 2017 for "General Requirements for the Competence of Testing & Calibration Laboratories" vide Certificate Number: TC-9173



## Certifications & Associations



We have a strong legacy of developing technologically advanced and environment friendly products that maintain a high standard and meet customer's expectations.

## Company At A Glance



Established in **1902**  
India's oldest paint brand



Strong **Pan India**  
Dealer Network



Our facilities **3&1**  
Factories\* &  
R&D centre



Production of **65000KL**  
of paint every  
Year



We make **Decorative & Industrial**  
Paints



We are **600+**  
People strong



# Manufacturing Facilities & Distribution Network

For greater efficiency and improved customer service, we ensured a pan-India sales and distribution network with our 3 strategically located manufacturing plants along with 3 RDCs and over 50 depots spread across the country.

Nashik Plant, Maharashtra

Sikandrabad Plant, Uttar Pradesh

Chennai Plant, Tamil Nadu

03

Strategically located manufacturing plants along with 3 RDCs

50

Depots spread across the country.

01

Research & Development Center

## Nationwide Footprint



# Decorative Products

## Emulsions

### INTERIOR RANGE



- Signature Luxury Emulsion
- Superlac Stayclean Premium Emulsion
- Hero 5 in 1 Super Premium Emulsion
- Silk Sign Emulsion
- No.1 Silk Acrylic Emulsion
- Silk Eco Emulsion



- Weather Pro+ Super Premium Emulsion
- Hero 7 in 1 Emulsion
- Xtra Tough Emulsion
- Super Shaktiman Sign Emulsion
- Super Shaktiman Emulsion
- Shaktiman Eco Emulsion
- Smart Bharat interior & Exterior Emulsion



### EXTERIOR RANGE

## Waterproofing

### WATER PROOFING RANGE



- Zero Damp Advance
- Zero Damp
- Zero Damp Smart



## Wood Coatings



- CareWood 2K PU
- CareWood Melamine
- CareWood 1K PU
- CareWood Clear Lacquer
- CareWood Sanding Sealer
- CareWood Multi Purpose Thinner



### WOOD FINISHES



## Enamels

### ENAMEL RANGE



- Superlac Premium Hi-Gloss Enamel
- Superlac Enamel PU Satin
- Single Pack Epoxy
- Mela advanced Enamel



## Distemper

### DISTEMPER RANGE



- No.1 premium acrylic distemper
- Mela distemper



## Primers

### PRIMER RANGE



- Hero interior exterior primer
- Shalimar interior exterior acrylic primer
- Super water thinnable cement primer
- Universal white primer
- Seal proof primer
- Alkali block exterior wall primer
- Mela interior wall primer



## Putty

### PUTTY RANGE



- Shalimar Waterproof Putty
- Magic Acrylic Wall Putty
- Waterproof Putty
- Shakti Wall Guard Putty



# KEY PRODUCTS





LUXURY | INTERIOR



# SIGNATURE



Luxurious silky finish



High Sheen



Excellent washability & stain resistance



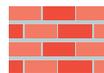
6 years warranty



2000+ vibrant shades



Coverage



**140-160**

Sq. feet./Litre/2coat\*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



**72** points/ltr.

Available Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr





# SUPER PREMIUM | INTERIOR



# STAY CLEAN



100% washable emulsion



Advance stain guard technology



Exhibits unique Lotus effect property



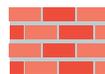
5 years warranty



2500+ vibrant shades



Coverage



**120-130**  
Sq. feet./Litre/2coat\*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



**56**points/ltr.

Available Pack Sizes





# SUPER PREMIUM | INTERIOR



# HERO 5 IN 1

**BEST  
SELLER**



Best-in-class washability & stain resistance



Anti-Viral formula with silver-ion technology



Zero VOC - No smell



5 years warranty



2000+ vibrant shades & rich sheen finish



Coverage



**200**

Sq. feet./Litre/coat\*



Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

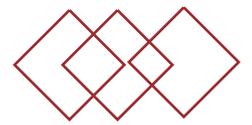
Expert program loyalty coupon



**26** points/ltr.

Available  
Pack Sizes





## BASIC | INTERIOR



# SILK SIGN



Smooth and sheen finish



Excellent whiteness



2X Coverage than Distemper



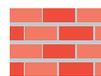
3 years warranty



500+ vibrant shades

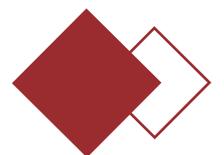


Coverage



**110-130**

Sq. feet./Litre/2coat\*



Plastic Token



1 ltr.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	20	40	100

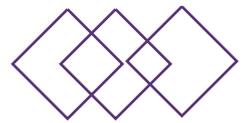
Expert program loyalty coupon



**8** points/ltr.

Available  
Pack Sizes





# BASIC | INTERIOR



# NO.1 SILK



Smooth and rich matt finish



2X Coverage than Distemper



Low VOC



3 years warranty



500+ vibrant shades



Coverage



**100-120**

Sq. feet./Litre/2coat\*

Plastic Token



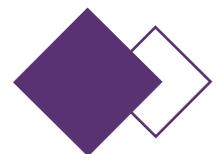
1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	20	40	50

Expert program loyalty coupon



**8** points/ltr.

Available Pack Sizes





# BASIC | INTERIOR



# SILK ECO

VALUE  
CHOICE



Smooth finish



Higher opacity



2X Coverage than Distemper



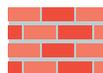
Low VOC



1000+ vibrant shades



Coverage



**100-120**

Sq. feet./Litre/2coat\*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	20	40

Expert program loyalty coupon



8 points/ltr.

Available  
Pack Sizes



1 ltr



4 ltr

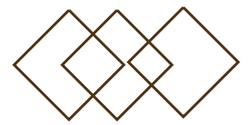


10 ltr



20 ltr





# DISTEMPER



## NO.1 PREMIUM ACRYLIC DISTEMPER



Excellent whiteness



Better opacity



Smooth finish



Non-Chalking



800+ shades



Available Pack Sizes



1 kg



2 kg



5 kg

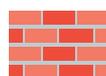


10 kg



20 kg

Coverage



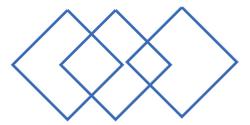
**50-55**

Sq. feet./Litre/2coat\*

Expert program loyalty coupon



**2** points/ltr.



# LUXURY | EXTERIOR



# WEATHER PRO+



All weather protection



100% pure acrylic emulsion



UV resistant & Sun Reflect Technology



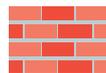
Algal and fungal resistance



8 years performance warranty



### Coverage



**60-70**

Sq. feet./Litre/2coat\*

### Plastic Token



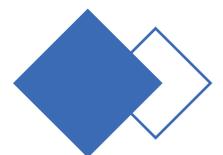
1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

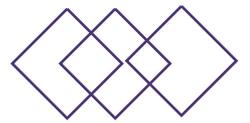
### Expert program loyalty coupon



**56** points/ltr.

### Available Pack Sizes





# SUPER PREMIUM | EXTERIOR



# HERO 7 IN 1

**NEW  
ADDITION**



Upto 3X stretch & crack bridging ability



Superior dust & water repellency



Temperature reduction upto 10°C



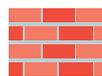
Long lasting rich sheen



7 years performance warranty



## Coverage



**50-60**

Sq. feet./Litre/2coat\*



## Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	250

## Expert program loyalty coupon



**32** points/ltr.

Available  
Pack Sizes



1 ltr.

4 ltr.

10 ltr.

20 ltr.



**SUPER PREMIUM | EXTERIOR**



# XTRA TOUGH

**BEST  
SELLER**



Dirt Pickup Resistance



UV & Sun reflect technology



Algal & fungal resistance



6 years warranty



2500+ shades



Coverage



**50-60**

Sq. feet./Litre/2coat\*



Available  
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Plastic Token



1 ltrs. | 4 ltrs. | 9/10 ltrs. | 19/20 ltr.  
**10 | 40 | 50 | 150**

Expert program loyalty coupon



**26** points/ltr.



## BASIC | EXTERIOR



# SHAKTIMAN SIGN



Sheen finish



Algal & fungal resistance



Anti-flaking property



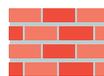
3 years warranty



500+ vibrant shades



Coverage



**50-60**

Sq. feet./Litre/2coat\*



Available  
Pack Sizes



1 ltrs. | 4 ltrs. | 10

20

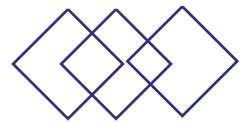
9/10 ltrs. | 19/20 ltr.

COUPON

10

points/ltr.

Expert program loyalty coupon



# BASIC | EXTERIOR



# SUPER SHAKTIMAN



Tough and durable



Algal & fungal resistance



Anti-flaking property



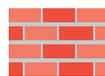
3 years warranty



2000+ vibrant shades

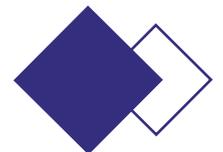


### Coverage



**50-60**

Sq. feet./Litre/2coat\*



### Plastic Token



1 ltr.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	20	40	50

### Expert program loyalty coupon



**8** points/ltr.

### Available Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



# BASIC | EXTERIOR



# SHAKTIMAN ECO

VALUE CHOICE



Best in class scrubability



Algal & fungal resistance



Anti-flaking property



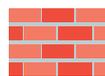
Chalking resistance



650+ vibrant shades



## Coverage



**45-55**

Sq. feet./Litre/2coat\*

## Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	20	40

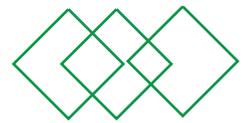
## Expert program loyalty coupon



**8**points/ltr.

## Available Pack Sizes





# BASIC | INTERIOR & EXTERIOR



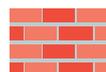
# SMART BHARAT

**NEW  
ADDITION**

-  2 IN 1 interior & exterior acrylic paint
-  Best in class whiteness & smooth finish
-  20% more coverage than distemper\*
-  2 Years warranty
-  750+ shades



## Coverage



Interior Surface

**90-110**

Sq. feet./Kg/2 coat\*

Exterior Surface

**40-50**

Sq. feet./Kg/2 coat\*

## Plastic Token



2 Kg	5 Kg	10 Kg	20 Kg
-	-	10	20

## Expert program loyalty coupon



**4** points/kg.

Available  
Pack Sizes



2 kg

5 kg

10 kg

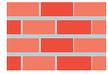
20 kg

# MELA RANGE

NEW  
ADDITION

## MELA ADVANCED ENAMEL

Coverage



**90-110**

Sq. feet./Kg/2 coat\*



Shades: 7

Available  
Pack Sizes



500ml



1L



4L



**MELA**  
ADVANCED  
ENAMEL



Shades: Only white



5kg



10kg



20kg

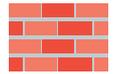
Available  
Pack Sizes

## MELA DISTEMPER

Coverage

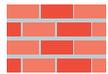
**45-50**

Sq. feet./Kg/2 coat\*



## MELA RED OXIDE METAL PRIMER

Coverage



**160-180**

Sq. feet./Kg/coat\*

Available  
Pack Sizes



500ml



1L



4L



**MELA**  
RED OXIDE  
METAL PRIMER



## MELA INTERIOR WALL PRIMER

Coverage

**170**

Sq. feet./Kg/2 coat\*



1Lr



4Lr

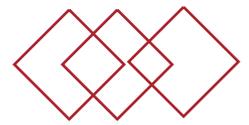


10Lr



20Lr

Available  
Pack Sizes



# ENAMEL



# SUPERLAC ENAMEL PU SATIN



2 years warranty



No gloss reduction over period of time



Premium satin finish



Stain resistant



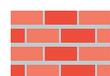
Excellent washability



Available Pack Sizes



Coverage

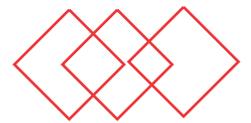


**140-150**  
Sq. feet./Litre/2coat\*

Expert program loyalty coupon



**24** points/ltr.



# ENAMEL



# SUPERLAC HI-GLOSS ENAMEL



Glossy finish that lasts for years



Protects metal surfaces from corrosion and weathering



Stain resistant property



Tough and durable film



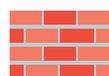
Can be applied on multiple surfaces - wood, ceramic, glass, metal and walls.



Available Pack Sizes



Coverage



**180-220**  
Sq. feet./Litre/coat\*

Expert program loyalty coupon



**8** points/ltr.



# PRIMER

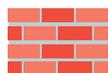


# HERO PRIMER

-  **2 in 1** 2 in 1 Primer (Interior & Exterior)
-  Excellent whiteness
-  High opacity
-  Improves top coat coverage
-  Non-chalking



### Coverage



100 - 120 Sq. ft. / Liter  
(For Exterior Wall)  
140 - 160 Sq. ft./ Liter  
(For Interior Wall)

### Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	20	50	150

### Expert program loyalty coupon



**12** points/ltr.

Available Pack Sizes



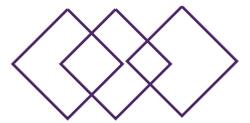
1 ltr

4 ltr

10 ltr

20 ltr





# PRIMER



# SEAL PROOF



Application on exterior & interior surfaces



Superior alkali & efflorescence resistance



Water seepage resistance



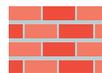
Excellent hiding, whiteness & brightness



Quick drying excellent inter coat adhesion



Coverage



**110-120**  
Sq. feet./Litre/coat\*



Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	50	100

Expert program loyalty coupon



**8** points/ltr.

Available Pack Sizes



1 ltr



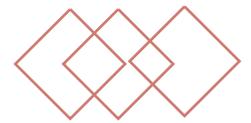
4 ltr



10 ltr



20 ltr

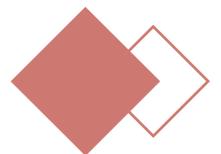


# PRIMER



## INTERIOR EXTERIOR ACRYLIC WALL PRIMER

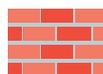
- 2 in 1 interior exterior primer
- Reduced Patchiness
- Excellent whiteness
- Quick drying allows faster recoating
- Excellent coverage



Available Pack Sizes



Coverage



**14-18** Sqft./Litre/coat\*  
Interior smooth surface

**10-12** Sqft./Litre/coat\*  
Exterior rough surface

Expert program loyalty coupon



**8** points/ltr.



# PRIMER



## SUPER WATER THINNABLE CEMENT PRIMER



Acrylic emulsion based primer



Application on plaster, concrete & asbestos



Quick drying allows faster recoating



Good adhesion and whiteness



Excellent coverage



Available Pack Sizes



Coverage

**200-270**  
Sq. feet./Litre/1 coat\*

Expert program loyalty coupon

**8** points/ltr.



# WATERPROOFING



## ZERO DAMP ADVANCE

NEW  
ADDITION



12 years performance warranty



Double (interior + exterior) seepage resistance



Crack bridging upto 3mm



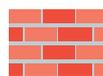
Elongation upto 300%



Surface temperature reduction upto 10°C



### Coverage



Horizontal Surface:  
10-12 sq. ft. / ltr. 3 Coats

Vertical Surface Fresh painting:  
25 sq. ft. / ltr. 2 coats



### Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	50	100	200

### Expert program loyalty coupon



**32** points/ltr.

Available  
Pack Sizes





# WATERPROOFING



# ZERO DAMP



8 years performance warranty



Enhances paint life



Crack Bridging ability upto 2mm



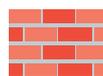
Prevents Flaking



Surface temperature reduction upto 5°C



## Coverage



For horizontal surface : 0.95  
For vertical surface : 2.45  
Sqft./Litre/Coat\*



## Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	40	50	150

## Expert program loyalty coupon



**26** points/ltr.

## Available Pack Sizes





# WATERPROOFING



# ZERO DAMP SMART

**NEW  
ADDITION**



3 years performance warranty



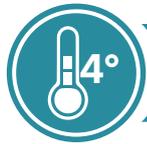
High tensile strength



Crack bridging upto 1mm



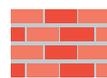
Budget Friendly



Surface Temperature Reduction upto 4°



## Coverage



Horizontal Surface:

15-16 sq. ft. / ltr. 3 Coats

Vertical Surface Fresh painting:

45 sq. ft. / ltr. 2 coats

## Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	20	50

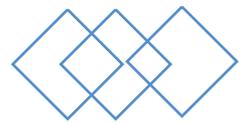
## Expert program loyalty coupon



**20** points/ltr.

Available  
Pack Sizes





# PUTTY



## MAGIC ACRYLIC WALL PUTTY



Excellent whiteness and smoothness



Anti flaking



Quick drying



Excellent adhesion



Ready to use putty



Available Pack Sizes



Coverage



**48-60**

Sq. feet./kg/coat\*

Plastic Token



1 Kg	5 Kg	10 Kg	20 Kg	40 Kg
-	10	30	60	-



# PUTTY



## WATERPROOF PUTTY



Provides a moisture-resistant barrier, protecting walls from dampness



Increases Paint Life



Provide Smooth finish on the walls



Waterproof putty retains moisture and doesn't flake easily



Can be used on a variety of surfaces and in both indoor and outdoor environments



Available Pack Sizes

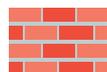


20 Kg



30 Kg

Coverage



**15-18**

Sq. feet./Kg/

\*Depending upon application thickness

Plastic Token



20 Kg	30 Kg
70	75



# PUTTY



## SHAKTI WALL GUARD PUTTY



Gives good adhesion & excellent smoothness



Increases coverage of top coat paint



Excellent whiteness



Anti-flaking property



Anti fungal



Available  
Pack Sizes



5 Kg



20 Kg



40 Kg

Coverage



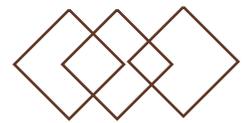
**09-15**

Sq. feet./Kg/coat\*

Plastic Token



1 Kg	5 Kg	10 Kg	20 Kg	40 Kg
-	-	-	40	40



# WOOD FINISH



## CAREWOOD 2K PU

**NEW  
ADDITION**

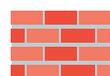
-  **2 in 1** Can be used on interior & exterior surfaces
-  Enhances the appearance of wood grains
-  Luxury finish
-  Rapid dry technology with dust resistance
-  **5 POINT DEFENSE** UV, stain, water, scratch & abrasion resistant



Available  
Pack Sizes



Coverage

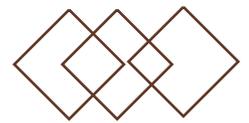


**80-100**  
sq. ft/ltr/Coat

Expert program loyalty coupon



**54** points/ltr.



## WOOD FINISH



# CAREWOOD MELAMINE

NEW  
ADDITION



Comes with 7H hardness



Good resistance to scratch, stain & heat



Smooth finish



Available in gloss, matt & sealer variants



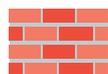
Comes in a 2 pack system



Available  
Pack Sizes



Coverage

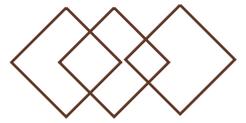


**8-10**  
m<sup>2</sup>/Litre/coat

Expert program loyalty coupon



**32**points/ltr.



## WOOD FINISH



# CAREWOOD 1K PU



Better hardness than local French polish



Self priming & sealing



Good resistance to scratch, stain & heat



Gloss finish



Easy application



Available  
Pack Sizes



500 ml

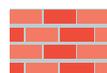


1 ltr



4 ltr

Coverage

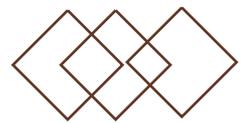


**8-10**  
m<sup>2</sup>/Litre/coat

Expert program loyalty coupon



**24** points/ltr.



## WOOD FINISH



# CAREWOOD NC LACQUER



Protects & enhances the wooden surfaces



Fast drying



Excellent flow and levelling



Cost effective



Premium gloss finish



Available  
Pack Sizes



500 ml

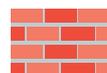


1 ltr



4 ltr

Coverage



1<sup>st</sup> Coat

**8-10**  
sq mtr /ltr

2<sup>nd</sup> Coat

**8-10**  
sq mtr /ltr



COUPON

**32** points/ltr.



## WOOD FINISH



# CAREWOOD MULTI PURPOSE THINNER



Quick consistency reduction



Fast drying



Excellent flow and levelling



Cost effective



Available  
Pack Sizes



1 ltr



5 ltr



20 ltr



# ANTI CORROSIVE COATING



# SINGLE PACK EPOXY



Anti- Corrosion coating



Direct application on metal surfaces,  
no metal primer required



Quick drying



For gates, railings & metal structures



Available  
Pack Sizes



Coverage



**12-14**  
Sq Mtr/Litre/coat\*

(ACTUAL COVERAGE WILL HOWEVER VARY DEPENDING UPON  
THE NATURE / POROSITY OF THE SUBSTRATE)

Expert program loyalty coupon



**32** points/ltr.



# STAINER



## SUPERLAC HI-TINT UNIVERSAL STAINER



Highest pigment concentration in category



Bright finish & non-fading colours



Effortless mixing & excellent colour fastness



Available in 13 colour options



Available pack sizes



50 ML



100 ML



200 ML



# SHALIMAR MAGIC BRUSH & ROLLER



Made of virgin plastic handle which is lighter, Stronger and better looking



High quality filaments which are smoother



Provides better paint coverage

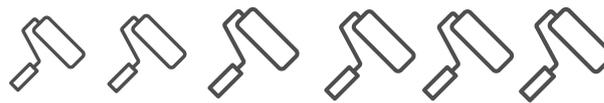


Shalimar Magic Brush  
Available pack sizes



1 inch    2 inch    3 inch    4 inch    5 inch

Shalimar Magic Roller  
Available pack sizes



4 Inch (Foam)    4 Inch (Fabric)    6 Inch (Fabric)    6 Inch (Foam)    6 Inch (Ext)    9 Inch (Int)



# GENERAL PURPOSE THINNER



Premium Drying thinner



100% PURE

100% pure MTO



Provides consistent film formulation



Available pack sizes



500ml

1L

5L

20Ltr





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Join the Expert Painter Loyalty Program!

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Get Direct Bank Transfer



Best-in-Class Loyalty Points



2X Points During Schemes



Access to Annual Schemes



Best In Class Gift Options



Access to Special Training sessions

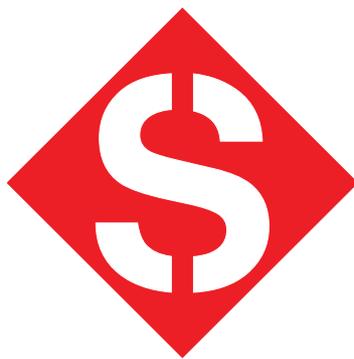


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- Shalimar Paints reserves the right to change any scheme/campaign/points list/points value and offer redemption process at any point of time.

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SINCE 1902**

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