



SHALIMAR
PAINTS
SINCE 1902

Palette of *Happiness*

Powered by
INFRA.MARKET

#ColourBook

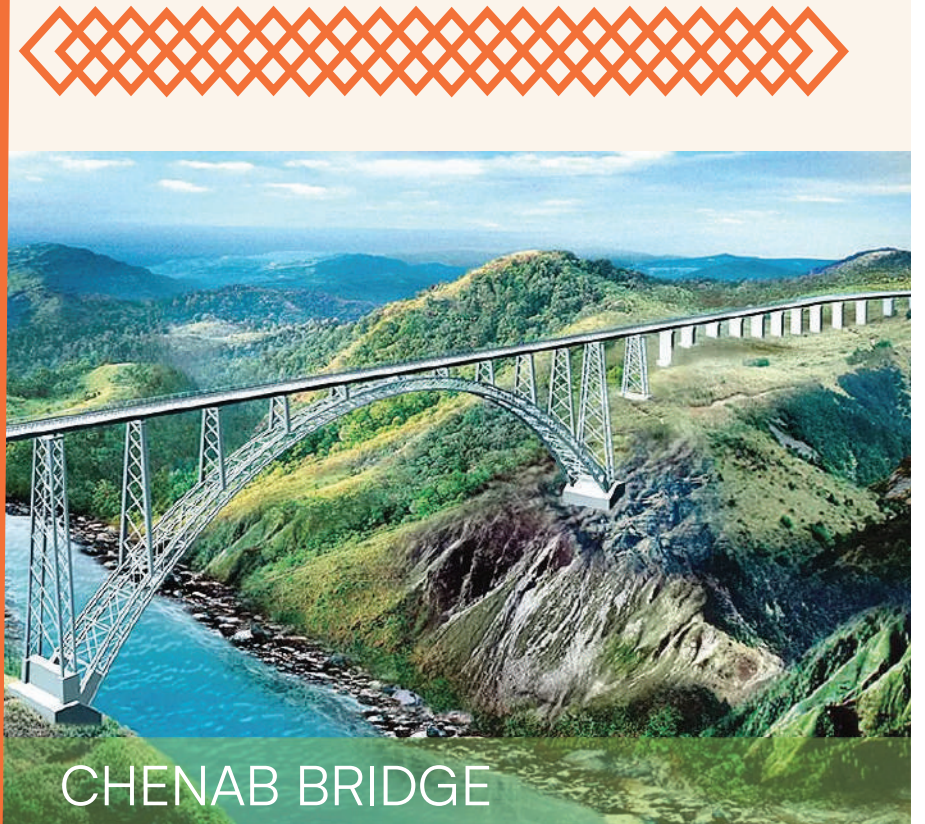


ABOUT US

In the industry of paint, one name has stood the test of time and continues to resonate with legacy in homes across our nation. Shalimar Paints, established in the year 1902, proudly bears the distinction of being the oldest and most trusted paint brand in India.

Our artistry has touched iconic landmarks like Howrah Bridge and Vidyasagar Setu in Kolkata, the Chenab Bridge connecting northern realms, Rashtrapati Bhavan in New Delhi, and the Salt Lake Stadium—a symbol of countless sporting victories.

RASHTRAPATI BHAVAN



CHENAB BRIDGE



HOWRAH BRIDGE

Over the years, we've embraced technological advancements, leading us to unveil the Shalimar Color Space Dispenser in 2001, developed exclusively for Shalimar Paints by IDEX Corporation, USA.

This transformative system has reshaped the industry for more than two decades, offering a palette of over 23,000 shades across diverse products, ensuring exceptional colour accuracy through high-quality pigments.



**23000+
SHADES**

What We're About?



Established in
1902
India's oldest
paint brand



Strong
pan India
dealer network



Production of
65000KL
of paint every
Year



We make
decorative & industrial
Paints



Our facilities
3&1
factory: & R&D
centre



We are
650+
people strong





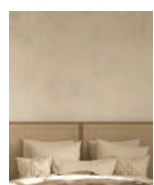
07

From Our
Heart To Yours



08

Colour Of 2024 &
Colour Psychology



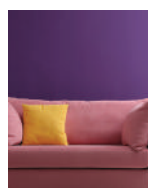
10

Bedroom



14

Kitchen



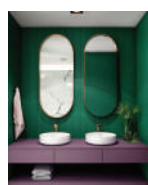
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Living Room



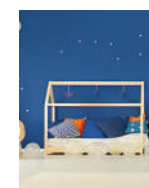
24

Study Room



28

Interactive
Surface



32

Kids' Room



36

Office



40

Residential
Exterior



45

Product
Portfolio

SHALIMAR PAINTS' GUIDE TO

Beautiful Homes



FROM OUR HEART TO YOURS!

Choose the *colours that define you.*



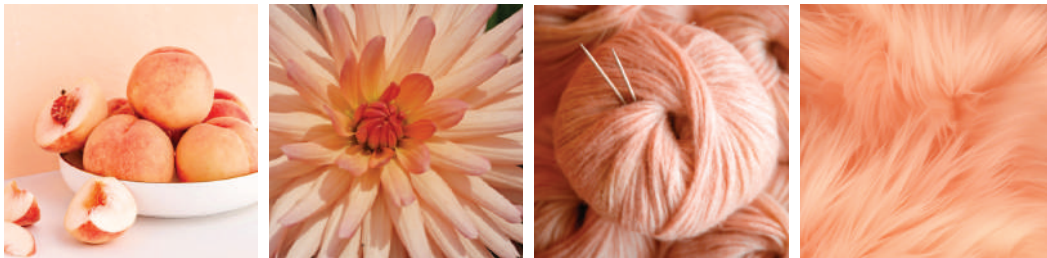
When you visualise your dream home, a lot of choices need to be made that play a vital role in the final output. From everyone's personal preferences to creating a reflection true to yourself to cultivating an environment that emotionally stimulates your senses, every shade shares a story.

Every room is curated with a purpose, from your living room where every cherished moment is celebrated, to our bedrooms where we look inwards at our inner peace or the kitchen where the language of love is translated into meals that appeal to all of our senses, colours that surround you are determined by the people around you.



COLOUR OF THE YEAR 2024

Peach Fuzz



COLOUR PSYCHOLOGY



Red

Energy, passion, power



Orange

Vitality, confidence, youthfulness



Yellow

Positivity, warmth, motivation



Green

Wealth, health, serenity



Blue

Trustworthiness, dependability, security



Purple

Royalty, sophistication, spirituality



Pink

Communicate, friendship, compassion



Brown

Earthiness, natural, durability



Gold

Vitality, confidence, youthfulness



Grey

Balance, calm, maturity



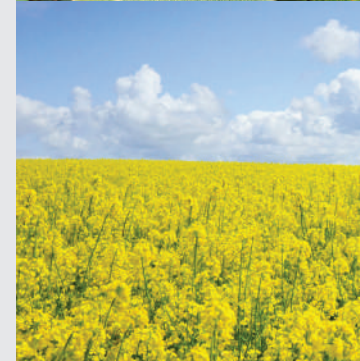
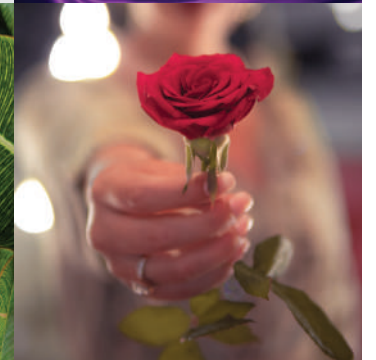
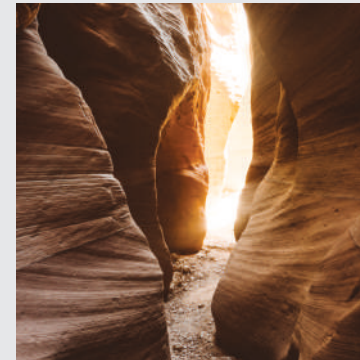
Black

Value, timeless, formality



White

Pure, calm, freshness



BEDROOM

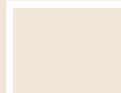
FROM THE DUNES



Sophistication & Simplicity

Beige tones offer a neutral space to live in, where not only does it look elegant but also isolates your emotions within your own haven—a place of calm and relaxation.

WALL COLOUR



Artist Canvas
AP31-1

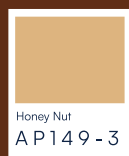
On pages wherever color shades are mentioned please add below disclaimer
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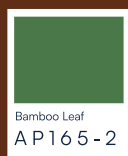
WALL COLOURS

01



Honey Nut
AP149-3

02

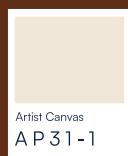


Bamboo Leaf
AP165-2



Artist Canvas
AP31-1

03



Artist Canvas
AP31-1

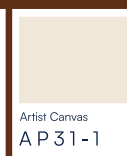


Soaring Blue
AP158-3

04



Coronette Orange
AP153-5



Artist Canvas
AP31-1

BEDROOM

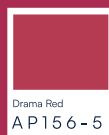
INTENSIFYING ENERGY



Shadowy Elegance

Red is a rich shade that represents an intense emotion that with time provides dynamic lighting to your surroundings and assist you in fulfilling tasks with much more dedication and passion.

WALL COLOUR



Drama Red
AP156-5

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01



02



03



04

WALL COLOURS

01



Cotillion Red
AP156-2

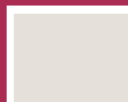


Turned Earth
AP48-4

02



Keepsake Red
AP156-6



White Wing
AP8-4

03



Sultan Blue
AP157-6

04



Cotillion Red
AP156-2



Alcove Ivory
AP100-1

KITCHEN

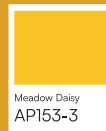
BREWING VIBRANCY



Warmth & Energy

Yellow mustard hues infuse your kitchen with an air of regal charm, evoking joy and happy vibes, symbolising both energy and warmth.

WALL COLOUR



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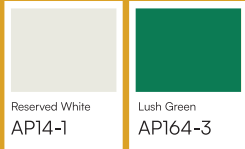


WALL COLOURS

01



02



03



04



KITCHEN

EXPERIENCING MINIMALISM



Modern White Oasis

If minimalism excites you, the smart option is to go with a classic, crisp white with the remarkable ability to reflect light that creates a sense of spaciousness.

WALL COLOUR



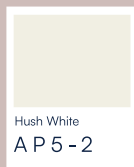
Reserved White
AP14-1

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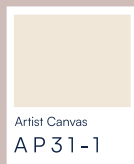
WALL COLOURS

01



Hush White
AP5-2

02

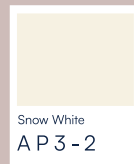


Artist Canvas
AP31-1



Mysterious Gray
AP53-4

03



Snow White
AP3-2



Sultan Blue
AP157-6

04



Leisure Lake
AP21-1



LIVING ROOM

WOW-ING FROM HOME



Royalty and Luxury

Light tones of blue or lavender provide an airy and honest emotion that helps you mentally be free and be one with your thoughts. A perfect environment to be open with your closest ones.

WALL COLOURS

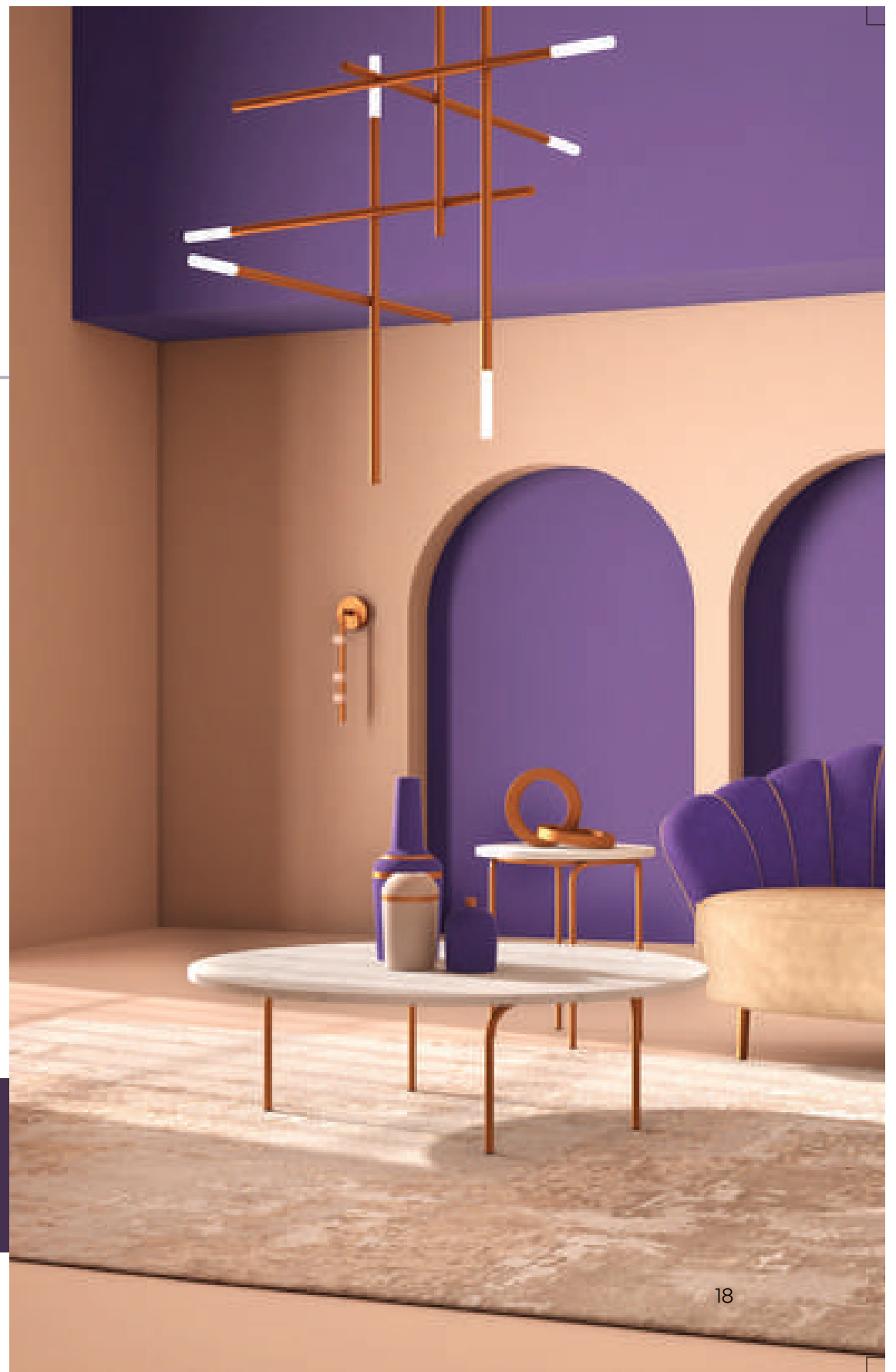


Prophetic Purple
AP 88-4



Terra Peach
AP 147-6

On pages wherever color shades are mentioned please add below disclaimer
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01



02



03



04

WALL COLOURS

01



Tempest Sea
AP171-4

02



Trojan Gray
AP50-4

03



Ebony Blue
AP171-3

04



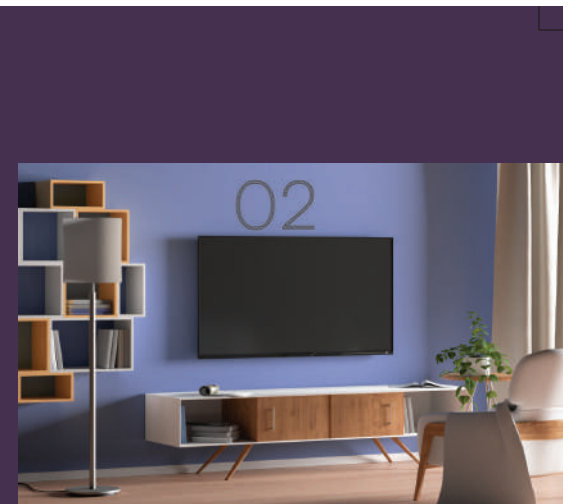
Natural Cedar
AP35-3



A timeless purple shade acts like magic and adds a subtle texture to your walls. Plain distinct walls with modest yet bold patterns or textures, making them subtly stand out from the overall room decor.

WALL COLOURS





WALL COLOURS

01



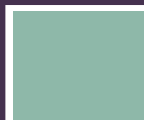
Brushed Rose
AP139-3

02



Fresco Blue
AP84-3

03



Medford Green
AP117-3

04



Gray Cotton
AP49-6

LIVING ROOM

WELCOMING CALMNESS



Elegance and Uniqueness

Peach reflects elegance and brings a modern look to your living room while mint green creates a fresh and inviting atmosphere that effortlessly blends sophistication with a touch of tranquility.

WALL COLOUR



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01



02



03



04



WALL COLOURS

01



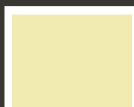
Jasper Green
AP116-3

02



Daydawn
AP97-2

03



Lemon White
AP59-2

04



Veranda Blue
AP122-2

STUDY

QUIET ESCAPE



Purity and Clarity

A beige reading area signifies purity, clarity, and simplicity. This palette creates a soothing and distraction-free environment, fostering focus and enhancing productivity.

WALL COLOUR

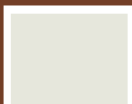


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WALL COLOURS

01



Ash White
AP14-2

02



Sapling
AP27-3

03



Sapling
AP27-3



White Wing
AP8-4

04



Reserved White
AP14-1



STUDY

TOUCH OF NATURE



Green Zen Haven

If nature is your muse, green must be at the forefront signifying growth and peace and a perfect place to foster ideas and creativity.

WALL COLOUR



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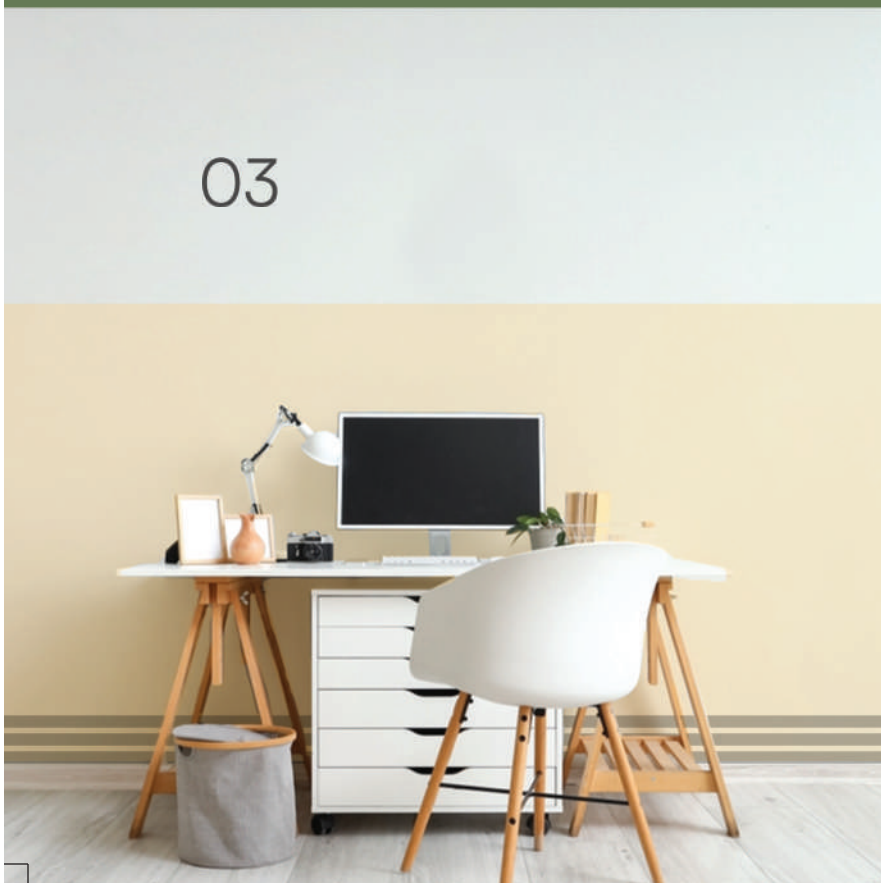
01



02



03

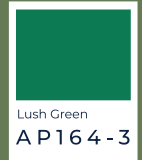


04



WALL COLOURS

01



02



03



04



INTERACTIVE SURFACE

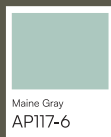
NATURE'S CALLING



Soothing and Relaxing

Green is for growth, the growth of peace, tranquility and calmness that provides a rejuvenated energy, a perfect balance that provides a perfect environment of relaxation.

WALL COLOUR

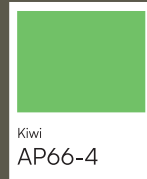


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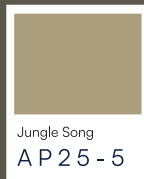


WALL COLOURS

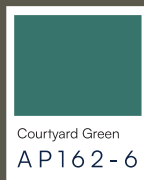
01



02



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04



02



03



04



INTERACTIVE SURFACE

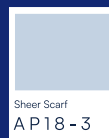
RICHNESS OF VERSATILITY



Royal White Bliss

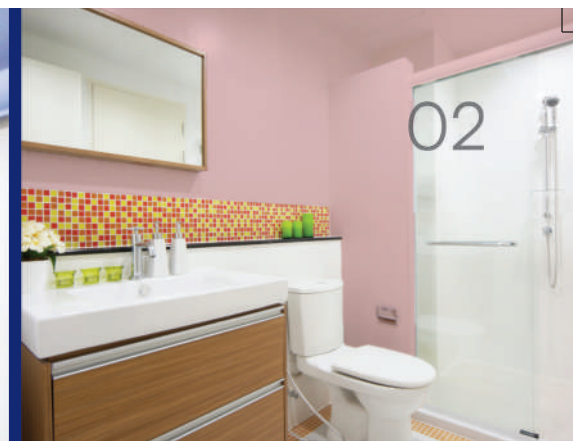
A serene bathroom with calming blue walls and a minimalistic theme exudes tranquility. Clean lines, uncluttered surfaces, and a purposeful simplicity create a tranquil retreat, offering a fresh and elegant space for relaxation.

WALL COLOUR



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WALL COLOURS

01



Parlor Blue
AP 83-2

02



Rose Blush
AP 93-1

03



Sun Glint
AP 1-5

04



Green Trail
AP 114-5

KIDS' ROOM

CREATIVE INNOVATION



Fostering Artistic Expression

Purple embodies creativity and relaxation, blending the calming elements of blue with the power of purple. Lighter shades like lavender can establish a tranquil and serene atmosphere for growing kids.

WALL COLOUR



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01



02



03



04

WALL COLOURS

01



Pink Overlay
AP90-1



Lady Di
AP87-5



Royal Mist
AP87-6

02



Peeking Pink
AP92-5



White Lace
AP4-3

03



Penelope Pink
AP8-3



Fragile Pink
AP16-5



Buttercup Bouquet
AP104-4



Blue Drop
AP78-2



Tigerstripe
AP155-1



Green Shoot
AP110-4

04



Basic Ivory
AP28-1



Tan Saddle
AP30-4

KIDS' ROOM

IMAGINATION AND CREATIVITY



Liveliness and calmness

In a kid's room, the prominent blue wall pairs harmoniously with white accents on the walls, wardrobes, and study area, crafting a space that combines both delight and style.

WALL COLOURS



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01



02



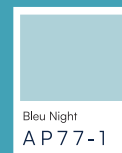
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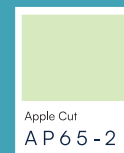
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WALL COLOURS

01

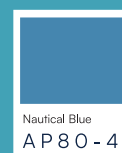


Bleu Night
AP77-1

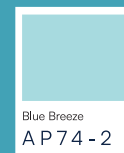


Apple Cut
AP65-2

02



Nautical Blue
AP80-4

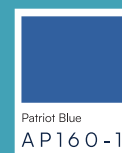


Blue Breeze
AP74-2

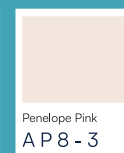


Feeling Blue
AP81-1

03

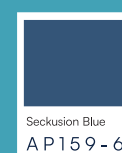


Patriot Blue
AP160-1



Penelope Pink
AP8-3

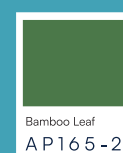
04



Seckusion Blue
AP159-6



Neon Green
AP166-3



Bamboo Leaf
AP165-2



Buttercup Bouquet
AP104-4



White Lace
AP4-3

OFFICE

ENERGETIC AND IMPACTFUL



Evoke the Vitality

Red is known for its energising qualities that boosts confidence and fosters a sense of power in the office space. It is especially beneficial in conference rooms and meeting spaces. Incorporating red in such spaces amplifies the impact and leaves a long-lasting mark.

WALL COLOUR



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01



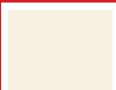
02

WALL COLOURS

01



Cotillion Red
AP156-2



Snow White
AP3-2

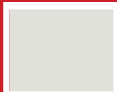
02



Sashay Red
AP156-1



Turned Earth
AP48-4



Gray Dew
AP9-3

03



Cotillion Red
AP156-2



Honey Nut
AP149-3



03

OFFICE

DYNAMIC IMPACT



Interactive & Inspirational

Orange symbolises enthusiasm, youthfulness, and optimism. It's an ideal pick for promoting learning, sparking innovative ideas, boosting creativity, and fostering collaboration.

WALL COLOURS



Soothing Blue
AP11-2



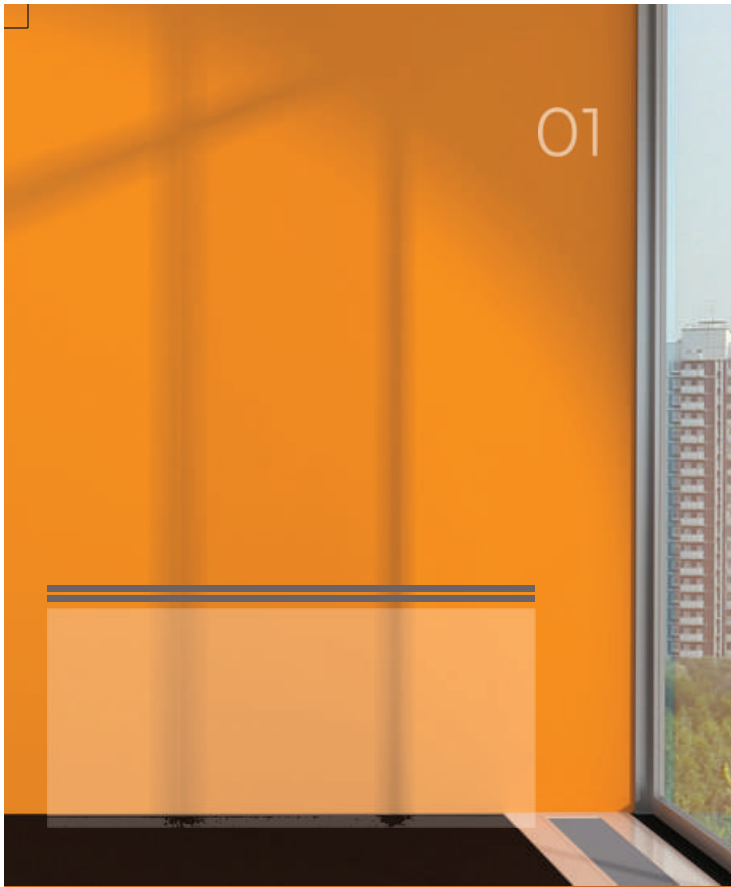
Coronette Orange
AP153-5



Silhouette Gray
AP52-4

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WALL COLOURS

01



Coronette Orange
AP153-5



Warm Cocoon
AP100-2



Turned Earth
AP48-4

02



Marsh Marigold
AP102-4



Turned Earth
AP48-4

03



Coronette Orange
AP153-5



Turned Earth
AP48-4



RESIDENTIAL EXTERIOR

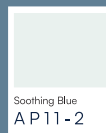
TIMELESSNESS & DEPENDABILITY



Trust that Lasts

Blue is often perceived as a stable and dependable colour, evoking a sense of professionalism and trust providing a timeless and elegant appearance to residential structures.

WALL COLOUR



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WALL COLOURS

01



Vineyard Shadow
AP130-2

02



Vineyard Shadow
AP130-2



Seclusion Blue
AP159-6

03



Stoneware Blue
AP127-3



Stone Fence
AP128-4

RESIDENTIAL EXTERIOR

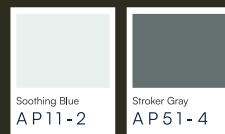
FAITH AND RELIABILITY



Reliability and Enduring Qualities

Mixing white and grey can result in a pleasing and stylish appearance. White acts as a clean base, and grey brings in depth and a touch of sophistication.

WALL COLOURS



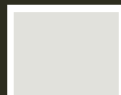
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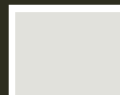
WALL COLOURS

01



Gray Dew
AP9-3

02

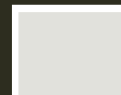


Gray Dew
AP9-3



Stoneware Blue
AP127-3

03

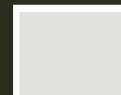


Gray Dew
AP9-3



Espresso
AP168-6

04



Gray Dew
AP9-3



Red Earth
AP169-2

05



Gray Dew
AP9-3



Stone Fence
AP128-4

Rang Jo Banaye Har Ghar Khoobsurat



A hand holding a paintbrush is shown painting a collage of images. The collage includes various rooms and exteriors of houses, illustrating the theme of painting to make every home beautiful. The background is a blue sky with white clouds. At the bottom, there are several cans of Shalimar Paints, including 'Sill Sign', 'HERO', 'SUPERLAC STAY CLEAN', 'Signature', 'WeatherPRO', 'KTRA', and 'Super Shaktiman'.

A row of seven Shalimar Paints cans. From left to right: 1. Silks (dark red, 'SILKS' in white script, 'SHALIMAR PAINTS' and 'SILKS' in small text). 2. HERO (dark blue, 'HERO' in large yellow letters, 'SHALIMAR PAINTS' and 'HERO' in small text). 3. SUPERLAC STAY CLEAN (yellow, 'SUPERLAC STAY CLEAN' in bold black letters, 'SHALIMAR PAINTS' and 'SUPERLAC STAY CLEAN' in small text). 4. Signature (gold, 'Signature' in large script, 'SHALIMAR PAINTS' and 'Signature' in small text). 5. WeatherPRO (dark blue, 'WeatherPRO' in large white letters, 'SHALIMAR PAINTS' and 'WeatherPRO' in small text). 6. XTRA (yellow, 'XTRA' in large red letters, 'SHALIMAR PAINTS' and 'XTRA' in small text). 7. Super Shaktiman (purple, 'Super Shaktiman' in large white letters, 'SHALIMAR PAINTS' and 'Super Shaktiman' in small text).

INTERIOR EMULSION

Luxury Range



Signature



Luxurious Silky Finish



Excellent Washability



Stain Repellency



2000+ Shades



INTERIOR EMULSIONS

Premium Range



Superlac
Stay Clean

- It Exhibits "LOTUS EFFECTS"
- Advance Stain Guard Technology
- Superior Fungal Resistance
- 2000+ Shades



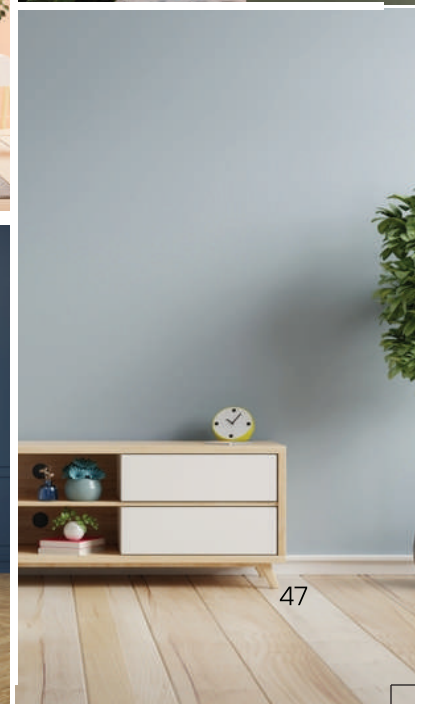
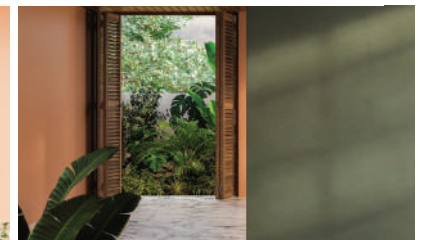
Superlac
Advance

- Co-polymer Based Premium Emulsion
- Fast Drying And Stain Resistance Property
- Rich Matt Finish With Excellent Flow
- 2000+ Shades



Hero
Interior

- Zero VOC
- Active Stain Guard Technology
- High Sheen & True Tone
- Best In Class Washability
- Anti Viral Protection
- 2500+ Shades



INTERIOR EMULSIONS

Basic Range



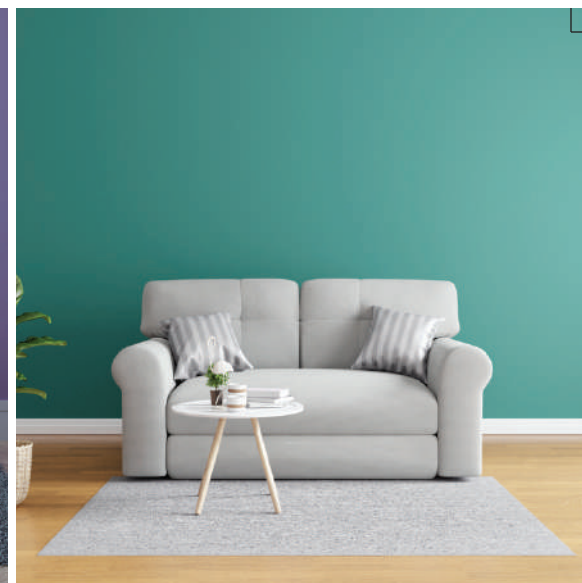
- Twice The Coverage Of Ordinary Distemper
- High Sheen Decor At Economical Price
- Smooth And Luxurious Finish
- 500+ Shades



- Higher Opacity
- Smooth Finish For Walls
- Value For Money
- 500+ Shades



- High Sheen Decor At Economical Price
- Excellent Coverage
- Smooth And Luxurious Finish
- 2000+ Shades



EXTERIOR EMULSIONS

Luxury Range



WeatherPRO+



All Weather Protection



Excellent Dirt Pickup Resistance



Algal And Fungal Resistance



EXTERIOR EMULSIONS

Premium Range



Xtra Tough
Anti-Carbonation

- Ensures Good Crack Bridging Properties
- Algal Resistance Performance
- Efflorescence Resistant
- 2000+ Shades



6
YEARS
WARRANTY

Xtra Tough

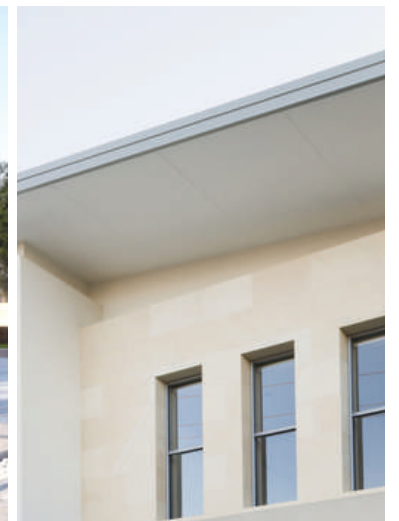
- All Weather Protection
- 5°C Temperature Reduction
- Anti Fading And Anti Flaking
- 2000+ Shades



7
YEARS
WARRANTY

Hero
Exterior

- High Crack Bridging
- Heat Protection Formula
- Excellent DPUR
- Anti Fading Assurance
- 1167+ Shades






EXTERIOR EMULSIONS

Basic Range




Super
Shaktiman
Sign

-  Affordable Shyne
-  High Sheen At Economical Price
-  Anti Flaking Property
-  500+ Shades



Shaktiman
Eco

-  Smooth Matte Finish
-  Algal Resistance
-  Chalking Resistance
-  500+ Shades



Super
Shaktiman

-  Protection Against Any Climatic Conditions
-  Tough And Durable
-  Offering Smooth And Matte Finish
-  2000+ Shades



WOOD COATINGS





CareWood
2K PU

-  For Interior & Exterior Use
-  Luxury Finish
-  Wood Grain Appearance Enhancer
-  Rapid Dry Technology With Dust Resistance




CareWood
Melamine

-  Smooth Finish
-  Excellent Gloss
-  7H Tough And Durable Film



CareWood
1K PU




-  Self-Sealing
-  High Gloss
-  Easy Brush Application



WOOD COATINGS






CareWood
Sanding Sealer

-  Fast Drying
-  Excellent Flow And Levelling
-  Cost Effective






CareWood
Clear Lacquer

-  Fast Drying
-  Excellent Flow And Levelling
-  Cost Effective



CareWood
Multipurpose
Thinner

-  Fast Drying
-  Excellent Flow And Levelling
-  Cost Effective



ENAMEL FINISH



Superlac Enamel
PU Satin



Tough & Durable Soft Sheen Finish



Stain Resistant Formula



Easy 2 Coat Application



Superlac Premium
Hi-Gloss Enamel



High Gloss



Long Lasting



Durable Finish






Excellent Coverage



WATERPROOFING



Zero Damp Advance

-  Double Seepage Resistance
-  Cracking Bridging Upto 3 mm
-  Keeps Walls Upto 10°C Cooler
-  12 Years Warranty
-  Anti Fungal And Anti Algal Properties






Zero Damp

-  Waterproofing For Roofs And Walls
-  Surface Temperature Reduction Upto 5°C
-  Elastomeric Waterproofing



Zero Damp Smart

-  Cooling System With Heat Reflection
-  Crack Bridging Technology
-  High Tensile Strength







SHALIMAR
PAINTS

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Corporate Office

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