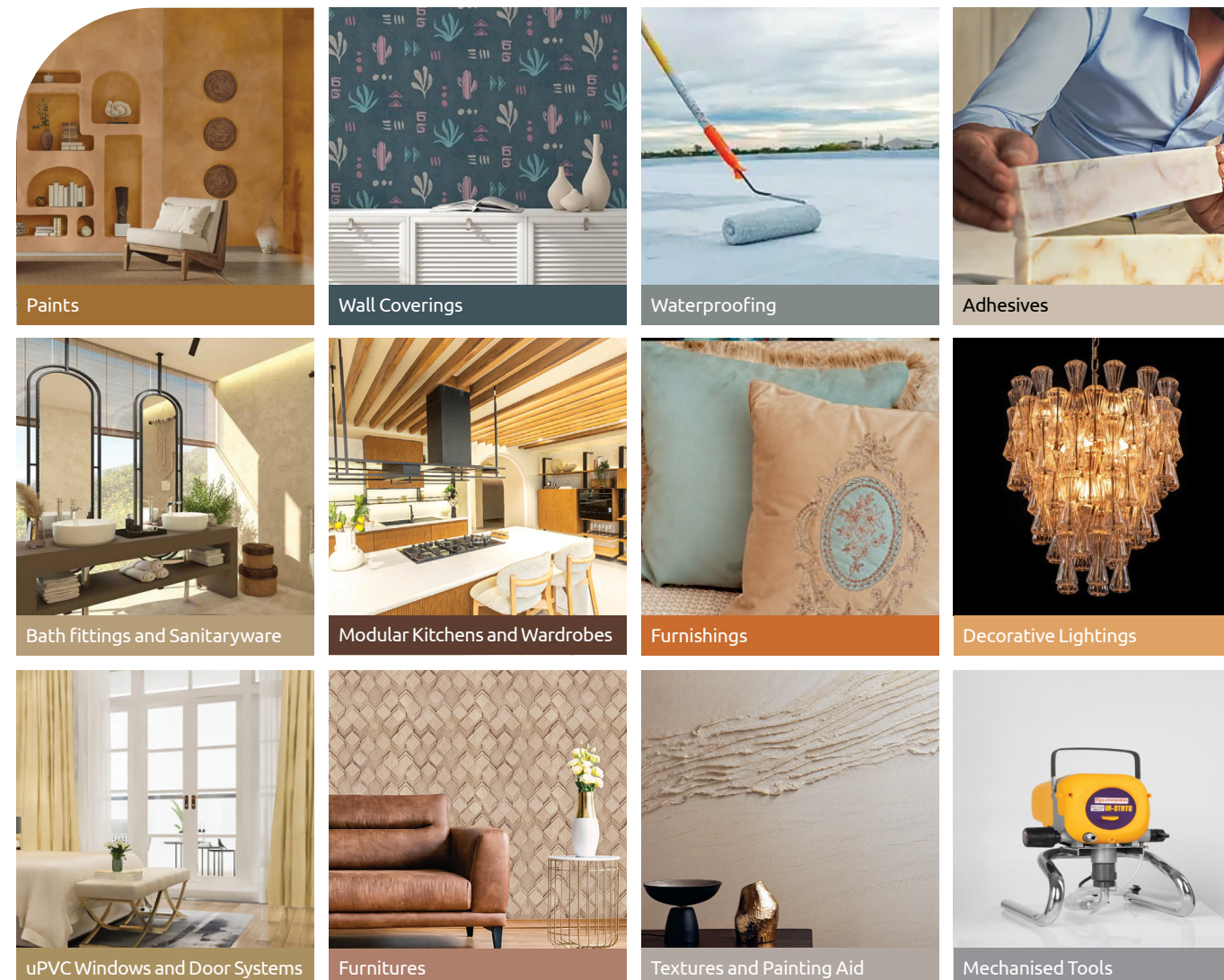


OUR PRODUCTS AND SERVICES

PRODUCTS

We bring the transformative power of Colour and Décor to life through a portfolio of Decorative and Industrial paints, home décor solutions, and integrated offerings underpinned by a strong legacy of innovation. Together, catering to the unique needs of a diverse customer base, these capabilities cover interior and exterior spaces, enabling us to spread Asian Paints' radiance across homes, communities, and industries to create environments that inspire, endure, and bring delight.

OUR PAINT OFFERINGS



NEW LAUNCHES



ULTRAA COVERAGE ULTRAA FINISH



Ultraa Range

Tractor Ultraa Emulsion

Apex Dust Proof Ultraa

Ace Ultraa Exterior Emulsion

The Ultraa range offers additional coverage and lasting finish. With its unique water-resistant and dust-proof range, the exterior emulsion as well as the interior paint is an excellent choice for the economy segment.

SmartCare Damp Secure



Damp Secure Primer offers a never-before exterior primer proposition with a 3-year waterproofing warranty. It is extremely resistant to water absorption, alkali attack and efflorescence. It is renowned for long-term exterior protection.

Royale Play

Imprints | Meridian

The Royale Play series introduces two premium collections: Luxe Imprints, offering designer wall textures etched with global sophistication, and Meridian, which innovatively mimics leather, lime, stone, and concrete. Together, they redefine interior depth, blending timeless materials with modern craftsmanship to create bold, personalised, and statement-making surfaces.

OUR PRODUCTS AND SERVICES

NEW LAUNCHES (CONTINUED)



WoodTech PU Gold

PU Gold is an advanced PU designed to deliver enhanced protection and durability, along with first-of-its-kind packaging. Its key differentiator is its built-in termite-repellent technology, which forms a protective barrier and improves the long-term durability of wooden surfaces. This product is offered in both Gloss and Matt finishes.

Bath Fittings



A new series of bath products was launched, led by the Bathsense Canvas series, which expanded its lineup with Santorini Blue, a Mediterranean-inspired colour combining distinctive design with advanced surface innovation. This range was further extended by Canvas Play, an addition introduced to enhance design flexibility through a vibrant mix-and-match colour approach.



Wood Finishes- Chrome & Metallics

It is a landmark innovation offering 100+ designer chrome and metallic wood shades. Its designer look and timeless elegance make it the first choice of architects and home décor professionals, transforming wooden furniture into a luxurious and unique masterpiece.

Arazzo Kitchens & Wardrobes



Arazzo redefines premium living by blending Italian design with European precision. Offering bespoke, personalised kitchens and wardrobes, the brand expands across India, delivering practical luxury and refined global aesthetics.



Spark Shyne

Tractor Sparc Shyne

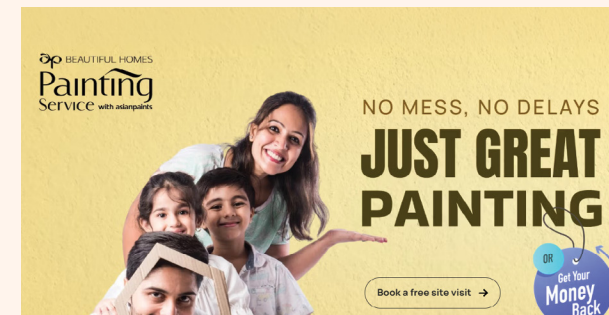
Ace Sparc Shyne

One affordable sheen solution for every space. Sparc Shyne combines affordable finish and lasting appeal; Tractor Sparc Shyne for interior surfaces and Ace Sparc Shyne for exterior surfaces.



SERVICES IGNITION

Our continuous focus on innovative services is a key growth accelerator, marking a strategic shift from a product-centric model to an integrated products-and-services platform enabling us to expand our offerings, unlock new revenue streams and deliver a differentiated value proposition to customers.



BEAUTIFUL HOMES PAINTING SERVICES

Beautiful Homes Painting Services is designed to simplify the painting journey for homeowners through tailored colour guidance, trained applicators, and standardised processes with reliable timelines. From interior and exterior wall painting to waterproofing services and wood solutions, Beautiful Homes Painting Services focus on consistent execution, attention to detail and reliable outcomes that ensure superior finishing.

175,000+
Customers used the service

3,900+
Dealers participated



TRUSTED CONTRACTOR SERVICE

We connect customers with a trusted network of contractors who have undergone comprehensive training and maintain an enduring relationship with the Company. This consistently ensures high service standards and dependable, high-quality execution from contractors in the area.

40,800+
Customers serviced

ASSURE SERVICES AND METACARE

Total Assure

Total Assure is a supervision-led service for builders, housing societies, factories and large projects, supported by a digital AI platform for seamless monitoring across the painting cycle.

Smart Assure

Smart Assure is a waterproofing service designed to help customers address dampness and waterproofing issues through expert guidance.

Metacare

Provides a dedicated asset management solution for industrial customers, supporting plant maintenance, corrosion control and long-term asset lifecycle protection.

