

asianpaints

nilaya

World of Luxury Décor

# NOVAMUR IVY







Asian Paints is India's leading and Asia's third largest paint company trusted for its outstanding paint products which includes a range of innovative solutions. We operate in 15 countries and have 26 paint manufacturing facilities in the world, servicing consumers in over 65 countries.



*World of Luxury Décor*

Nilaya Wallcoverings from Asian Paints brings you the world's finest 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 creations by Nilaya's own Signature Series, ensure a continuous flow of an ever stylish range of wallcoverings, decals, borders and paintables.

# NOVAMUR IVY

The non-woven wallpapers of the collection Ivy by Novamur take you on a world tour. From Cuban Havana, through Danish Copenhagen and Japanese Kyoto to Moroccan Marrakech. In this collection, you will find wallpapers with inspiration from these four metropolises.





# Plain Perforation | W175XR14B75

Sublime and subtle, this unique wall covering with little perforation like pockets adds elegance to your space.

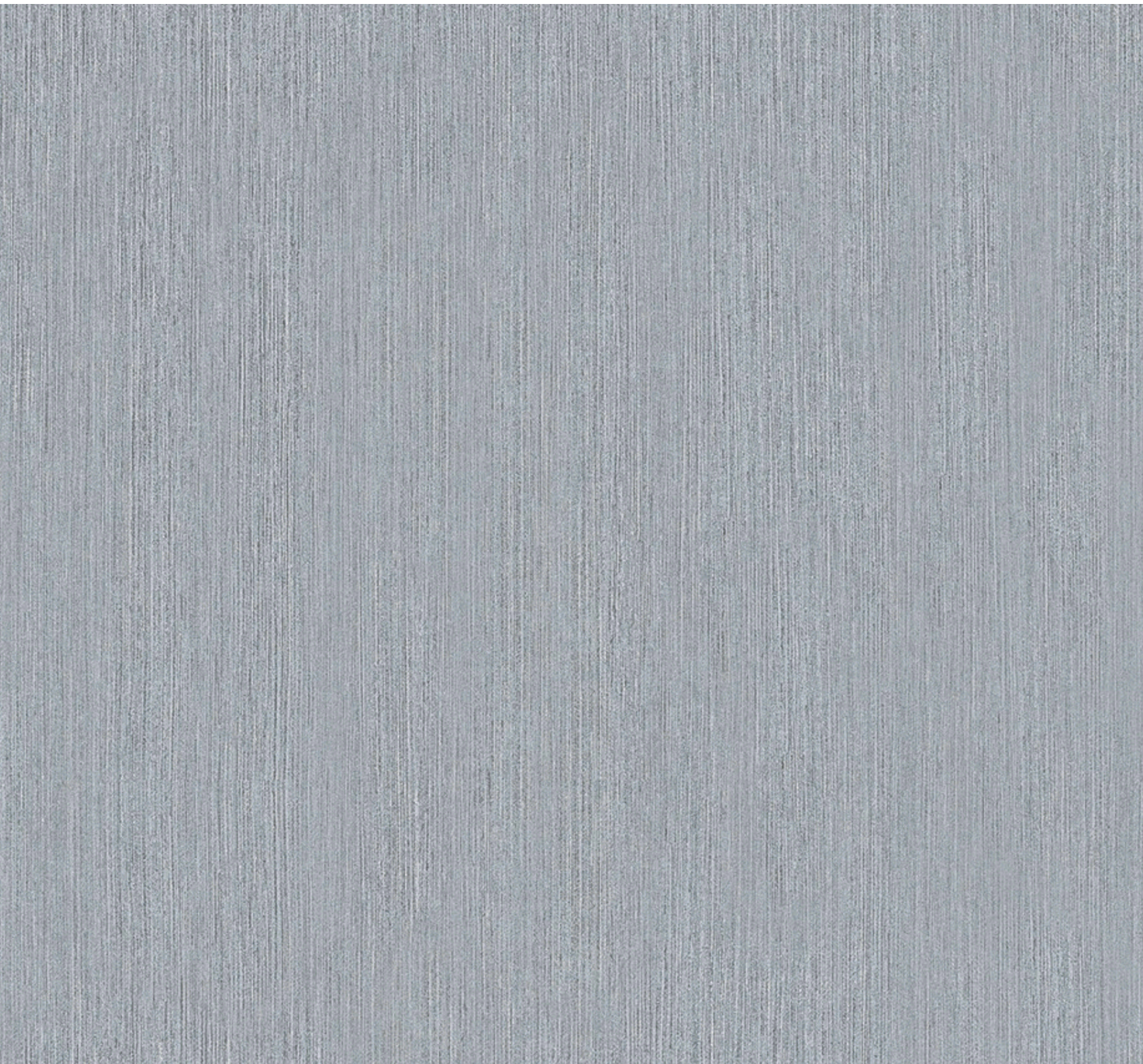


W175XR15B75



W175XR16B75





## Plain Glaze | W175XR17B75

A touch of sheen, the wall covering is casts a simple yet classy effect on the space.



**W175XR18B75**



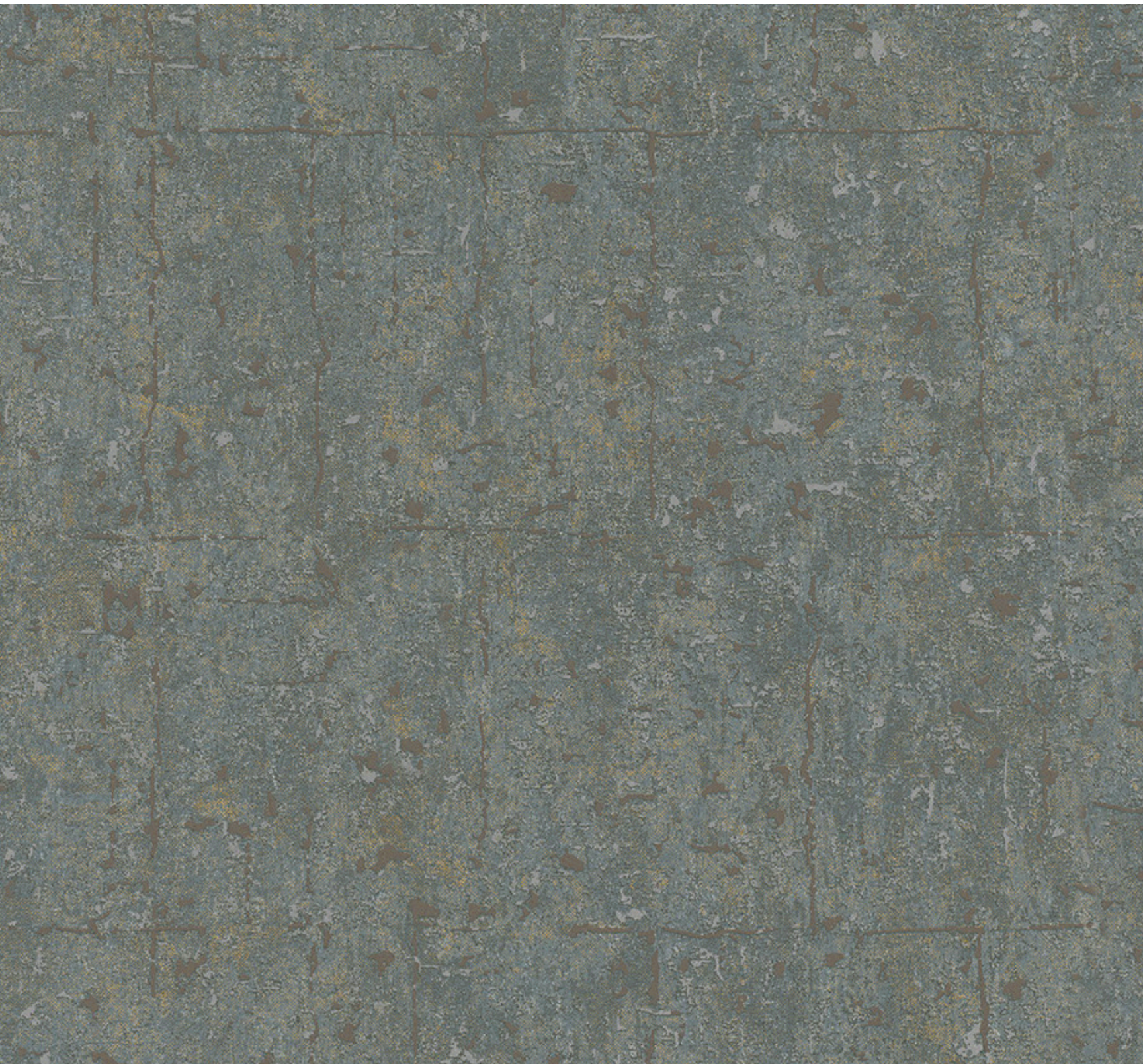


**W175XR19B75**

## **Plain Splash | W175XR19B75**

A touch of sheen, the wall covering is casts a simple yet classy effect on the space.





**W175XR20B75**

**Plain Speckles | W175XR20B75**

Speckles of lustre greet your space to give it a refined metallic vibe.





## Leaf it to Me | W175XR26B75

A lush foliage spread that endows your space if a natural ease.



**W175XR21B75**



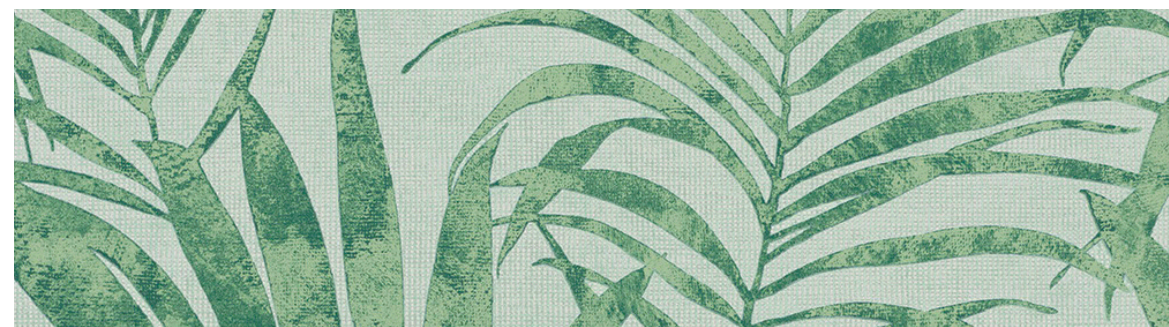
**W175XR22B75**



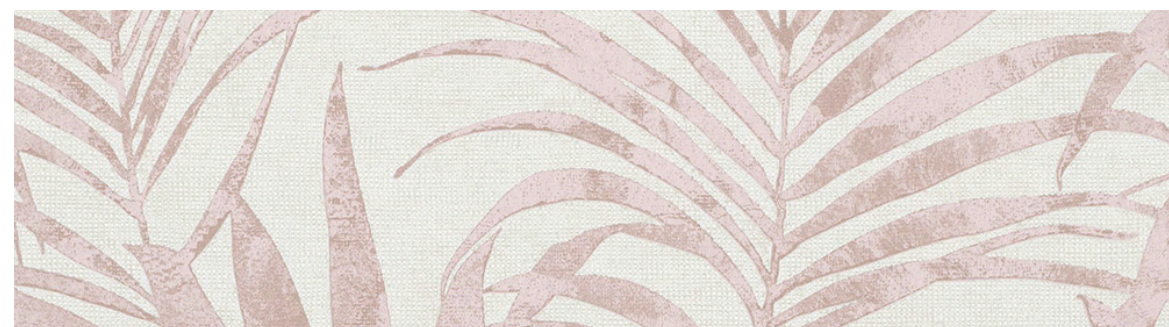
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**W175XR24B75**



**W175XR25B75**



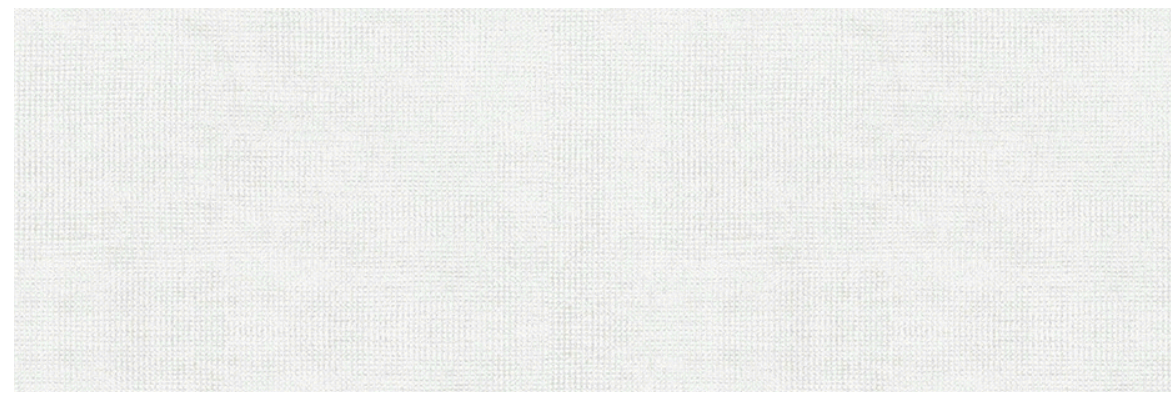
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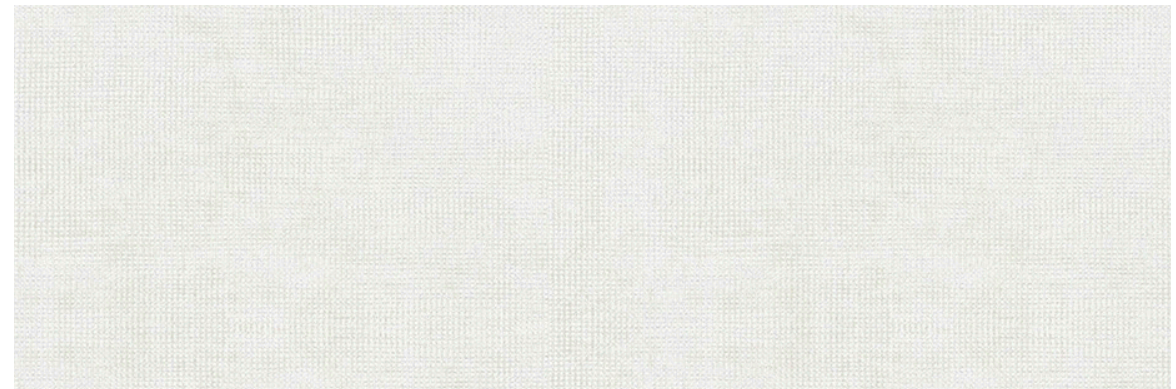


## Clairvoyance | W175XR28B75

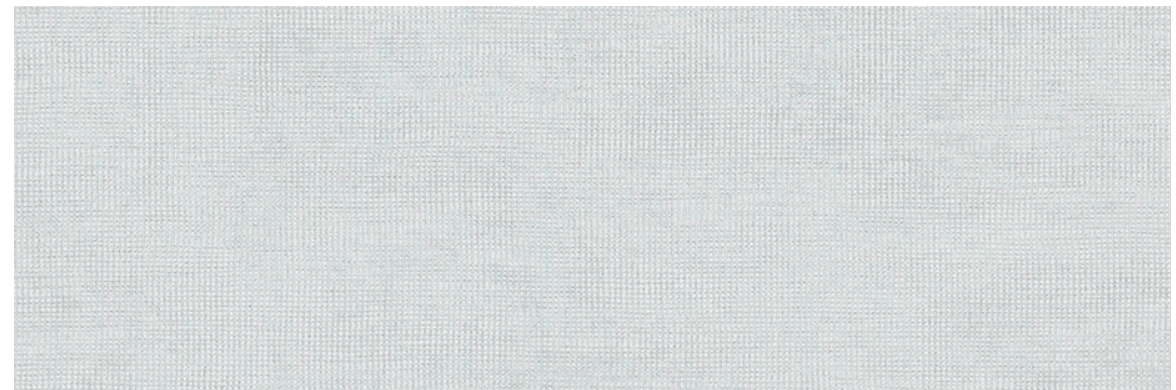
An aura of clarity and calmness sweeps through the same with this simple yet dramatic piece.



**W175XR27B75**



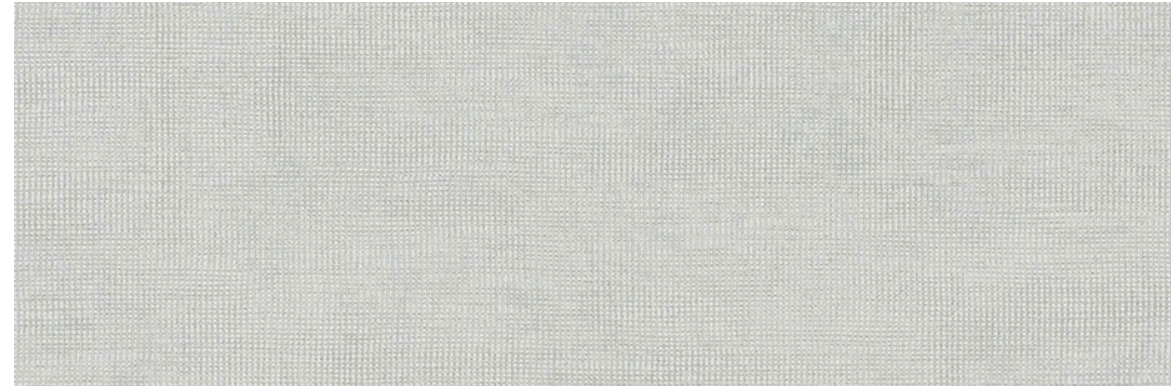
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**W175XR29B75**



**W175XR30B75**



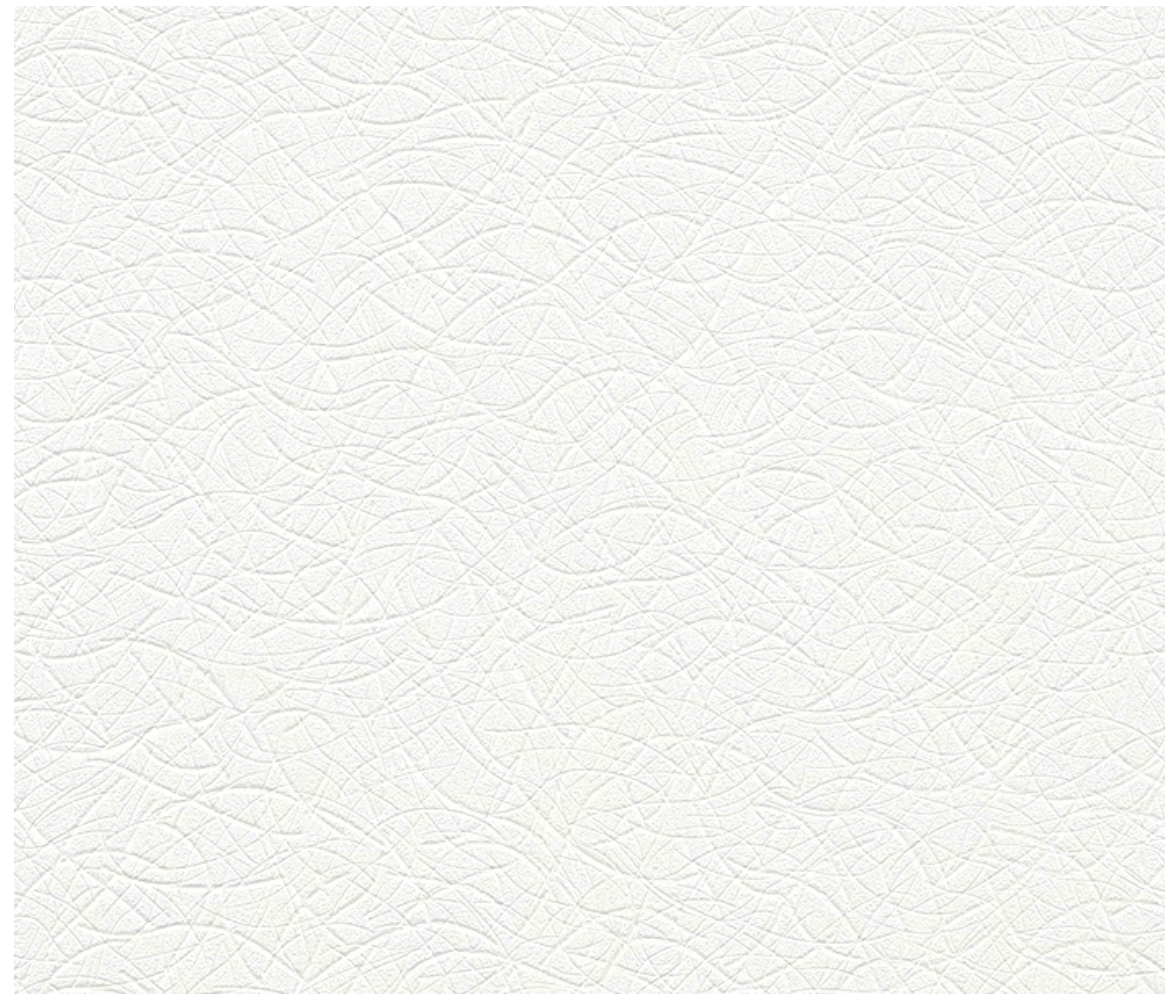
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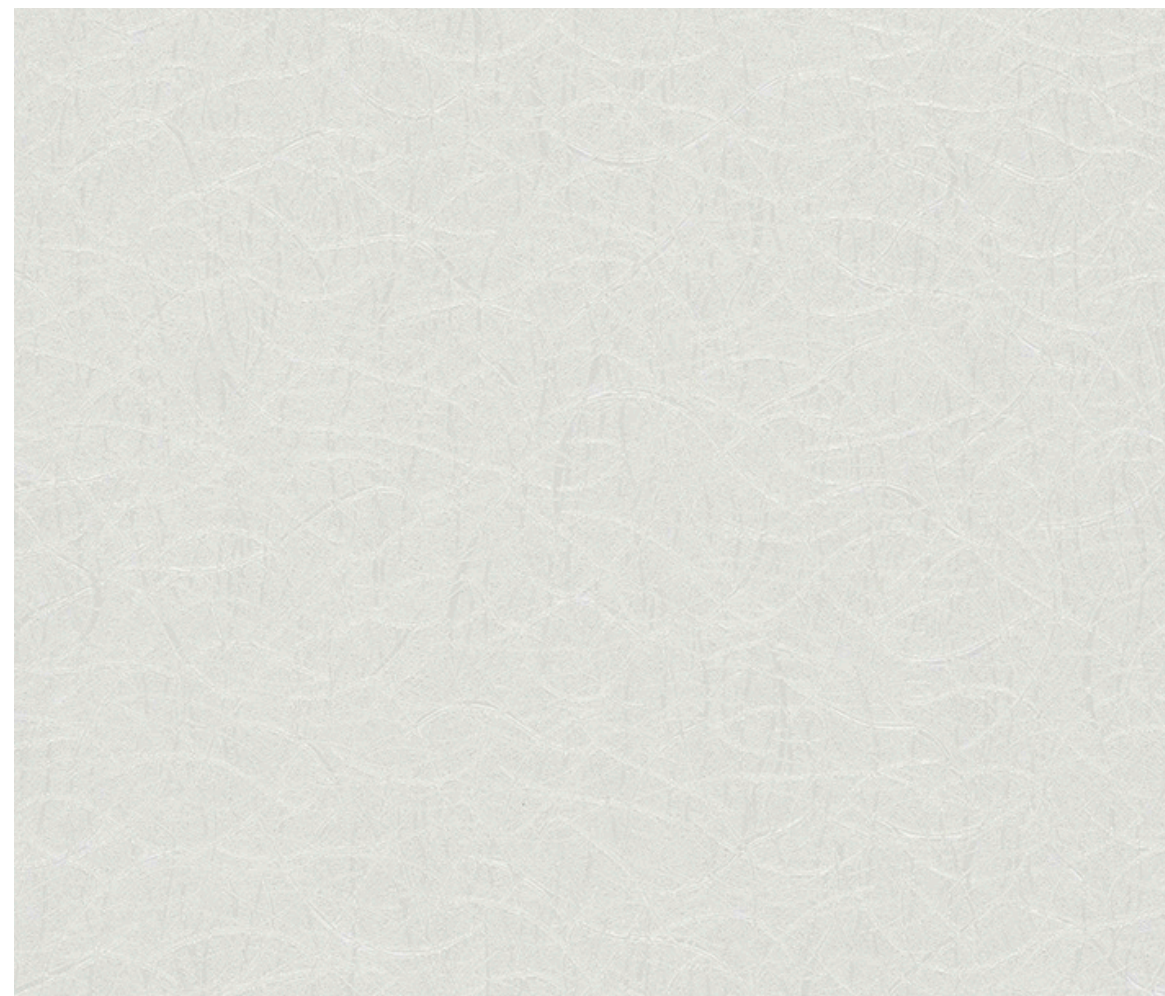


## Impression | W175XR33B75

Whimsical strokes set on a glimmering surface creates a lasting impressio.n



**W175XR32B75**



**W175XR33B75**





**W175XR34B75**



**W175XR35B75**

**Striped Statement | W175XR35B75**

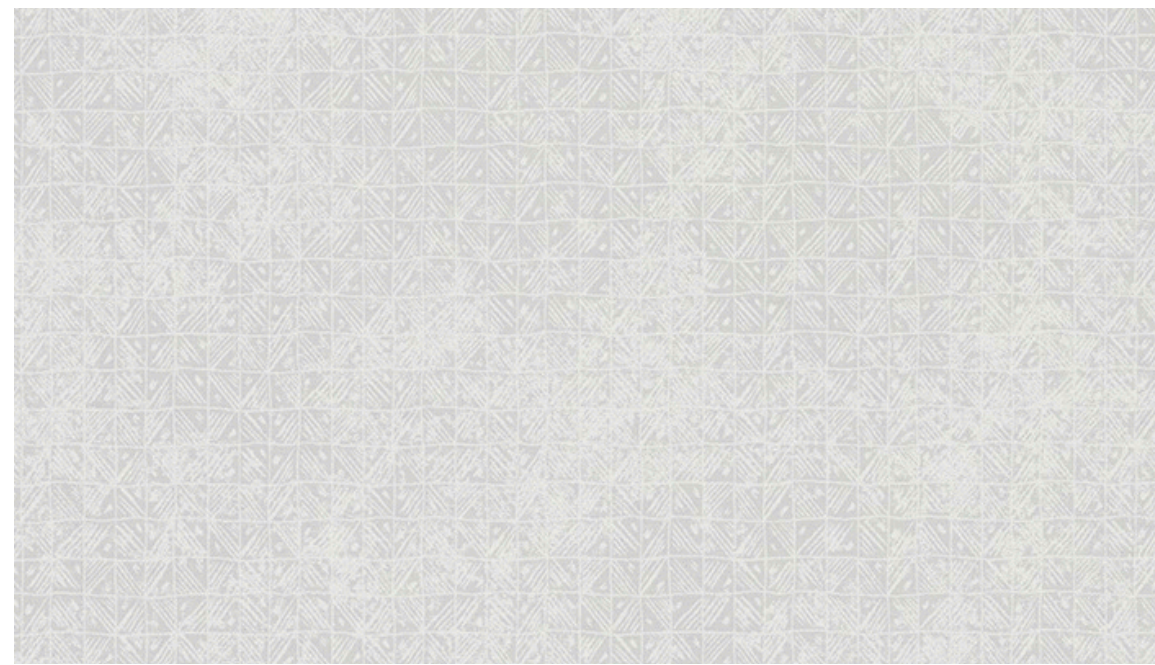
A beautiful pattern play of whimsical strokes interspersed with a plain texture.





## Tiled Dreams | W175XR37B75

Lively flowers and vines peep from tiled motifs in various shades. Brings easy elegance and a classic charm to the space.



W175XR36B75



W175XR37B75



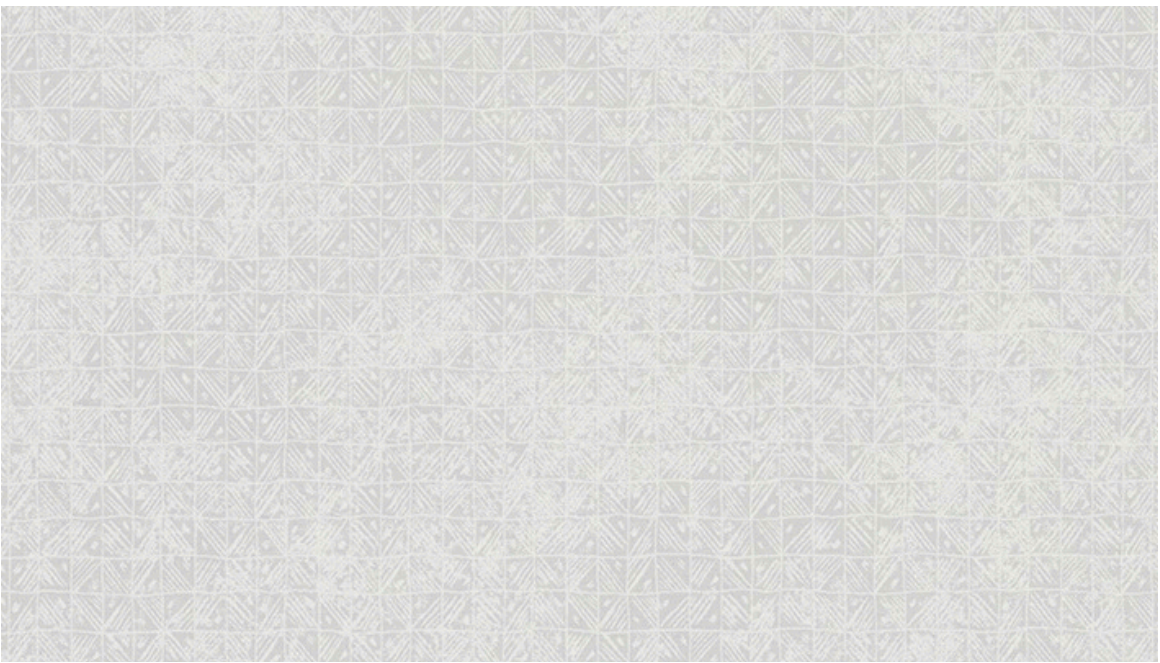
W175XR38B75



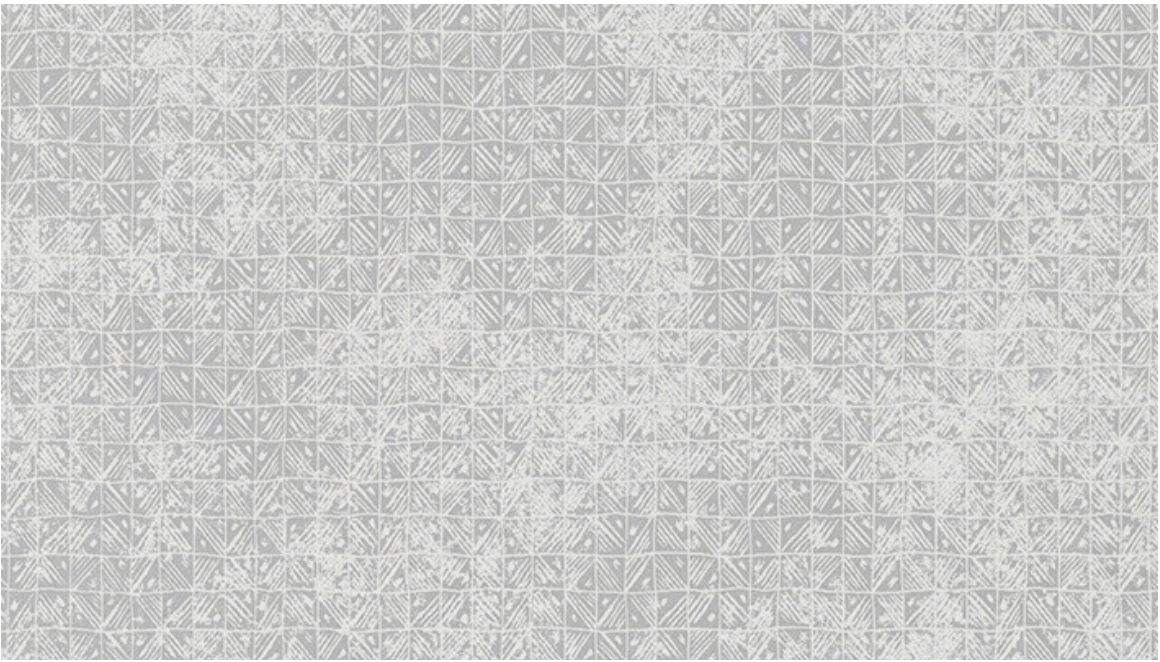


**Tiled Geometrics | W175XR41B75**

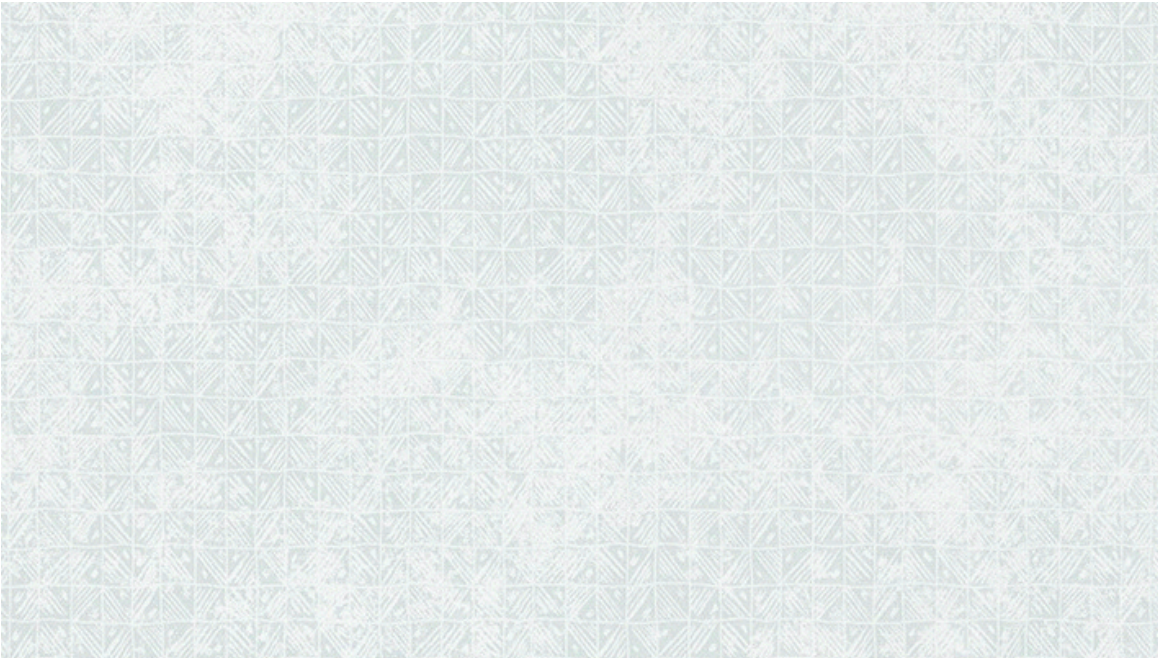
A sophisticated pattern with intricate geometrics set to grids, brings an interesting character to the space.



**W175XR39B75**



**W175XR40B75**



**W175XR41B75**





## Close Knit | W175XR43B75

A plain texture with soft horizontal and vertical lines cutting across, to produce a very comforting effect.



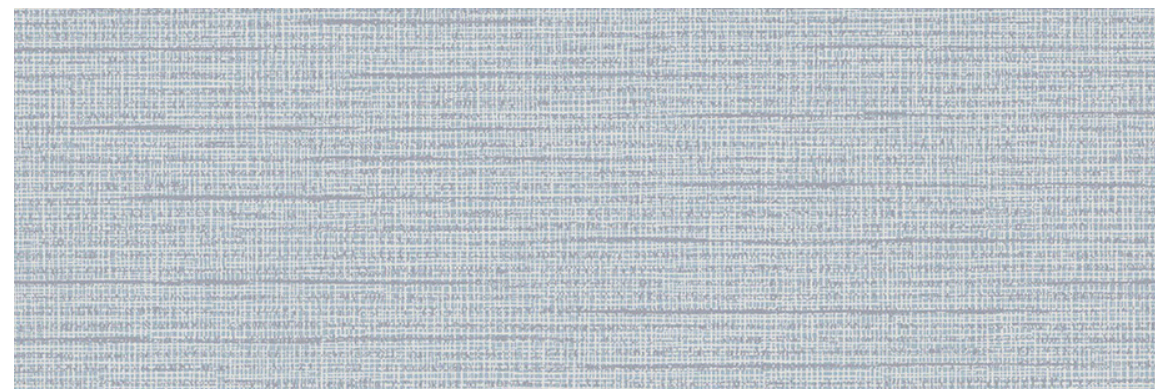
W175XR42B75



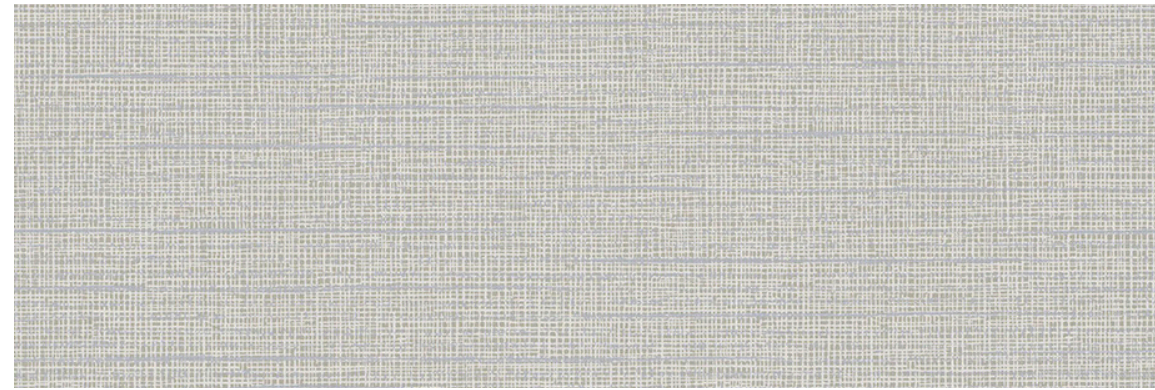
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W175XR44B75

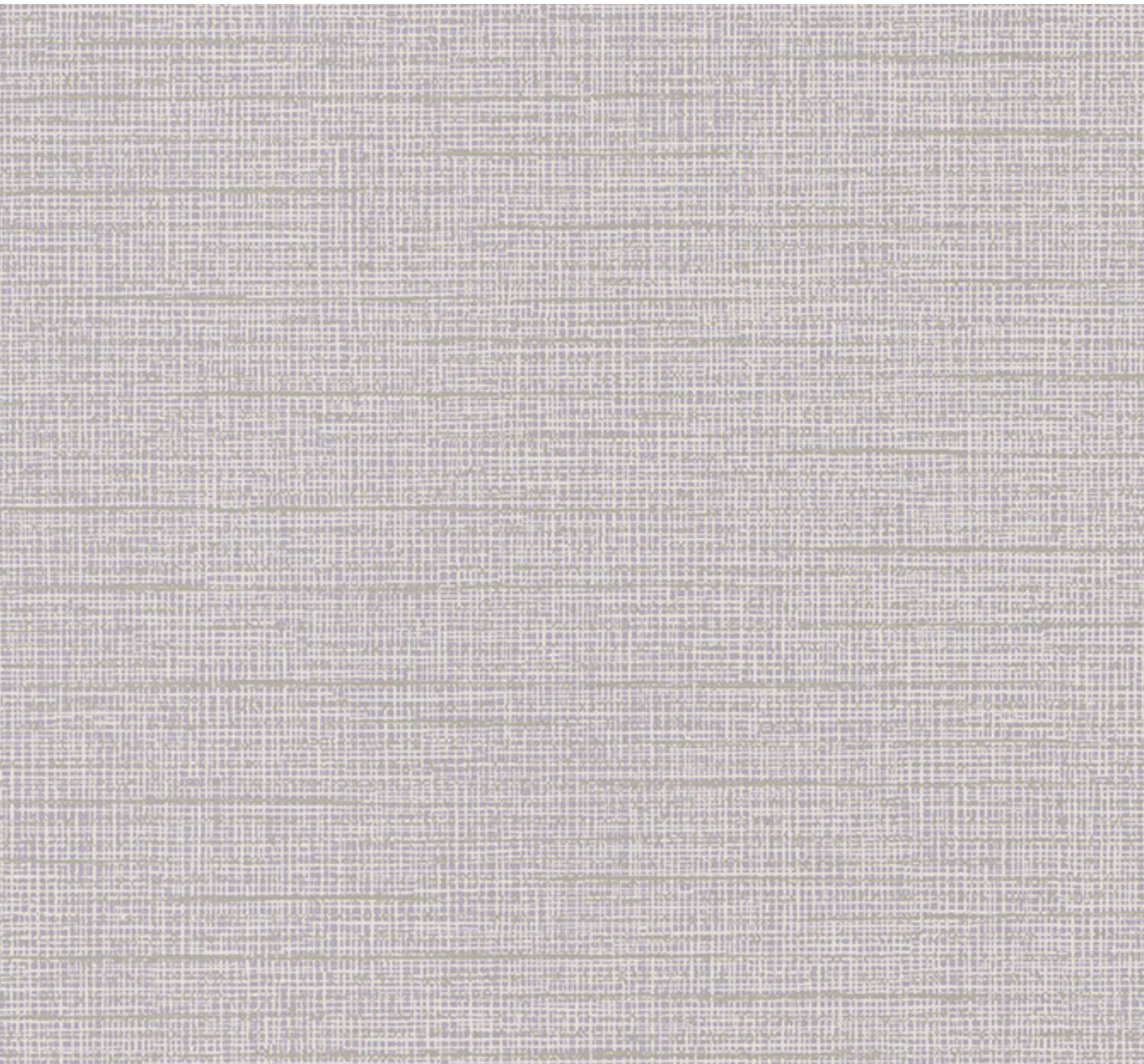


W175XR45B75



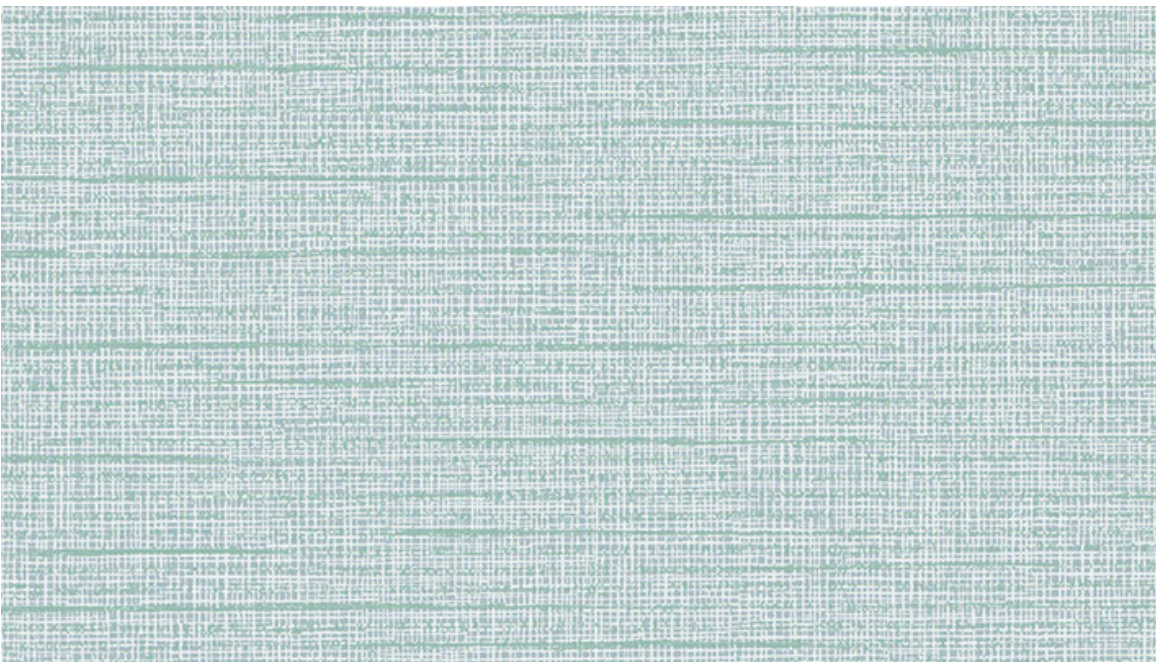
W175XR46B75



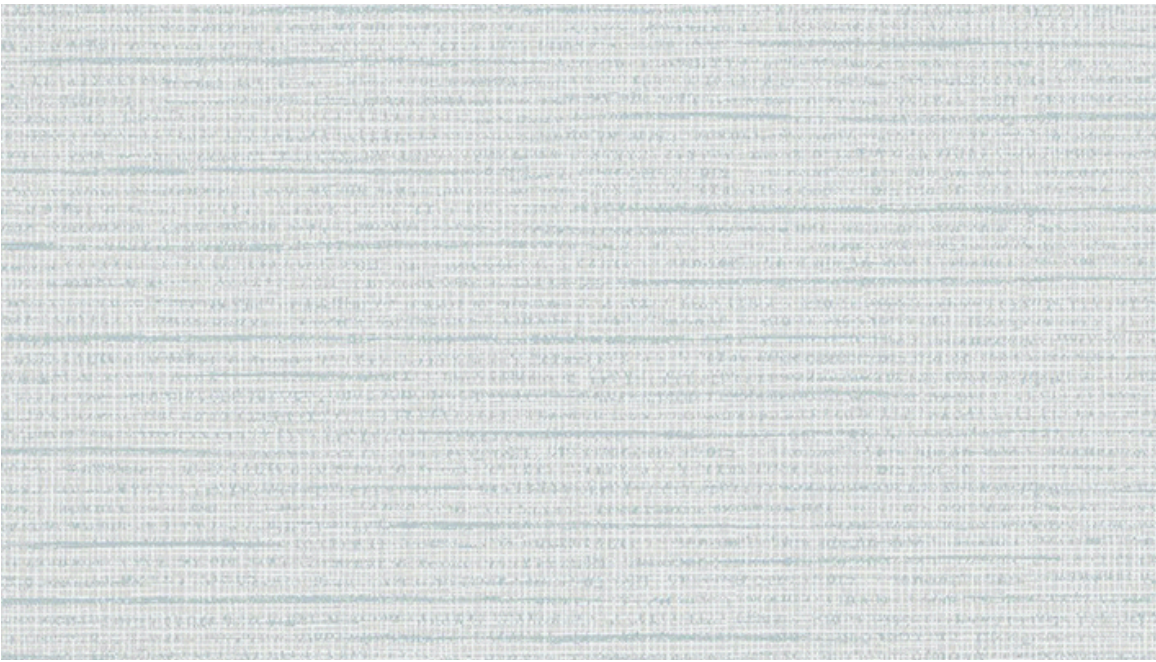


**Close Knit | W175XR47B75**

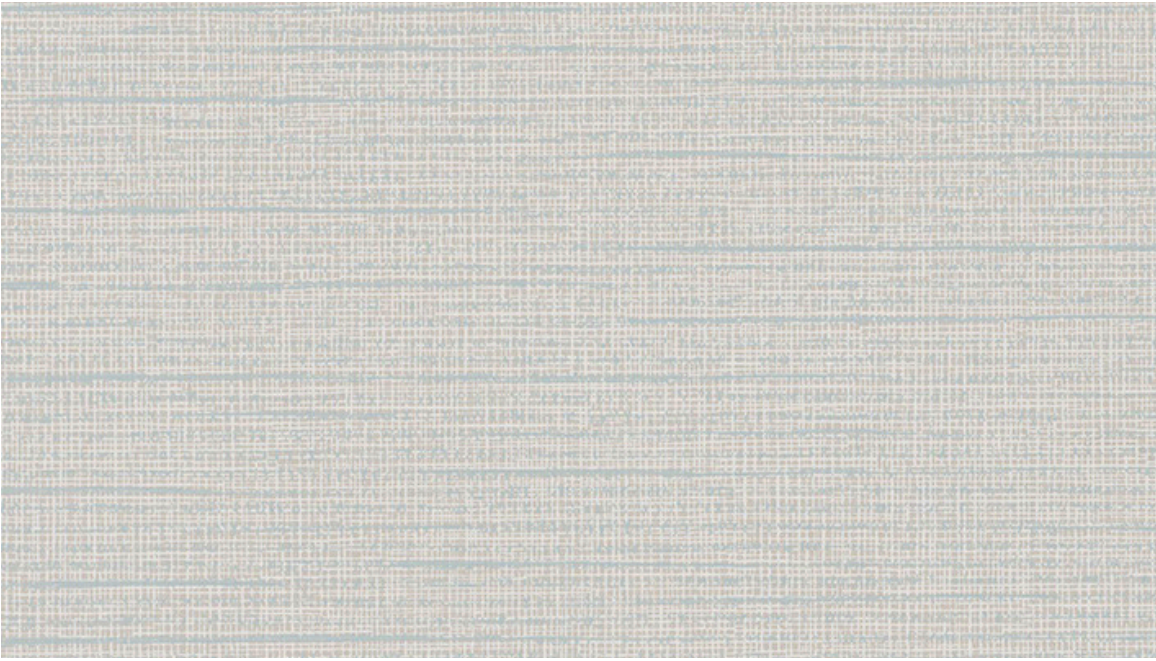
A plain texture with soft horizontal and vertical lines cutting across, to produce a very comforting effect.



**W175XR48B75**



**W175XR49B75**



**W175XR50B75**



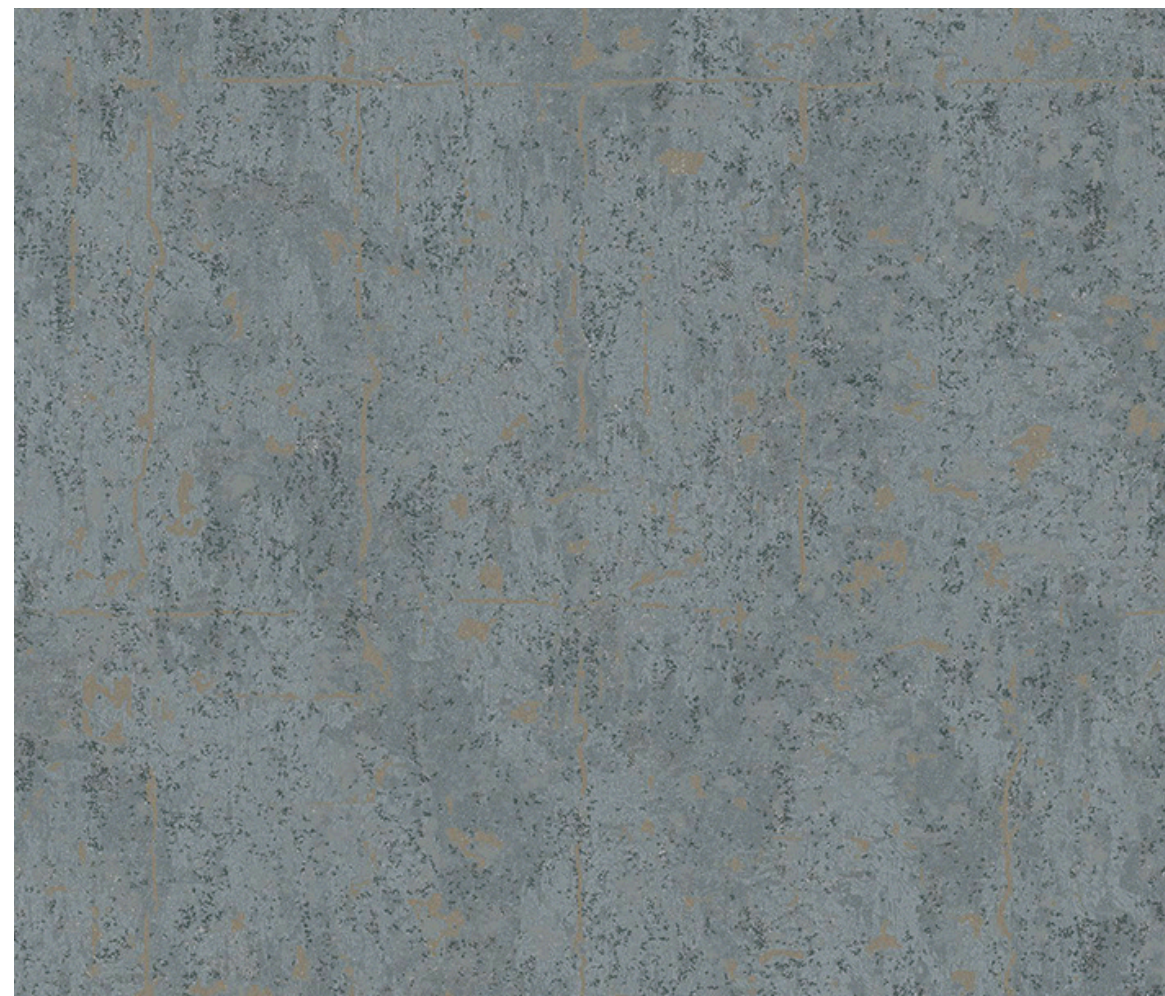


## Concrete Stardust | W175XR51B75

A concrete like effect with little golden and silver streaks darting across. The wall covering lifts the stature of the space by several notches.



**W175XR51B75**



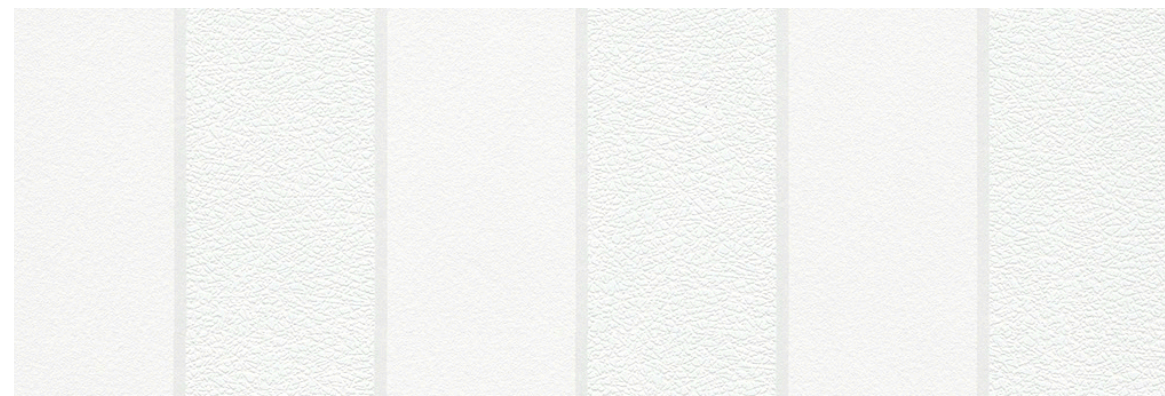
**W175XR52B75**



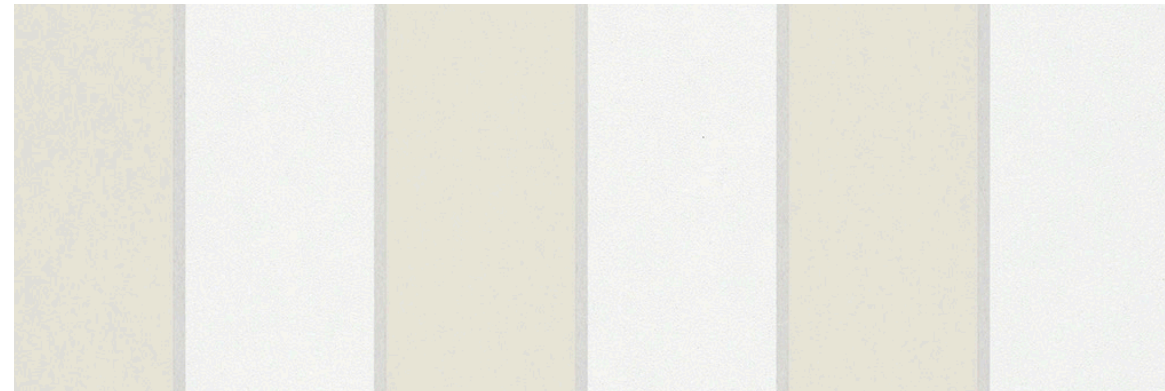


## Demure Stripes | W175XR55B75

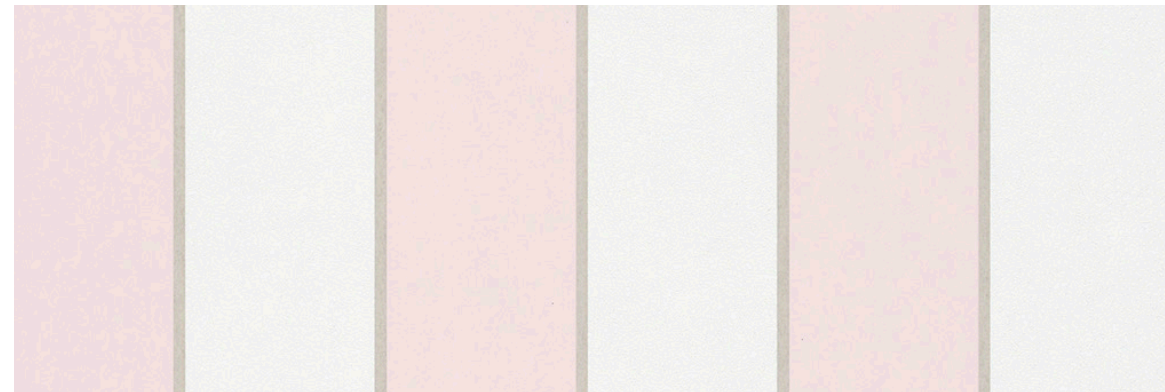
Broad stripes can elevate a space to produce a classy and chic environ.



**W175XR53B75**



**W175XR54B75**



**W175XR55B75**



**W175XR56B75**



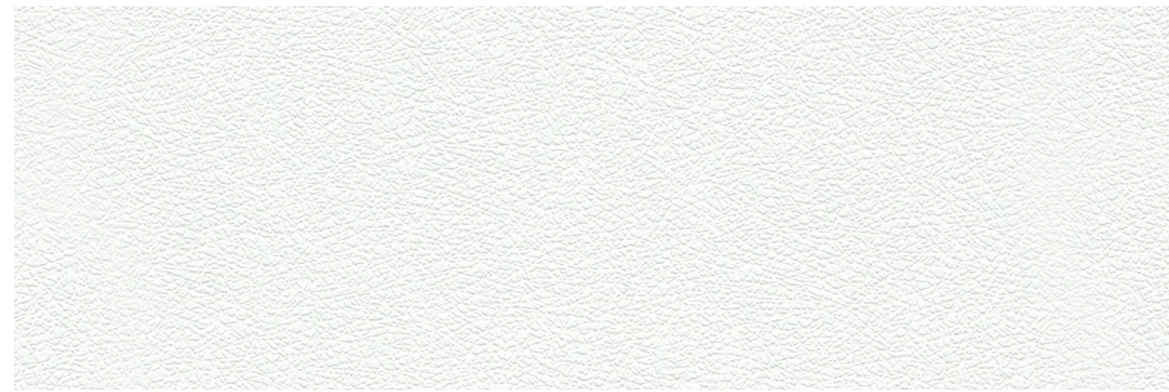
**W175XR62B75**



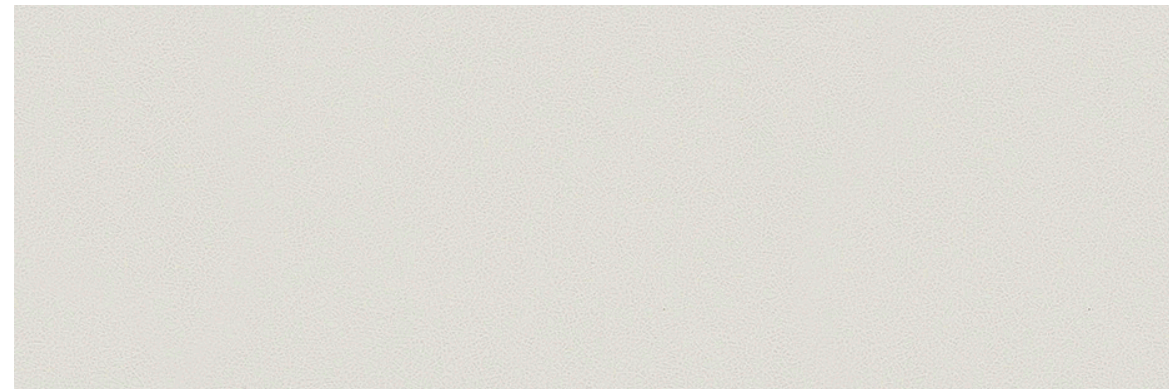


## Crushed | W175XR59B75

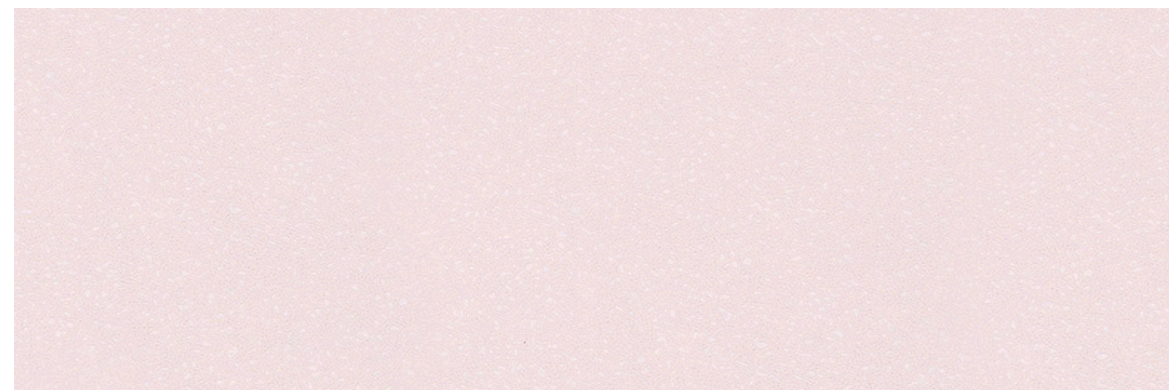
Reminiscent of crushed silk, the wall covering lifts the ambience of the room to produce a stylish and vibrant look.



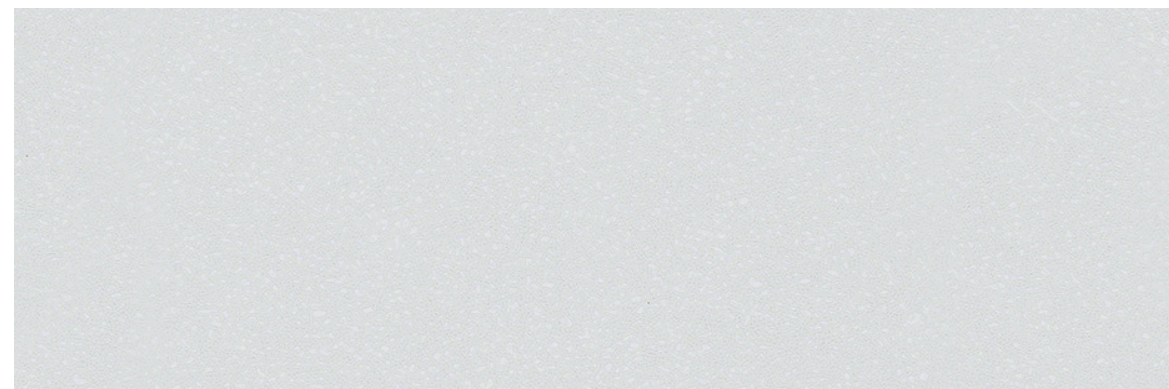
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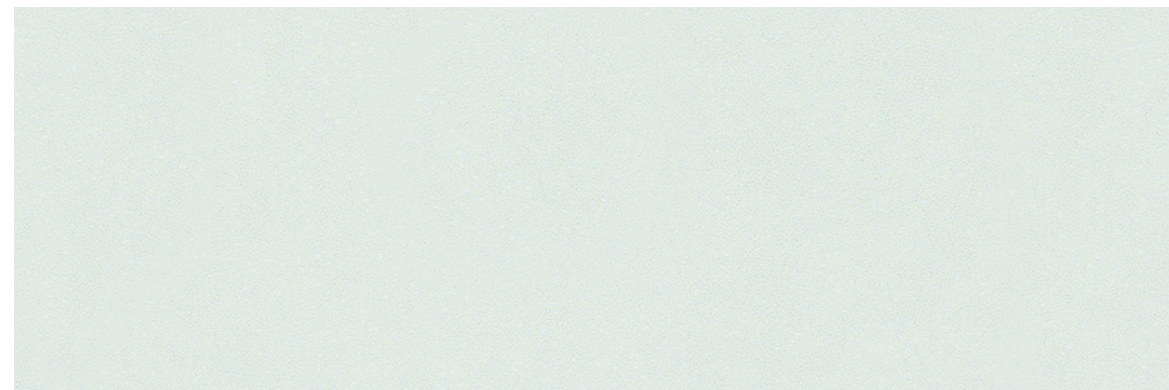
**W175XR58B75**



**W175XR59B75**



**W175XR60B75**



**W175XR61B75**





## Cherry Blossom | W175XR63B75

Invite boughs of delightful cherry blossoms to bring alive your calls with vibrant cheer.



W175XR63B75



W175XR64B75



W175XR65B75



W175XR66B75



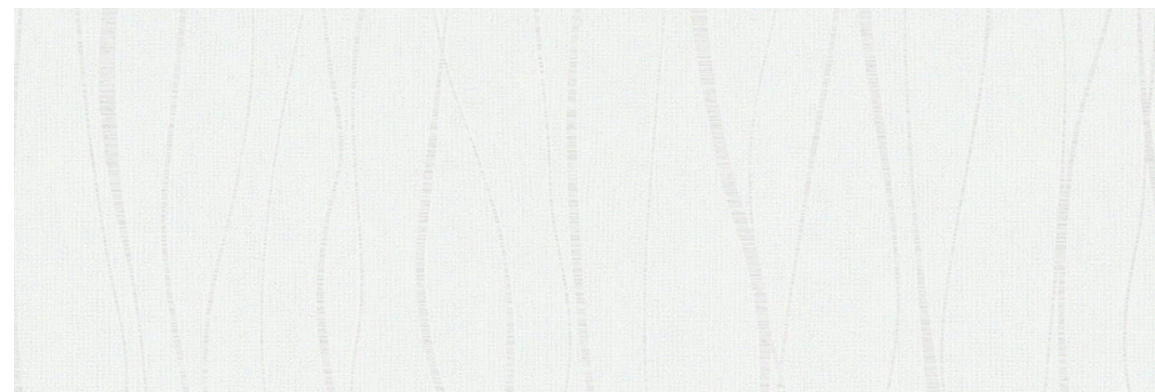
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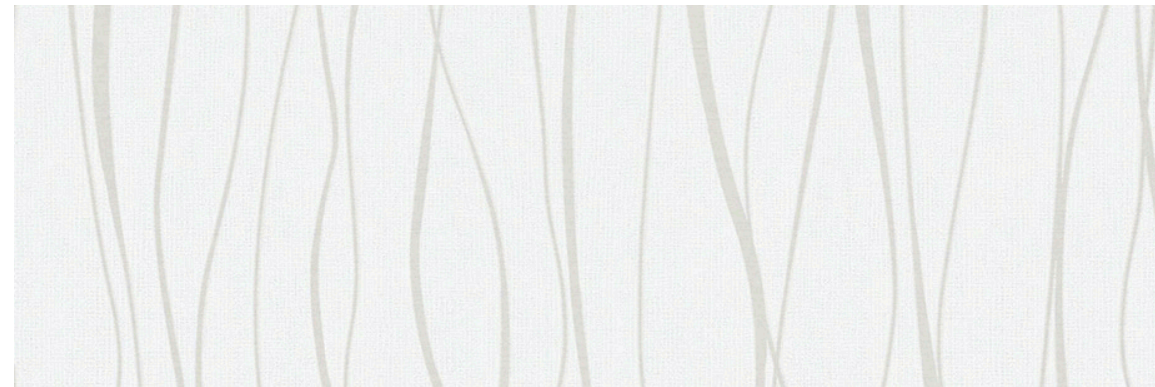


## Waves | W175XR72B75

Easy waves floating into your wall producing a serene ambience.



W175XR68B75



W175XR69B75



W175XR70B75



W175XR71B75



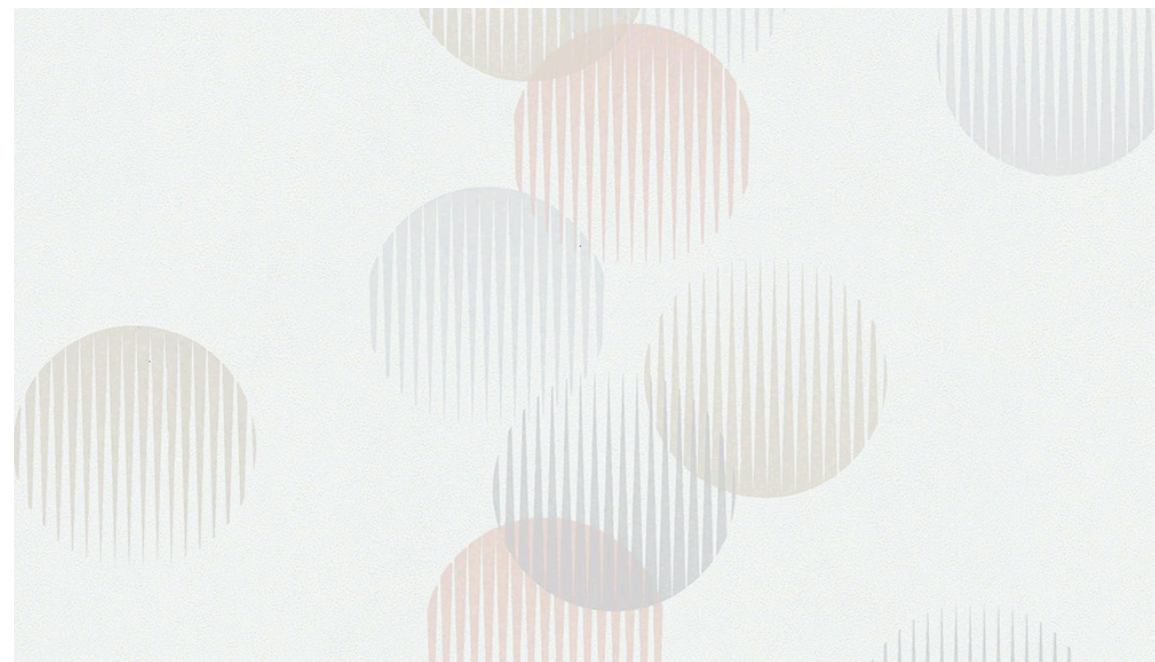
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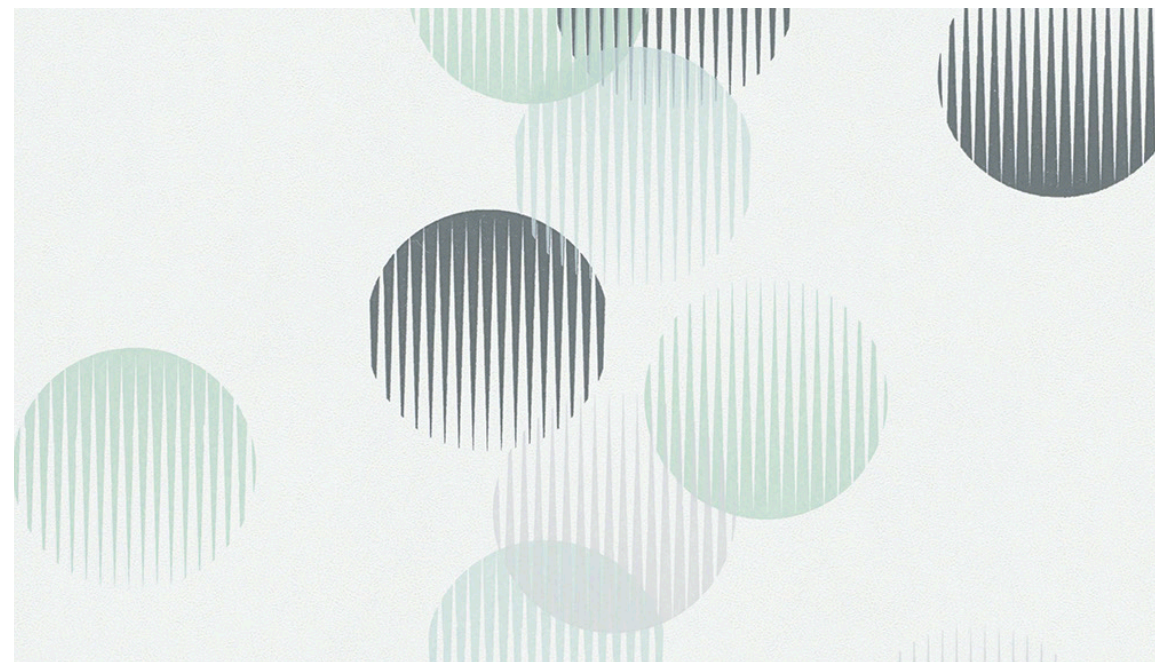


## Graphic Circles | W175XR75B75

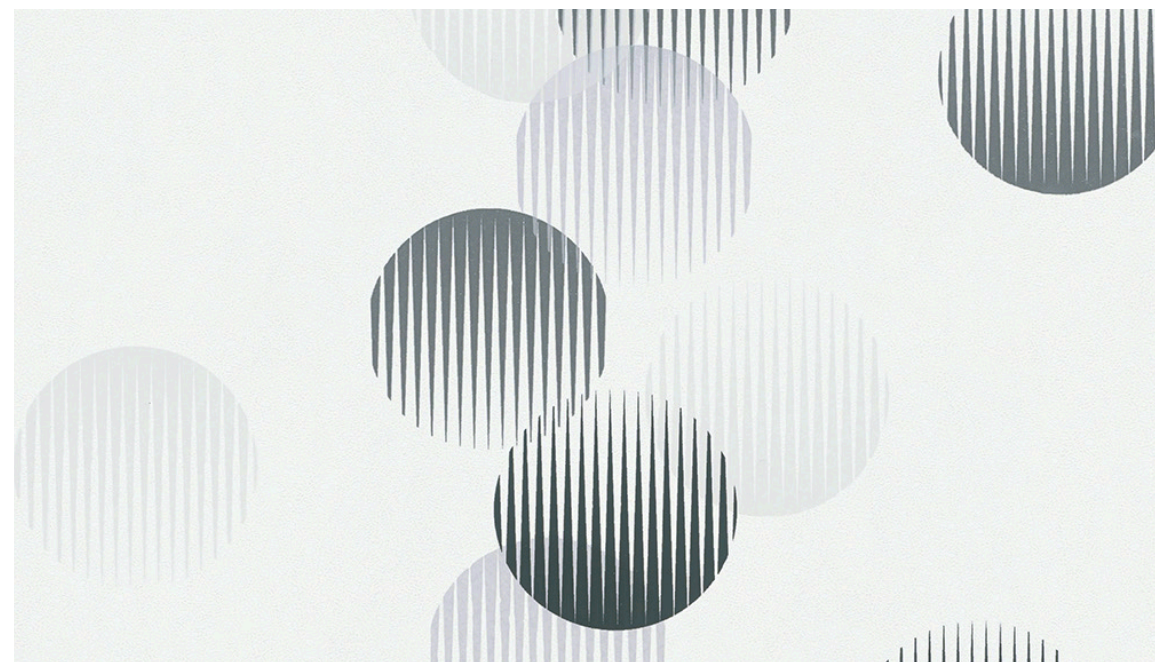
A modern and upbeat design, clusters of circles create a fun vibe for your interiors.



W175XR73B75



W175XR74B75



W175XR75B75





# Lettering Structure | W175XR76B75

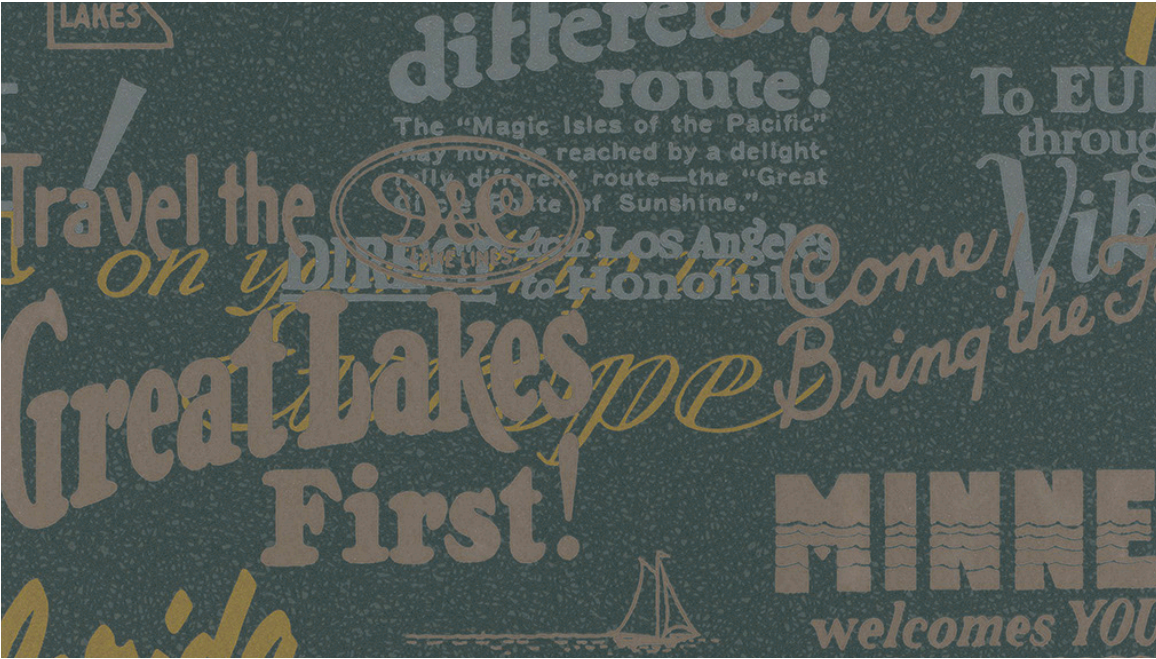
A playful pattern with lettering to amp up a youthful and creative space.



W175XR76B75



W175XR77B75



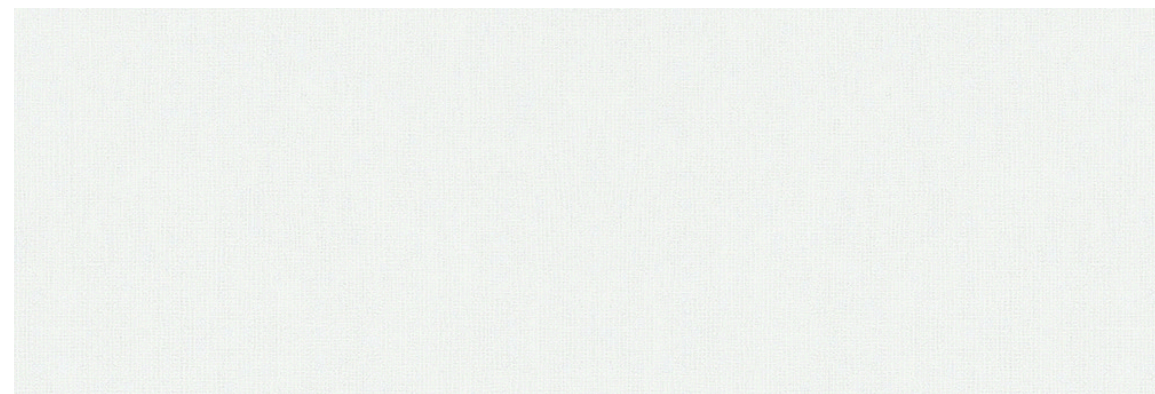
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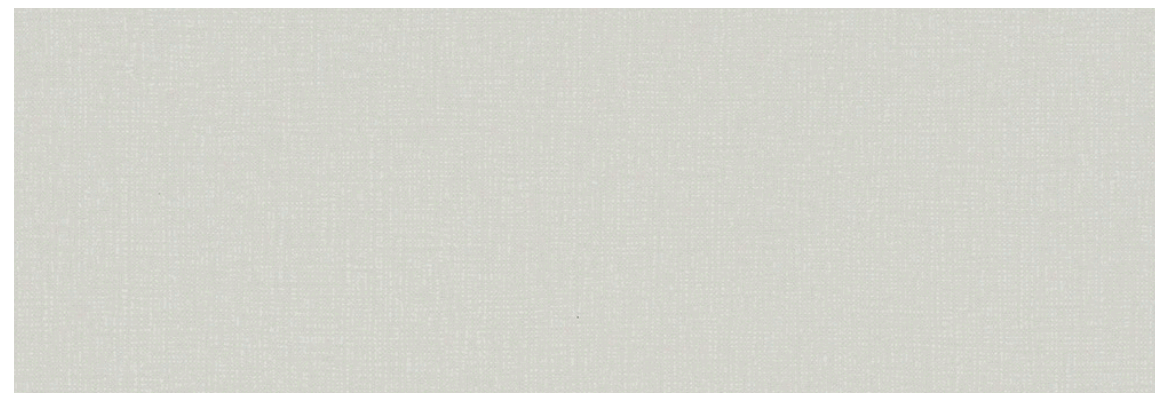


## Plain Prettiness | W175XR83B75

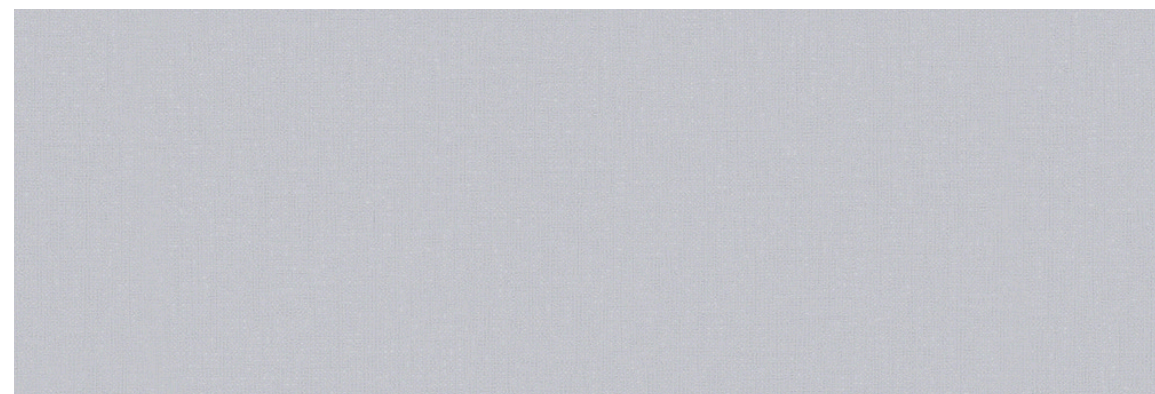
A clean and crisp wall covering that is a beautiful backdrop for an elegant setting. The texture effect provides a very comforting yet classy undertone.



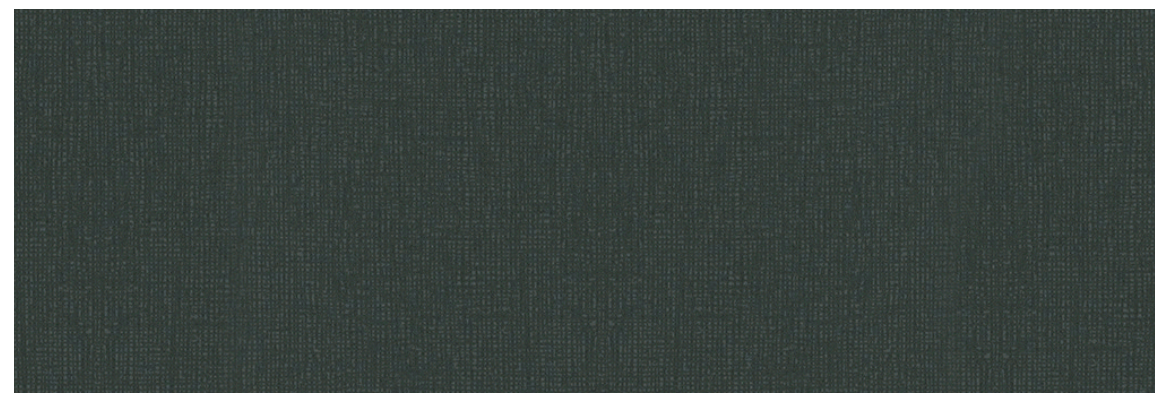
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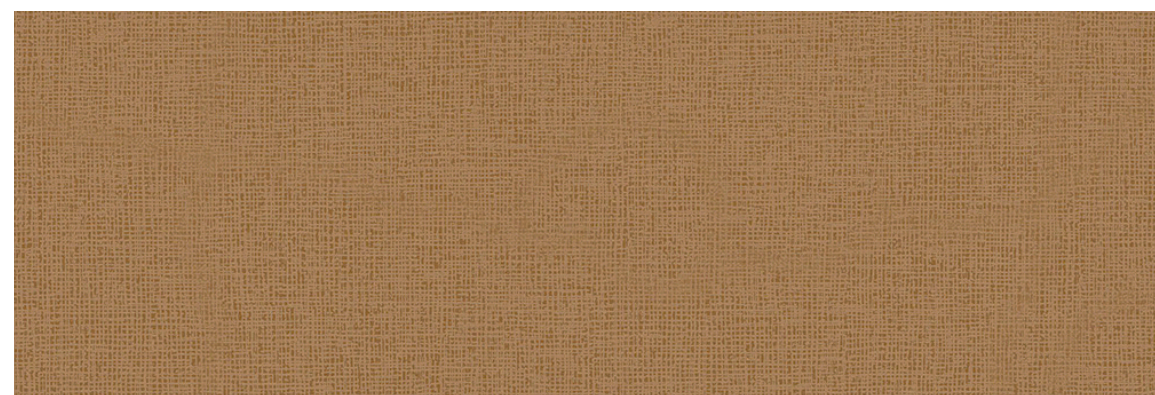
**W175XR80B75**



**W175XR81B75**



**W175XR82B75**



**W175XR83B75**



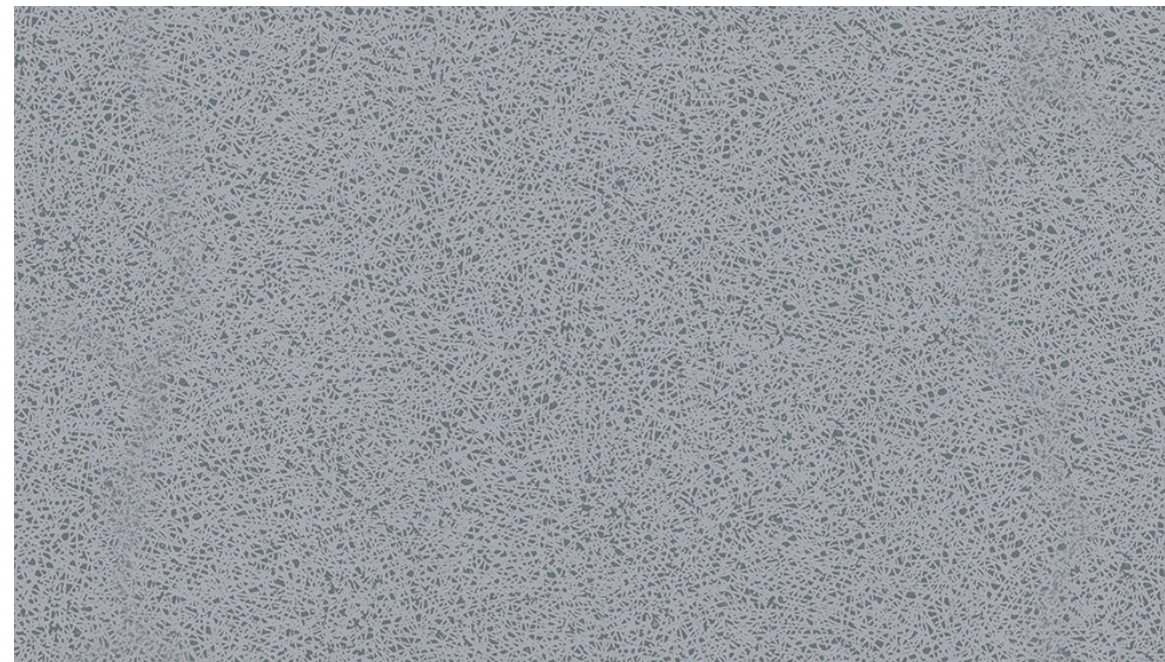


## Natural Elegance | W175XR85B75

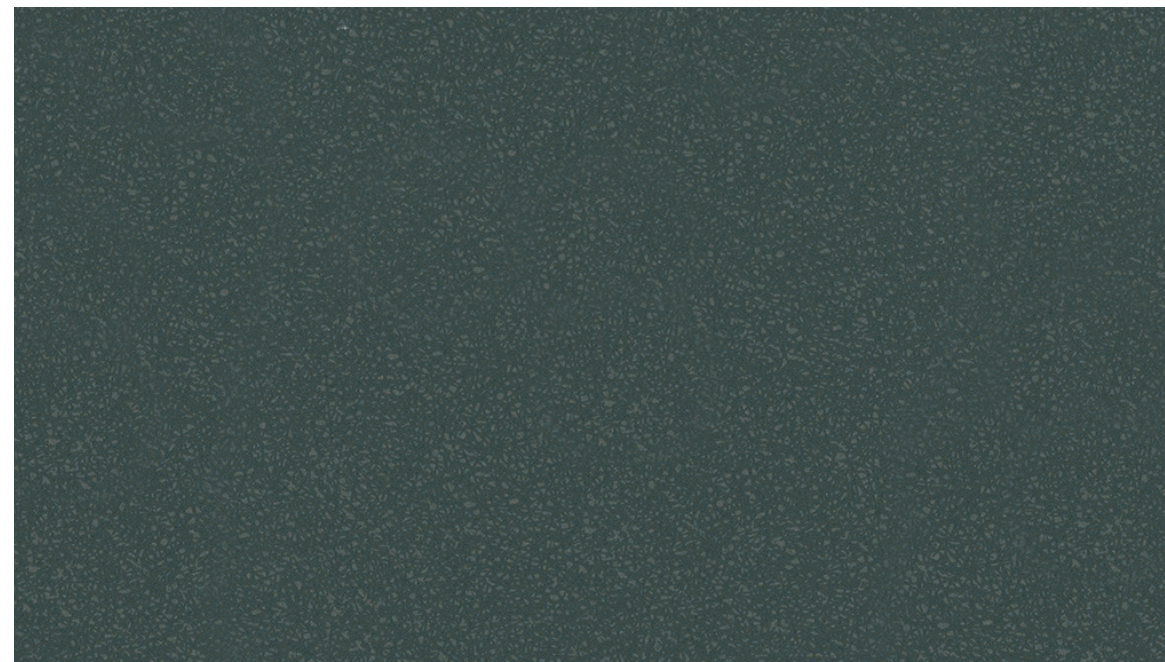
Let your room embrace a natural flair with a simple yet striking piece. The fabric like appeal gives it a very warm touch.



W175XR84B75



W175XR85B75



W175XR86B75



## END TO END SERVICES

### 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 combination colours. 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 catalog is an easy reference to shortlist patterns and co-ordinates.

### PROJECT PLANNING & MATERIAL DELIVERY

For large projects a dedicated relationship officer will help you with material estimation, budgeting and material 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.

### CONTACT

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### CUSTOMER CARE

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