



# Aur<sup>us</sup>

REGAL WALLS

*"Thoughtfully designed to provide rich and durable finish for interior and exterior walls"*



ENDURES  
5 YEARS\*



LOW  
VOC



## CERTIFICATION



# Aurus

REGAL INTERIORS

Compliant to VOC requirement for Paints for LEED rated buildings<sup>1</sup>

Compliant to GRIHA standards for Low VOC<sup>2</sup>

No Fungal Growth as per ASTM Test D5590:2017<sup>3</sup>

# Aurus

REGAL EXTERIORS

Compliant to VOC requirement for Paints for LEED rated buildings<sup>1</sup>

UV Block as per QUV Test<sup>4</sup>

## PAINT & PRIMER



*Aurus Regal Emulsions are specially formulated to blend the functions of a primer with the finish coat. Two coats of Aurus Regal Interiors or Exteriors provide a sturdier coat than the conventional 'Primer + 2 Finish coats' system, bringing your vision to life in quick time with less effort.\**

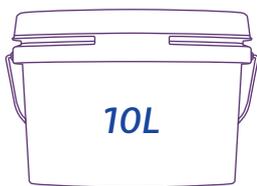
*JSW Paints - Think Beautiful.*

*Every JSW Paints product works to transform beautiful thoughts into reality.*

*Everything about the paint, its application and finish is designed to be the 'Simple-Swift-Sure' way to making homes beautiful.*

\*When painting unpainted surfaces, light shade over previous dark shade, painting over oil based paint/distemper/ cement paint - a coat of JSW Interior/Exterior Wall Primer as applicable should be applied. Apply JSW Wall Primer over spots where spot putty/cement/crack filler is applied. Allow primer to dry for 3-4 hours before finish coat.

**Aurus Regal Interiors and Exteriors – Available in 4 innovative, ergonomic packs 1L, 4L, 10L and 20L**



<sup>1</sup>Compliant to LEED (Leadership in Energy & Environmental Design) VOC criteria as per IGBC (Indian Green Building Council) as tested at National Test House, Mumbai. <sup>2</sup>Compliant to GRIHA (Green Rating for Integrated Habitat Assessment) Criterion 26 on Low VOC Interior Paints as tested at National Test House, Mumbai. <sup>3</sup>No fungal growth when tested as per ASTM D5590: 2017 for 'Determining the Resistance of Paint Films to Fungal Defacement' as tested at Biotech Testing Services, Mumbai. <sup>4</sup>Resistance to Ultra Violet Radiation as per ASTM D4587-11, when tested as per QUV exposure to ultra violet radiation for the duration of 1000 hours as per Internal Lab Test results.

# Aurus

REGAL  
INTERIORS

Have beautiful thoughts for your home? Transform them into reality with this premium water-based interior emulsion. Its unmatched formulation delivers a rich matt finish and inhibits the growth of fungus on the walls.



## FILM FEATURES

ENDURES  
5 YEARS\*



Provides excellent durability to give your interior walls a long-lasting regal look

ANTI  
FUNGAL



Its anti-fungal properties inhibit growth of fungus and help in keeping walls clean and healthy.

RICH MATT  
FINISH



Give your walls a regal look with a premium rich matt finish.

## APPLICATION FEATURES

HIGH  
OPACITY



Each coat with high opacity offers excellent hiding

EASY TO  
APPLY



Easy to apply – roller friendly design of paint and pack



## TECHNICAL PROPERTIES

FINISH



MATT



SILK



SATIN



GLOSS

VOC LEVEL\* <20gm/L

COVERAGE^ **130-150 sq.ft./L for 2 coats**

0 50 100 150



AVAILABLE IN  
OVER **1800**  
SHADES



\*Subject to compliance with conditions maintained in Product Information Sheet, regional climatic conditions, accidental damage, usual wear and tear in the area where applied.

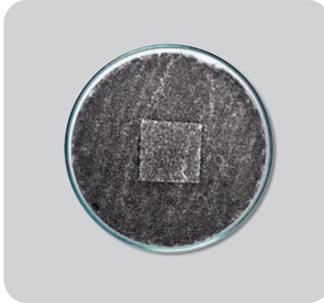
^VOC Levels as certified by NTH. Meets VOC as per BIS Standard – IS 101 (Part 2/Sec 2)/1986 & IS 101 (Part 2/Sec 1)/1988.

^Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity.



## ANTI-FUNGAL INTERIORS

*Experiment: A panel coated with Aurus Regal Interiors and a panel coated with primer were kept in two respective petri dishes. The growth of fungus was aided in both under similar laboratory conditions, and monitored.*



Panel with only primer



Panel treated with Aurus Regal Interiors

*Outcome: As shown in the image above, significant fungus growth was observed on and around the panel coated only with primer. But the panel coated with Aurus Regal Interiors resisted fungal growth due to its anti-fungal properties.*

## UV-RESISTANT EXTERIORS

*Experiment: 3 patches of Fluorescent marker were applied on a panel. Regular beauty cream, sunscreen lotion and Aurus Regal Exteriors were applied separately on each of these patches. Then the patches were kept under a UV lamp. A reflection of UV rays through the glow of the fluorescent marker was observed.*



Only fluorescent marker

Coats applied on fluorescent marker



Fluorescent Marker glows in the dark due to UV radiation impact

**Regular beauty cream**  
Observation: Partial Glow

**Sunscreen lotion**  
Observation: No glow

**Aurus Regal Exteriors**  
Observation: No Glow

*Outcome: As shown in the image, due to the blocking of UV rays, the patch with sunscreen lotion and Aurus Regal Exteriors did not glow. Aurus Regal Exteriors acted like a sunscreen for walls!*

## FILM FEATURES

ENDURES  
5 YEARS\*



Provides enhanced protection to your beautiful exterior walls that lasts long.

UV  
RESISTANT



Blocks harsh UV rays keeping paint film and shade intact for long.

RICH MATT  
FINISH



Gives your walls a regal look with a rich matt finish.

## APPLICATION FEATURES

HIGH  
OPACITY



Each coat with high opacity offers excellent hiding

EASY TO  
APPLY



Easy to apply – roller friendly design of paint and pack

## TECHNICAL PROPERTIES

FINISH



MATT



SILK



SATIN



GLOSS

VOC LEVEL<sup>+</sup> <20gm/L

COVERAGE<sup>^</sup> 55-60 sq.ft./L for 2 coats

0 25 50 75



\*Subject to compliance with conditions maintained in Product Information Sheet, regional climatic conditions, accidental damage, usual wear and tear in the area where applied.

<sup>+</sup>VOC Levels as certified by NTH. Meets VOC as per BIS Standard – IS 101 (Part 2/Sec 2)/1986 & IS 101 (Part 2/Sec 1)/1988.

<sup>^</sup>Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity.



AVAILABLE IN  
OVER **1800**  
SHADES

*We believe everyone has the power to Think Beautiful if they have the right tools. That is why JSW Paints presents Colourvista range of colour tools to help bring your inner world of imagination to life, beautifully!*

### SHADE PALETTE



Tone based collection of 96 popular colours for interiors and exteriors

### SHADE PORTRAIT



Collection of 6 theme based cards for interiors and exteriors.

### SHADE PANORAMA



Range of 1808 curated colours arranged by tonality of shades.

### SAMPLE POT



The 250 ml sample pot gives a preview of the shade that can make your space picturesque.



*Our Customer Relationship Officer - your 'Buddy' can help you find the shade you are looking for, the right product and preview the look before painting and more.*

**To get doorstep assistance, call 1800-121-5797.**

**Email: ccpaints@jsw.in**