



Joie

CLASSIC EXTERIORS
Silk



Joie Classic Exteriors Silk is a uniquely developed water-based exterior emulsion, offered in 1212 shades. The paint is ideal for dry climates. It provides a matt finish along with high performance at an economical price.

Experience Joie Classic Exteriors Silk- *"Goodbye Cement Paints, Welcome Emulsion."*

PACK SIZES



GLOSS LEVEL



FEATURES

- 2 years warranty*
- Paint & Primer*
- Saves time and material
- Whiter & Brighter
- Superior Coverage
- Easy Application
- Superior Opacity
- Green range – low VOC, no added Lead and other heavy metals

CAUTION

- Do not apply if temperature is below 10°C or above 45°C.
- Do not apply if humidity is greater than 90%.
- Do not over-thin paint.
- Use thinned paint within 24 hours.
- Shake, stir and strain the paint before use.
- In case of contact with eyes, wash with plenty of water and seek medical attention.
- Tightly close the lid when not in use and store in a cool and dry place.

CERTIFICATIONS

- Compliant to VOC requirement for Paints for LEED rated buildings¹.
- Compliant to GRIHA standards for Low VOC².



PREPARATION

- Surfaces to be painted must be clean, dry and free from seepage, leakage, loose old paint, dirt, dust, grease, oil, soap, wax and any other contaminations.
- Remove any peeling paint, and sand these areas to feather edges smooth with adjacent surfaces.
- New plaster or masonry surfaces must be allowed to cure for 28 days before application.
- Cured plaster should be hard (non-powdery) and in sound condition.
- Growth of fungus, algae or moss should be removed by wire brushing and by washing thoroughly with potable water.
- In case of areas having excess dampness/waterproofing issues, please repair the surface before painting.
- In case there are structural cracks, please study and repair them with a Structural Engineer.
- Open non-structural cracks in a V-groove and fill with cement/crack filler.
- Apply cement/acrylic putty (where needed) to fill the dents and level the surface.
- Wipe it clean before paint application.



APPLICATION

ROLLER

For best results, use a Long Nap Felt Roller.

DILUTION

Dilute JSW Paints Joie Classic Exteriors Silk with 50% potable water.

For Re-painting^ (Paint & Primer):

STEP 1	FIRST COAT		4 hrs dry
STEP 2	SECOND COAT		4 hrs dry

For New Masonry Surface^:

STEP 1	1 COAT		3-4 hrs dry
STEP 2	2 COATS		4 hrs dry before re-coat



PAINT & PRIMER

Joie Classic Exteriors Silk is specially formulated to blend the functions of a primer with the finish coat. Two coats of Joie Classic Exteriors Silk provide a sturdier coat than the conventional 'Primer + 2 Finish coats' system, bringing your vision to life in a quicker time with less effort.*

*When painting unpainted surfaces, light shade over previous dark shade, painting over oil-based paint or distemper - a coat of JSW Joie Primer Exterior should be applied. Allow primer to dry for 3 - 4 hours before the finish coat on the wall.



INFORMATION AND CARE

ENVIRONMENTAL HEALTH AND SAFETY

- Use only with adequate ventilation during application and drying.
- Avoid contact with eyes and prolonged or repeated contact with skin.
- Do not breathe spray mist or sanding dust.
- Use disposable rubber gloves, dust mask or nose pad during application, sanding and clean up.
- Close container after each use.
- Wash thoroughly after handling.
- In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- In case of contact with skin, immediately wash skin with soap and plenty of water. Seek medical attention if irritation develops or persists.
- No added Lead, Mercury, Chromium, Arsenic or other heavy metals.

POST PAINTING CARE

- For best performance of paints, ensure proper washing and cleaning of all algal and fungal growth, if any, at regular 6-month intervals.

PRODUCT INFORMATION

Tint Bases

JOES 1, JOES 3

KEY DATA

No. of Colours

1212 shades
(Ask for Colourvista Shade Panorama fandeck)

Coverage[^]

50 - 55 sq.ft./L/2 coats
(4.6-5.1m²/L/2 coats)

Drying Time*
(30°C @ 60 R/h)

Surface Dry - 30 minutes
Recoat - 4 hours

Flash Point

N/A

Sheen Level

3 - 5 units @ 60° GH

Vehicle Type

Acrylic

Thin With

Potable Water (50%)

VOC Levels~

<20gms/L

Other Joie Products:

JSW Paints Joie Interiors Silk and Exteriors Silk range offers innovative water-based emulsions that give walls a brighter, smoother, and beautiful look that lasts for a long time.

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



JOIE CLASSIC INTERIORS SILK



JSW Paints presents Colourvista - a splendid collection of 1808 curated shades assembled in tones for every mood. The Colourvista Panorama Fandeck is uniquely designed to easily pick the right colour and colour combinations for homes.



Colourvista Shade Panorama

FEATURES OF THE INNOVATIVE FANDECK

- 1808 Curated Shades
- Tone-based User-friendly Fandeck
- Easy to Choose Colour Combinations

¹Compliant to LEED (Leadership in Energy & Environmental Design) VOC criteria as per IGBC (Indian Green Building Council) as tested at National Test House, Mumbai.

²Compliant to GRIHA (Green Rating for Integrated Habitat Assessment) Criterion 26 on Low VOC Interior Paints as tested at National Test House, Mumbai.

Version No. 01 (06/2026)

This information sheet supersedes all previous versions.

For feedback/complaints, write to JSW Paints Ltd., Jindal Mansion, Dr. G. Deshmukh Marg, Mumbai 400 026, Maharashtra, India. or email at ccpaints@jsw.in or call on 1800-121-5797.

*Drying time and number of coats are dependent on temperature, humidity, surface porosity and film thickness.

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

~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