

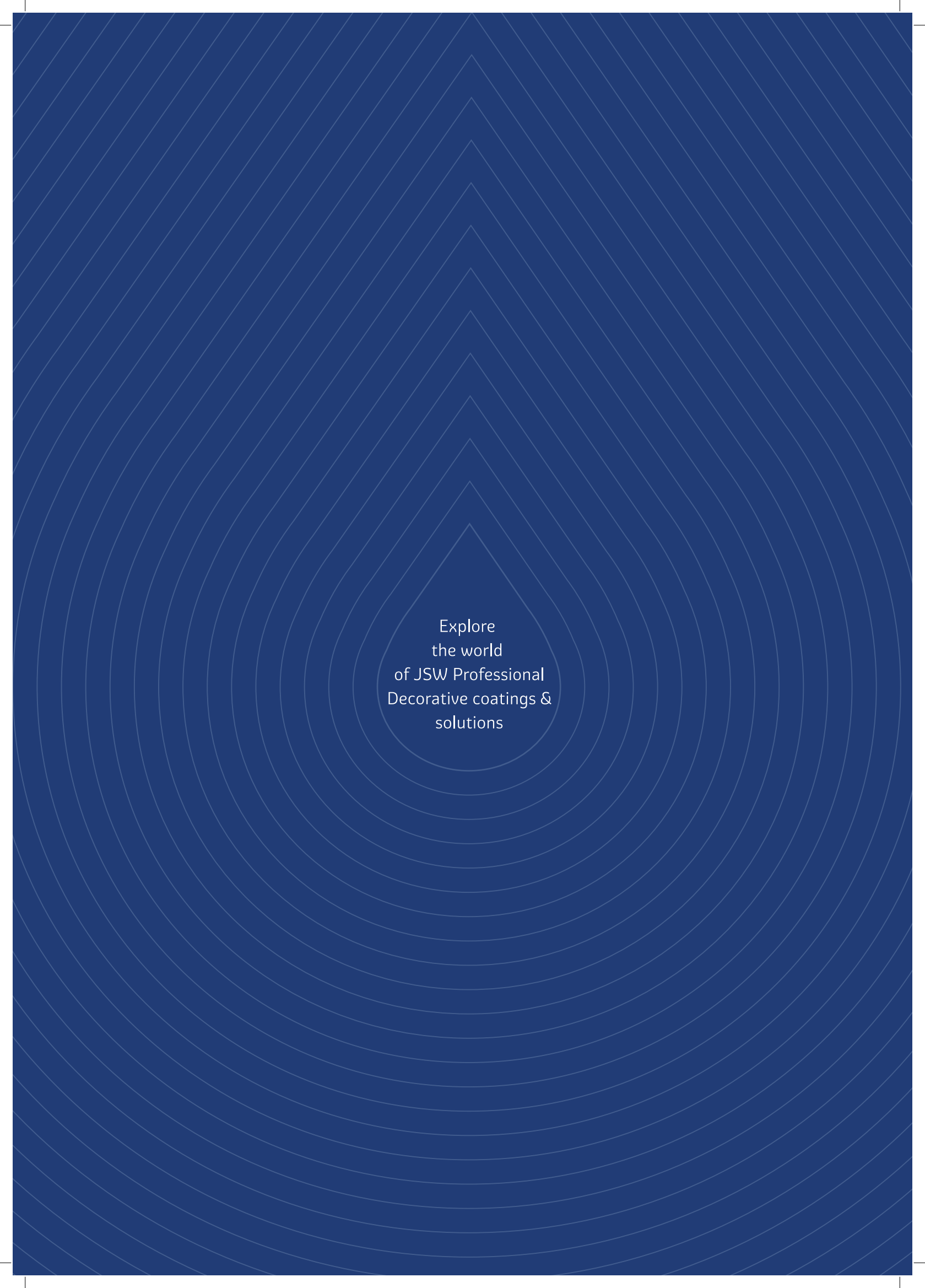


Profect

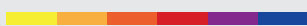
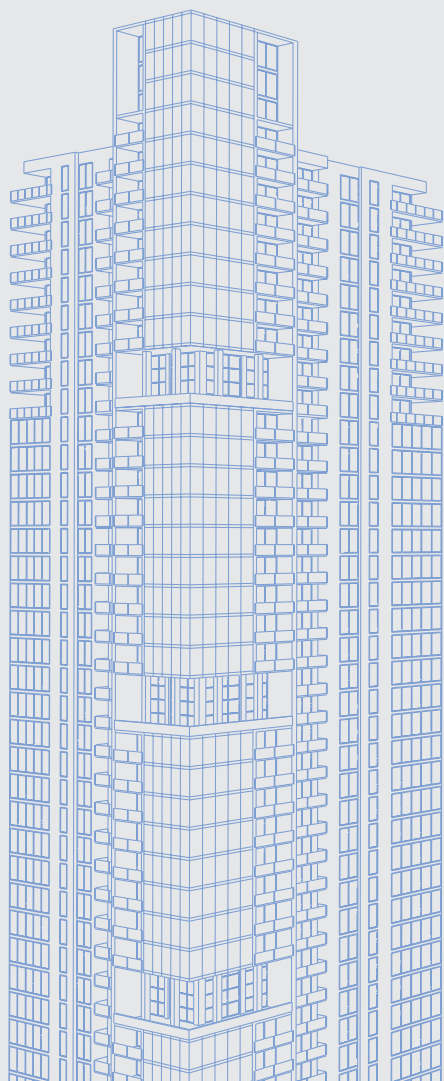
Product Catalogue 

Professional's Choice.
Perfect Finish.





Explore
the world
of JSW Professional
Decorative coatings &
solutions



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Building a Stronger India

From revolutionising steel manufacturing with cutting-edge technology to spearheading the green mobility revolution, the JSW Group is at the forefront of India's transformation. With a formidable footprint across key sectors, we are redefining industries and setting new benchmarks. Under the visionary leadership of Mr. Sajjan Jindal and powered by a force of 37,000+ innovators, we are committed to creating lasting value, empowering communities, and building a sustainable future.



US \$25 Billion
leading conglomerate



A part of
O.P. Jindal Group



Plays a key role in
India's Growth Story

Key Sectors



Steel



Energy



Cement



Infrastructure



Realty



Ventures



Paints



Sports



Foundation



Automobile

At JSW, we don't just adapt to change, we drive it.
We are #BetterEveryday.



JSW Infrastructure

2nd Largest Port Operator
Operating since 1999

JSW Steel

#1 Steel Company
Operating since 1992

JSW Cement

#1 Green Cement Company

JSW Energy

#1 Renewable Energy Company
Operating since 1994

One Group.
Many Forces.

infinite possibilities



Paris Olympics
Proud sponsor of Indian Team



Co-owner since 2023
JV with MG Motor

JSW Sports

Owner in ISL, IPL &
Pro Kabaddi League

JSW PAINTS

Fastest growing
Indian paint company

We touch most aspects of
building homes across categories

Powering progress across industries & lives

From infrastructure to homes to global partnerships.

Nation-Building Infrastructures



High Speed Rail
Mumbai-Ahmedabad
Bullet Train



Metro Projects
Delhi | Mumbai | Hyderabad



Expressways & Highways
Mumbai Coastal Road



Signature Bridges
Atal Setu



India's Largest
Steel Producer



India's #1 Green
Cement Manufacturer



India's
Fastest
Growing
Paints
Company





Health & Nutrition
7L+ Individuals impacted



Education
~6L Students impacted



Water, Environment & Sanitation
23L+ Individuals benefitted



Skills & Livelihoods
97k+ Individuals benefitted



Sports Promotion
75k+ Individuals impacted



Art, Culture & Heritage
10 Ongoing and completed projects



Building Communities. Transforming Lives.

Founded in 1989, JSW Foundation drives community development across 11 states and 15 districts, impacting over 1 million people through initiatives in education, health, livelihoods, sanitation, heritage conservation, water security, and sports, empowering rural communities around its manufacturing locations.



Trusted by leading brands worldwide



SCHAEFFLER

GRAND | HYATT

TOYOTA

SAMSUNG



JSW Paints is **India's environment-friendly paints company** and a part of the diversified US\$25 billion JSW Group. Backed by one of India's leading business conglomerates, the Group has a strong presence across sectors including steel, energy, infrastructure, cement, defence, real estate, sports, automobile, and venture capital.

Established in 2019, JSW Paints was founded with a simple yet powerful belief—**Think Beautiful**. The brand encourages consumers to **look beyond colours and embrace the idea that beautiful thoughts create a more beautiful world**. This philosophy guides every aspect of the business, from its environmentally responsible portfolio of water-based paints to industry-first initiatives such as **Any Colour One Price**, bringing greater transparency and simplicity to paint selection.

Committed to delivering a thoughtful and seamless customer experience, JSW Paints also offers personalised assistance through **JSW Paints Buddy**, helping consumers choose the right colours and products for their spaces.

With **2 state-of-the-art manufacturing facilities** at Vasind (Maharashtra) and Vijayanagar (Karnataka) and a rapidly growing presence across India, JSW Paints has, within a short span, become the **country's largest Industrial Coil Coatings company**. Endorsed by celebrated actors Alia Bhatt and Dulquer Salmaan, the brand continues to redefine the paint category through **innovation, sustainability, and customer-centric thinking**.



2 Manufacturing Units

2.3 lakh KL/Year

Combined capacity



Vijayanagar Plant

1.5 Lakh KL/Year

Water-based paints



Vasind Plant

80,000 KL/Year

State-of-the-art R&D Center

Profect



Engineered for modern construction, the JSW Paints Profect Range delivers the perfect combination of durability, aesthetics, and long-term performance. Designed to meet the expectations of builders and developers, it provides a smooth, vibrant, and lasting finish that enhances the value of every project.

Backed by high-performance warranties, exceptional weather resistance, and proven on-site reliability, the Profect Range is built to protect structures, preserve their beauty, and deliver lasting confidence. For projects that demand both performance and visual appeal, **Profect is the trusted choice for building spaces that endure.**

Profect Product Edge



GRIHA Certified

JSW Profect range of paints is certified as green building products under GRIHA (Green Rating for Integrated Habitat Assessment) Criterion and are enlisted in GRIHA Product Catalogue. JSW Profect range of paints can be used in projects that are rated GRIHA & SVAGRIHA compliant.



Low VOC

JSW Paints meet VOC levels as certified by National Test House (NTH), Mumbai. Compliant with LEED (Leadership in Energy & Environmental Design) VOC criteria as per IGBC (Indian Green Building Council) as tested at National Test House, Mumbai.



Warranty

Profect range of paints are high-performance coatings that offer performance warranty against fading, flaking, and peeling. With this warranty, you can be assured that the walls will look newer and brighter, year after year!



Any Colour One Price

'Any Colour One Price' is an industry-first proposition offering 1,808 colours—from whites and pastels to mid-tones and deep accents—all at the same price, disrupting conventional pricing norms in the paints industry.



Anti-algal & Anti-fungal

Profect range of paints have excellent resistance to growth of algae and fungi on the walls, thereby preventing the appearance of black spots on exterior walls and ensuring a cleaner look for a longer duration.



Anti-carbonation

The anti-carbonation property acts as an excellent barrier to penetration & attack of CO₂, water, sulphates and chloride ions into RC structures thereby preventing corrosion of embedded steel reinforcement.

Prøfect

Exterior Emulsions

Performance coatings crafted for lasting beauty and protection.



From homes to high-rises, Prøfect exterior solutions are engineered to resist weather, retain colour, and enhance every facade.

Profect

Exceed Mega Exteriors

JSW Paints Profect Exceed Mega is a high-performance, water-based acrylic emulsion with rich sheen for exterior surfaces. It provides Climate Protection from the damaging effects of all weather conditions. Its ThermoFlex Shield Technology provides structural strength with anti-carbonation & crack-bridging ability along with Heat block, DPUR. Its advanced formula resists algal growth and prevents the formation of black spots and patches.



15 YEARS WARRANTY
PERFORMANCE



CLIMATE PROTECTION



STRUCTURAL STRENGTH



CRACK BRIDGING
(UP TO 4 mm)

KEY BENEFITS

- Structural Strength with ThermoFlex Shield Technology
- Climate Protection against harsh weather conditions
- Crack Bridging ability up to 4 mm
- Heat Block up to 5°C
- Advanced Anti-Carbonation Protection
- UV Resistant
- Long-lasting Colour Retention
- Anti-Algal protection
- DPUR Technology
- Low VOC
- Rich Silk Sheen Finish
- Protection against black spots and patches

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Roof Coat Pro	Profect Exceed Mega Topcoat
	Profect Roof Coat Mega	
	Profect Roof Coat	



SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Exceed Exteriors

JSW Paints Profect Exceed is a high-performance, water-based acrylic emulsion with rich sheen for exterior surfaces. Its ClimaSeal technology protects the surface from all weather effects, acting as a seal with the its DPUR, UV Resistance, and Heat Block properties. Its advanced formula provides protection against water permeability, algae and carbon diffusion.



HEAT BLOCK



WEATHER
RESISTANT



CRACK
BRIDGING



KEY BENEFITS

- ClimaSeal Technology for all-weather protection
- Heat Block up to 5°C
- Crack Bridging ability up to 3 mm
- Advanced Anti-Carbonation Protection
- Superior UV Resistance
- Protection against Water Permeability
- Anti-Algal
- Long-lasting Colour Retention
- DPUR Technology
- Low VOC
- Rich Silk Sheen Finish

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Roof Coat Mega	Profect Exceed Topcoat
	Profect Roof Coat	
Regular System	Profect Exterior Primer	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
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Profect

Long Lasting Exterior

JSW Paints Profect Long Lasting is a high-performance water-based acrylic exterior emulsion with rich sheen. Powered by TriGuard Tech, it provides long-lasting protection against challenging weather conditions. Its advanced technology forms a bio-shield against algae and fungus, offers anti-carbonation protection against carbon diffusion, and blocks dirt pickup to keep exterior walls looking elegant for longer.



BIO
SHIELD



DIRT
BLOCK



UV
RESISTANT

KEY BENEFITS

- TriGuard Tech for all-round exterior protection
- Long-lasting weather durability
- Heat Block up to 5°C
- Advanced Anti-Algal Protection
- Protection against fungus growth
- Superior Anti-Carbonation Property
- UV Resistant formulation
- Enhanced Dirt Block Technology
- Long-lasting Colour Retention
- Low VOC formulation
- Rich Silk Sheen Finish

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Roof Coat	Profect Long Lasting Topcoat
	Profect Waterstop Basecoat One	
Regular Protection System	Profect Wall Exterior Primer	



SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq.Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Majestic Exteriors Silk

Profect Majestic Exteriors Silk is a premium, high-performance pure acrylic emulsion for exterior surfaces that provides unparalleled protection from the harshest weather conditions. Powered with a combination of unique additives, it gives unmatched protection from rough weather conditions, dirt resistance and algal growth.



SILICON
ADDITIVES



WEATHER
RESISTANT



ANTI-ALGAL



KEY BENEFITS

- Pure acrylic emulsion
- Excellent opacity
- Superior UV resistance
- Excellent dirt pick-up resistance
- Superior anti-carbonation property
- Prolonged anti-algae property
- Excellent weather resistance
- Low VOC
- Elegant sheen

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Roof Coat	Profect Majestic Exteriors
	Profect Waterstop Basecoat One	
Regular Protection System	Profect Wall Exterior Primer	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq.Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Regal Exteriors

Profect Regal Exteriors is a high-performance modified acrylic emulsion for exterior surfaces. It protects exterior surfaces from the damaging effects of all forms of weather. Its advanced formulation provides resistance to algal growth, and prevents the formation of black spots and patches.



WEATHER
RESISTANT



ANTI-ALGAL



UV
RESISTANCE



KEY BENEFITS

- Modified acrylic emulsion
- Superior UV resistance
- Excellent dirt pick-up resistance
- Anti-algae properties
- All weather resistance
- Superior opacity
- Low VOC

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Waterstop Basecoat One	Profect Regal Exteriors
Regular Protection System	Profect Wall Exterior Primer	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Regal Exteriors Silk

Profect Regal Exteriors Silk is a high-performance modified acrylic emulsion for exterior surfaces. It protects from damaging effects of all forms of weather. Its advanced formulation provides resistance to algal growth, and prevents the formation of black spots and patches.



ANTI-ALGAL



SILK SHEEN



UV
RESISTANT



KEY BENEFITS

- Modified Acrylic emulsion
- Superior UV resistance
- Excellent Dirt Pick-Up Resistance
- Anti-Algae properties
- All Weather resistance
- Superior Opacity
- Low VOC

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Waterstop Basecoat One	Profect Regal Exteriors Silk
	Profect Basecoat Exterior	
Regular Protection System	Profect Wall Exterior Primer	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-65 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Anti-Carbonation Coating

Profect Anti-Carbonation Coating is a high-performance, water-based elastomeric emulsion for exterior surfaces. It offers protection against all forms of weather. It is specially designed to provide superior protection for concrete structures against diffusion of carbon dioxide to prevent carbonation.



ANTI CARBONATION



WEATHER RESISTANT



ANTI-ALGAL



KEY BENEFITS

- Modified acrylic emulsion
- Superior UV resistance
- Anti-carbonation protects rebar from carbonation
- Anti-algae properties
- All weather resistance
- Superior opacity provides a better finish to walls
- Low VOC
- As per EN 1062 Part 6: 2002 - Method A, the film passes carbon diffusion - equivalent air layer thickness of 107.9 metres at DFT of 105µm.

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Waterproofing System	Profect Waterstop Basecoat One	Profect Anti-Carbonation Coating
Regular Protection System	Profect Wall Exterior Primer	

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
25-30 Sq.Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

Profect Elegant Exteriors

Profect Elegant Exteriors is a durable water-based acrylic emulsion for exterior surfaces with weather protection qualities that makes it dependable across seasons and helps resist colour fading. The microporous film allows consistent performance properties throughout all seasons. Its unique polymer film provides good hiding, while its ‘Extra Coverage Formula’ covers a larger area in the same quantity of paint.



SUPERIOR
COVERAGE



WEATHER
RESISTANT



ANTI-ALGAL



KEY BENEFITS

- Modified acrylic emulsion
- ‘Extra Coverage’ formula
- Excellent colour retention property
- Anti-algae properties
- All weather resistance
- Superior opacity
- Low VOC

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Regular Protection System	Profect Wall Exterior Primer	Profect Elegant Exteriors

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
60-65 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Elegant Exteriors Silk

Profect Elegant Exteriors Silk is a high-performance water-based modified acrylic emulsion designed for exterior surfaces, offering reliable weather resistance and long-lasting colour retention across changing seasons. Its microporous film technology ensures consistent performance by allowing the surface to breathe while protecting the walls from harsh climatic conditions. The advanced polymer formulation delivers excellent hiding and greater surface area coverage with the same quantity of paint.



SUPERIOR
COVERAGE



WEATHER
RESISTANT



SILK SHEEN



KEY BENEFITS

- Modified acrylic emulsion
- ‘Extra Coverage’ formula
- Excellent colour retention property
- Anti-algae properties
- All weather resistance
- Superior opacity
- Low VOC

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Regular Protection System	Profect Wall Exterior Primer	Profect Elegant Exteriors Silk

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
60-65 Sq.Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

Profect Classic Exteriors

JSW Paints Profect Classic Exteriors is a uniquely developed water-based exterior emulsion designed for exterior surfaces in dry climatic conditions. Available in 1200+ shades, it delivers a matt finish along with superior coverage, brightness and ease of application, making it an economical solution for exterior painting needs.



SUPERIOR
COVERAGE



WHITER &
BRIGHTER
FINISH



EASY
APPLICATION



KEY BENEFITS

- Superior Coverage for better hiding
- Whiter & Brighter appearance
- Superior Opacity
- Saves Time and Material
- Matt Finish
- Low VOC Formulation
- No Added Lead or Heavy Metals
- Economical Exterior Protection

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Regular Protection System	Profect Wall Primer Classic Exteriors	Profect Classic Exteriors
	Profect Wall Primer Exteriors	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
55-60 Sq.Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Prøfect

Interior Emulsions

Performance coatings crafted for lasting beauty & protection.

Delivering excellent coverage, smooth application, and long-lasting aesthetics, Prøfect helps create interiors that look better and perform longer.



Halõ

Majestic Interiors LuxGlo

JSW Paints Halo Majestic Interiors LuxGlo is a state-of-the-art water-based acrylic emulsion for interior walls with a luxurious satin finish and low VOC formulation. Designed to deliver best-in-class durability, excellent washability, and superior stain resistance, it enhances interiors with a rich glow-like finish and long-lasting beauty. Its advanced paint-and-primer technology provides a sturdier coating system, enabling faster project completion with reduced effort while ensuring smooth and elegant walls.



EXCELLENT
STAIN RESISTANCE



GERM BLOCK
TECHNOLOGY

KEY BENEFITS

- Elegant satin finish with a rich, glowing appeal
- Excellent washability & stain resistance
- High opacity for superior hiding & uniform finish
- Smooth finish for refined wall aesthetics
- Roller-friendly for quick, easy application
- Low VOC (<10 g/L) for eco-friendly interiors
- Anti-fungal protection for cleaner walls
- Germ Block technology resists bacteria, fungi & viruses
- Durable performance for interior masonry surfaces

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Halo Majestic Interiors LuxGlo
New Surface	JSW Interior Wall Primer	

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative

**Kills up to 99.9% of bacteria, fungi and virus. Basis the results arrived upon after different tests conducted in laboratories. Test conducted compliant to Japanese Industrial Standard JIS Z 2801:2010 'Test for Anti-Bacterial Activity and Efficacy.

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



SPECIFICATION



DRYING TIME
Recoat after 4 hours



COVERAGE
140-160 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

Halõ

Majestic Interiors Matt

JSW Paints Halo Majestic Interiors Matt is a state-of-the-art water-based acrylic emulsion for interior walls with a rich matt finish and low VOC formulation. Designed to deliver best-in-class quality, it offers excellent durability, superior washability, and advanced stain resistance for long-lasting beautiful interiors. Its innovative paint-and-primer technology creates a sturdier coating system with faster application, while the smooth matt finish enhances the elegance and sophistication of interior spaces.



KEY BENEFITS

- Rich matt finish with a smooth, elegant look
- Excellent washability & stain resistance
- High opacity for superior hiding & uniform finish
- Smooth finish for refined, premium interiors
- Roller-friendly for quick, easy application
- Low VOC (<10 g/L) for eco-friendly interiors
- Anti-fungal protection for cleaner walls
- Germ Block technology resists bacteria, fungi & viruses
- Long-lasting durability for lasting interior beauty

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Halo Majestic Interiors Matt
New Surface	JSW Interior Wall Primer	

SPECIFICATION



DRYING TIME
Recoat after 4 hours



COVERAGE
140-160 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

Profect

Regal Interiors Matt

JSW Paints Profect Regal Interiors Matt is a high-performance water-based modified acrylic emulsion for interior walls with a rich matt finish. It provides superior performance, excellent hiding and best-in-class coverage. Its unique formula enables colour to last longer. It is suitable for all normal interior masonry surfaces including particle board, fiber and insulation boards.



SUPERIOR
WASHABILITY

RICH MATT
FINISH



KEY BENEFITS

- Rich matt finish with smooth, elegant low-sheen appeal
- Anti-algal protection for cleaner, fresher walls
- Excellent washability for easy stain removal
- High opacity for superior hiding & rich finish
- Suitable for all interior surfaces
- Low VOC (<20 g/L) for eco-friendly interiors
- Anti-fungal protection for healthier walls

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Profect Regal Interiors
New Surface	Profect Wall Primer Interiors	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
130-150 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Regal Interiors Silk

JSW Paints Profect Regal Interiors Silk is a high-performance water-based modified acrylic emulsion for interior walls with a rich finish. It provides superior performance, excellent hiding and best-in-class coverage. Its unique formula enables colour to last longer. It is suitable for all normal interior masonry surfaces including particle board, fibre and insulation boards.



SUPERIOR
WASHABILITY



SHEEN
FINISH



KEY BENEFITS

- Rich sheen finish with superior smoothness
- Excellent coverage and opacity for a flawless appearance
- Advanced washability for easy maintenance and cleaning
- Protects against fungal growth for hygienic interiors
- Environment-friendly low VOC (<20 g/L) formulation
- Long-lasting finish with enhanced durability

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Profect Regal Interiors Silk
New Surface	Profect Wall Primer Interiors	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
130-150 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Elegant Interiors

A specially formulated water-based modified acrylic, interior emulsion with low VOC. It delivers bright colours and unmatched opacity, making your walls look radiant and beautiful for years to come. Powered by unique Anti-Chalking properties, it helps prevent the paint film from chalking due to environmental exposure.



KEY BENEFITS

- Easy to apply, saving time and material
- Smooth finish giving an elegant look to the interiors
- Washable Acrylic Emulsion for smoother, brighter walls
- Matt finish gives a classy look to interior walls

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Profect Elegant Interiors
New Surface	Profect Wall Primer Interiors	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
100-110 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Elegant Interiors Silk

A specially engineered water-based modified acrylic interior emulsion with low VOC, designed to deliver vibrant colours and superior opacity for bright, elegant walls that retain their beauty over time. Powered by advanced anti-chalking technology, it helps protect the paint film from surface powdering caused by environmental exposure, ensuring a long-lasting finish.



KEY BENEFITS

- Easy to apply, saving time and material
- High pigmentation gives a profound depth of colour and more character, making the walls look whiter and brighter
- Washable Acrylic Emulsion for smoother, brighter stain-free walls
- Silk sheen for lively interior surfaces

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Profect Elegant Interiors Silk
New Surface	Profect Wall Primer Interiors	

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative. 3 years warranty in coastal region
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
100-110 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

Profect Classic Interiors

JSW Paints Profect Classic Interiors is a specially developed, economical acrylic emulsion paint that offers a smooth finish with better whiteness, opacity and coverage than distemper. This emulsion finish is now the best alternative to distemper at the same budget.



EMULSION
FINISH



MODIFIED ACRYLIC
EMULSION

KEY BENEFITS

- Combines primer and finish coat functions for a stronger and more efficient coating system
- Reduces application steps, helping save labour time and paint consumption
- Provides a smooth, premium emulsion finish with lasting beauty
- Delivers a smooth and refined wall appearance
- Offers excellent opacity to effectively cover imperfections and previous shades
- Ensures smooth application with brush, roller, or spray
- Creates an elegant low-sheen finish with a sophisticated look

SYSTEM INFORMATION

For Wall	Basecoat	Finish (2 Coats)
Repainting	-	Profect Classic Interiors
New Surface	Profect Classic Wall Primer Interiors	

SPECIFICATION



DRYING TIME
4-6 hours



COVERAGE
90-110 Sq. Ft. / L / 2 Coats^



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative. 3 years warranty in coastal region.
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Prøfect

Waterproofing

Waterproofing solutions that protect against moisture and dampness.



Profect

Waterstop Roof Coat Pro Exteriors

Profect Waterstop Roof Coat Pro Exteriors is a high-performance waterproofing base coat designed for both vertical surfaces such as walls and parapets, as well as horizontal surfaces like roofs and facades. It serves as the ideal waterproofing foundation for all JSW Exterior Emulsions. Featuring an advanced polyurethane membrane, it delivers superior water resistance and withstands high water pressure while protecting surfaces from rain, UV exposure, algae, and fungal growth.



KEY BENEFITS

- PU-Flex Guard Technology
- Heat Block up to 12°C
- Crack Bridging up to 4 mm
- High Flexibility & Durability
- Certified Water Resistance
- Excellent Adhesion on Damp Surfaces
- Anti-Carbonation Protection
- Anti-Efflorescence Shield
- Fibre-Reinforced Strength
- Alkaline Resistance
- Low VOC Formula
- Rain, UV, Algae & Fungal Protection

PRODUCT INFORMATION

FINISH	DILUTION
Matt	No Dilution (30% dilution for self-priming coat)

SPECIFICATION



DRYING TIME
Surface Dry – 40 minutes
Recoat – 6 hours



COVERAGE
Horizontal Surface: 8-10 Sq.Ft. / L (including the Priming coat) for Roof Application
Vertical Surface: 30-35 Sq.Ft. / L



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Waterstop Roof Coat Mega Exteriors

Profect Waterstop Roof Coat Mega is a PU-fortified, elastomeric liquid-applied waterproofing membrane designed for long-lasting protection. Formulated with advanced polyurethane (PU) polymers, it offers superior flexibility and durability. Upon curing, it creates a seamless, tough, and highly resilient barrier that provides up to 12 years of effective waterproofing performance.



KEY BENEFITS

- PU-fortified for superior waterproofing & long-lasting protection
- Elastomeric flexibility bridges cracks for lasting durability and superior water resistance
- Reduces surface temperature by up to 5°C
- Strong adhesion on damp surfaces for reliable performance
- Fibre-reinforced for enhanced strength & durability
- Protects against carbonation & efflorescence
- Alkaline Resistance

PRODUCT INFORMATION

FINISH	DILUTION
Matt	No Dilution (30% dilution for self-priming coat)

SPECIFICATION



DRYING TIME
Surface Dry – 40 minutes
Recoat – 6 hours



COVERAGE
Horizontal Surface: 10 Sq.Ft. / L (including the Priming coat) for Roof Application
Vertical Surface: 30 Sq.Ft. / L



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Roof Coat Exteriors

Profect Roof Coat Exteriors is a fibre reinforced elastomeric waterproof coating specially designed to provide long-lasting protection for terraces and parapet walls. Formulated with tough acrylic polymers and reinforcing fibres, it creates a durable waterproofing envelope that protects surfaces from moisture, dampness, and water seepage. Its advanced flexible coating system offers superior crack-bridging ability, abrasion resistance, and weather durability, ensuring reliable exterior waterproofing performance for years.





10 YEARS
WATERPROOFING
WARRANTY



FIBRE REINFORCED
COATING



ANTI
CARBONATION



10°C
HEAT BLOCK

KEY BENEFITS

- Durable waterproofing layer for long-lasting protection
- Resists rain & moisture ingress
- Bridges cracks up to 3 mm
- Elastomeric flexibility for surface movement
- Withstands up to 9-bar water pressure
- Sun-Reflect technology reduces temperature up to 10°C
- Fibre-reinforced for enhanced strength
- High abrasion resistance for roof durability
- Anti-carbonation to extend concrete life

PRODUCT INFORMATION

FINISH	DILUTION
Matt	No Dilution (25% dilution for self-priming coat)

SPECIFICATION



DRYING TIME
Surface Dry – 40 minutes
Recoat – 6 hours



COVERAGE
Horizontal Surface: 10 Sq.Ft. / L (including the Priming coat) for Roof Application
Vertical Surface: 30–35 Sq.Ft. / L / Coat



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Waterstop Basecoat One Exteriors

Profect Waterstop Basecoat One is a single-coat, fibre-reinforced elastomeric waterproofing basecoat specially designed for exterior vertical walls. It is engineered to be used beneath JSW Paints Exterior Emulsions, providing dependable protection against moisture, dampness, and rainwater ingress. Formulated with tough acrylic polymers and reinforcing fibres, it creates a strong, flexible waterproofing layer that improves durability, enhances topcoat performance, and extends the life of exterior substrates.





6 YEARS
WATERPROOFING
WARRANTY



**FIBRE REINFORCED
COATING**



**ANTI
CARBONATION**



**ONE COAT
WATERPROOFING
SYSTEM**

KEY BENEFITS

- Creates a robust waterproof barrier to prevent rainwater seepage on exterior walls
- Withstands up to 6 bar hydrostatic pressure for superior vertical waterproofing
- Fibre reinforced for a tougher, thicker and more durable protective film
- Enhances mechanical strength and long-term surface performance
- High elastomeric flexibility (150% ±10% elongation) resists cracking
- Accommodates minor substrate movements without failure
- Inhibits carbonation, improving concrete durability and life
- Boosts overall performance and longevity of topcoats

PRODUCT INFORMATION

FINISH	DILUTION
Matt (Basecoat)	No dilution required (Ready to use)

SPECIFICATION



DRYING TIME
Surface Dry – 40 minutes
Recoat – 4 to 6 hours



COVERAGE
35–40 Sq.Ft. / L (one coat, forced coverage)



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Waterstop Basecoat Exteriors

Profect WaterStop Basecoat Exteriors is a high-performance waterproofing base coat suitable for vertical walls, parapet walls, roofs, and facades. It acts as the ideal waterproofing foundation for all JSW Exterior Emulsions. Engineered with superior water resistance and the ability to withstand high hydrostatic pressure, it helps prevent wall dampness caused by water ingress while providing long-lasting protection.



KEY BENEFITS

- Certified High Water Resistance
- Excellent Adhesion
- Prevents wall dampness caused by water ingress
- Bridges cracks and provides lasting protection
- High flexibility for substrate movement
- Superior adhesion for reliable waterproofing
- Resistant to positive hydrostatic pressure up to 4 bars on vertical surfaces
- Resistant to positive hydrostatic pressure up to 6 bars on horizontal surfaces
- Helps prevent efflorescence formation
- Low VOC formulation for a safer environment

PRODUCT INFORMATION

FINISH	DILUTION
Matt (Basecoat)	No Dilution (30% dilution for self-priming coat)

SPECIFICATION



DRYING TIME
Surface Dry – 40 minutes
Recoat – 6 hours



COVERAGE
Horizontal Surface: 15 Sq.Ft. / L (including the Priming coat) for Roof Application
Vertical Surface: 45 Sq.Ft. / L / Coat



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

iBlok

Waterstop Base Coat Interior

iBlok WaterStop Base Coat Interior is a high-performance waterproofing undercoat designed specifically for interior walls. It protects surfaces from moisture and surface dampness while enhancing the durability and performance of interior topcoats. Engineered as a breathable yet waterproof coating, it provides superior damp resistance and strong bonding, making it an ideal base before painting with JSW Paints Interior Emulsions.




**RESISTS NEGATIVE
HYDROSTATIC
PRESSURE (2.5 Bars)**


**10X DAMP
PROTECTION**


**BREATHABLE
HIGH BONDING
COATING**

KEY BENEFITS

- Acts as a damp-resistant waterproof undercoat for interior walls
- Prevents moisture ingress and surface dampness effectively
- Resists up to 2.5 bar negative hydrostatic pressure
- Breathable system allows trapped moisture vapour to escape
- Minimizes risks of blistering and peeling of topcoats
- Provides strong adhesion between substrate and finish coat
- Enhances performance and extends life of interior paints
- Delivers 10X better damp resistance vs regular primers
- Reliable protection under normal residential conditions

PRODUCT INFORMATION

FINISH	DILUTION
Matt	No dilution required

SPECIFICATION



DRYING TIME
Surface Dry – 60 minutes
Recoat – 3 to 4 hours



COVERAGE
90-100 Sq.Ft. / L (one coat, forced coverage)



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

iBlok

Waterstop 3K

iBlok Waterstop 3K is a three-component crystalline waterproofing system designed for superior protection of masonry and cementitious structures. Suitable for both interior and exterior applications, it penetrates deep into capillary pores to form an insoluble crystal network that permanently blocks water ingress. Engineered to withstand both positive and negative hydrostatic pressure, it provides robust, long-term waterproofing for walls, basements, and water-retaining structures.



KEY BENEFITS

- Advanced crystalline technology blocks water paths within masonry
- Forms insoluble crystals for permanent waterproofing protection
- Withstands up to 8 bar positive and 4.5 bar negative pressure
- Bridges cracks up to 1.7 mm to handle minor substrate movement
- Highly elastic film with >100% elongation ensures durability
- Adapts to dynamic surfaces without cracking or failure
- Provides anti-carbonation protection for longer substrate life
- Prevents efflorescence and salt damage, preserving surface strength
- CFTRI approved and safe for potable water applications

PRODUCT INFORMATION

TYPE	NUMBER OF COATS
3 components	2 coats (second coat applied perpendicular to the first)
DILUTION	RECOMMENDED SURFACES
No dilution (3 component pre-measured system)	Cementitious and masonry surfaces; Brick walls and concrete substrates; Bathrooms, toilets, balconies; Water retaining and water submersible structures

SPECIFICATION

**DRYING TIME**
Surface Dry – 4 to 6 hours
Recoat – 4 to 6 hours

**COVERAGE**
15 Sq.Ft. / Kg / Coat

**APPLICATION TOOLS**
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

iBlok

Multi Repair Polymer (MRP)

iBlok Multi Repair Polymer (MRP) is an advanced SBR-based liquid bonding agent designed for repair, restoration, bonding, and preventive waterproofing of concrete and cementitious surfaces. It enhances the strength, durability, and performance of concrete structures by improving bonding, reducing shrinkage, and increasing abrasion resistance. Its versatile formulation makes it suitable for waterproof coating, repair mortar, bond coat, and screed preparation across interior and exterior applications.



SUPERIOR
BONDING



HIGH
REINFORCEMENT

KEY BENEFITS

- Multi-purpose SBR polymer for waterproofing, repairs, bonding & screeds
- Strong adhesion to concrete, masonry, plaster & cementitious substrates
- Improves bonding between old and new surfaces for reliable repairs
- Reduces shrinkage, helping minimize cracks and surface defects
- Enhances flexural strength of mortar for better crack resistance
- Improves abrasion resistance for higher durability under wear
- Suitable for terraces, balconies, bathrooms, chajjas & lift pits
- Easy mixing and application for consistent on-site performance
- Performance tested solution for reliable waterproofing & restoration

PRODUCT INFORMATION

TYPE	
Modified Styrene Butadiene Rubber (SBR) Polymer, Liquid bonding agent	
DILUTION	PACK SIZES
No dilution required (to be mixed as per recommended ratios)	1 kg, 5 kg

SPECIFICATION



DRYING TIME

Surface Dry – 4 to 6 hours
Recoat – 4 to 6 hours



COVERAGE

As waterproof coating: 22–24 Sq.Ft. / Kg / 2 coats
As bonding agent: 45–48 Sq.Ft. / Kg / Coat
As mortar modifier: 65–80 Sq.Ft. / Kg / 50 kg cement



APPLICATION TOOLS

Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

iBlok

Crack Fix Paste

iBlok Crack Fix Paste is a water-based, ready-to-use elastomeric crack repair solution designed for non-structural cracks on plastered interior and exterior walls. Engineered with advanced crack bridging technology, it effectively seals cracks up to 3 mm, providing excellent filling, binding, and adhesion properties. It forms a flexible, durable seal that helps prevent water ingress and enhances the performance and life of the final paint finish.



KEY BENEFITS

- Ready to use, water-based crack filler for interior & exterior use
- No on-site mixing required for quick and hassle-free application
- Fills non-structural cracks up to 3 mm effectively
- Ensures long-lasting crack repair and surface restoration
- Elastomeric formulation offers excellent crack bridging flexibility
- Accommodates minor wall movements without re-cracking
- Strong adhesion to plastered surfaces for durable repairs
- Helps prevent moisture ingress and enhances protection
- Provides a smooth, paint-ready finish after sanding

PRODUCT INFORMATION

DILUTION	PACK SIZES
No dilution required	350g, 900g

SPECIFICATION



DRYING TIME
Between coats: 6–8 hours
Sanding after drying before next system application



COVERAGE
Approx. 75 running Sq.Ft. / Kg (for cracks up to 3 mm width & 5 mm depth, in two coats)

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Prøfect

Enamel

Carefully crafted for metal and wood for glorious gloss and rich-chic satin finishes.



Aquãglo Majestic Gloss

JSW Paints Aquaglo Majestic Gloss is designed to accentuate the smooth contours of wood, metal and masonry surfaces in a wide range of colours. This odourless water-based finish ensures a lasting glossy finish with resistance to fungus, providing a durable and easy-to-maintain coating for interior and exterior applications.



GLOSSY
FINISH



WATER
BASED



LOW
ODOUR



ANTI-BACTERIAL
ANTI-FUNGAL



KEY BENEFITS

- Suitable for interior & exterior application
- Provides resistance to fungus and microbial growth
- Low VOC and eco-friendly formulation
- Quick drying and easy to apply
- Breathable coating with long-lasting finish
- No added lead, mercury, chromium, arsenic or heavy metals

SYSTEM INFORMATION

BINDER	SOLVENT	FINISH
Acrylic Based	Water	Glossy



VOC LEVELS
<10 g/L



DILUTION
10% with clean water



DIRECT SHADES
White, Black, Smoke Grey, Golden Yellow, Lemon Yellow, Oxford Blue, Phirozi, Bus Green, Deep Orange, P.O. Red, Signal Red, Chilli Chocolate, Golden Brown

SPECIFICATION



DRYING TIME
Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE
80 – 110 Sq. Ft. / L / 2 coats



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Aquãglo Majestic Satin

JSW Paints Aquãglo Majestic Satin is designed to add a touch of elegance and glamour to wood, metal and masonry surfaces with its rich colour options. This odourless water-based finish is resistant to yellowing and fungus growth, delivering a smooth satin finish that enhances durability and aesthetic appeal for interior and exterior applications.



SATIN
FINISH



WATER
BASED



LOW
ODOUR



ANTI-BACTERIAL
ANTI-FUNGAL



NON
YELLOWING



KEY BENEFITS

- Suitable for interior & exterior application
- Resistant to fungus and microbial growth
- Non-yellowing (Color Lock technology) for long-lasting appearance
- Low VOC and eco-friendly formulation
- Quick drying and easy to apply
- Breathable coating with durable finish
- No added lead, mercury, chromium, arsenic or heavy metals

SYSTEM INFORMATION

BINDER	SOLVENT	FINISH
Acrylic Based	Water	Satin



VOC LEVELS
<10 g/L



DILUTION
10% with clean water

SPECIFICATION



DRYING TIME
Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE
80 – 110 Sq. Ft. / L / 2 coats



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Synthetic Enamel

JSW Paints Profect Synthetic Enamel Gloss is designed to provide a high gloss coating over wood, metal and masonry surfaces. This high-gloss enamel protects wood, metal and masonry surfaces from rusting with superior hiding and provides a smooth finish over the surface, which is easy to clean.



GLOSSY
FINISH



EXCELLENT
ADHESION



FOR WOOD
& METAL

KEY BENEFITS

- Suitable for interior & exterior application
- Specially formulated to provide anti-rust properties
- No added lead or heavy metals
- Durable finish suited for external usage
- Excellent washability

SYSTEM INFORMATION

BINDER	SOLVENT	FINISH
Modified Alkyd	MTO	Glossy



DILUTION
8-10% with MTO



DIRECT SHADES
White, Black, Golden Yellow, Smoke Grey

SPECIFICATION



DRYING TIME
Surface Dry in 60 minutes
Recoat after 8 hours



COVERAGE
90-110 Sq. Ft. / L / 2 coats



APPLICATION TOOLS
Roller, Brush and Spray

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Prøfect

Preparatory Products

A range of high-quality undercoats (primers, putty, textures) providing superior paint preparation, an aesthetic finish, and extending the longevity of topcoats.



Profect Wall Primer Exteriors

Profect Wall Primer Exteriors is a high-performance, water-based primer designed to prepare exterior masonry surfaces for superior paint application. It enhances adhesion between the wall and topcoat while providing excellent coverage, alkali resistance and durability, ensuring a long-lasting and uniform paint finish.



ALKALI
RESISTANT



KEY BENEFITS

- High bonding strength for better adhesion
- Alkali resistant for exterior protection
- High opacity for improved hiding
- Good coverage for efficient application
- Quick drying formulation
- Water-based and easy-to-use

SYSTEM INFORMATION

Surface Type	Primer (1 coat)	Finish (2 coats)
New / Repainting Masonry Surfaces	Profect Wall Primer Exteriors	Exterior Emulsion Range

FINISH
Matt

SPECIFICATION

- **DRYING TIME**
Surface Dry in 30 minutes
Recoat after 4 hours
- **COVERAGE**
120-140 Sq. Ft. / L / Coat
- **APPLICATION TOOLS**
Recommended using
Long Nap Felt Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Wall Primer Classic Exteriors

Profect Wall Primer Classic Exteriors is a water-based primer designed for exterior masonry surfaces to ensure a long-lasting paint system. It provides excellent bonding strength, high opacity and good coverage, helping improve adhesion between the wall and topcoat while delivering a smooth and durable base for exterior finishes.



HIGH
OPACITY



HIGH
BINDING



KEY BENEFITS

- High bonding strength for strong adhesion
- High opacity for better hiding
- Good coverage for efficient application
- Quick drying formulation
- Water-thinnable and easy to apply

SYSTEM INFORMATION

Surface Type	Primer (1 coat)	Finish (2 coats)
New / Previously Painted Masonry Surfaces	Profect Wall Primer Classic Exteriors	Exterior Emulsion Range
Plastered & Prepared Surfaces	Profect Wall Primer Classic Exteriors	Exterior Emulsion Range

SPECIFICATION



DRYING TIME
Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE
120–140 Sq. Ft. / L / Coat



APPLICATION TOOLS
Recommended using
Long Nap Felt Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Wall Primer Interiors

Profect Wall Primer Interiors is a high-performing water-based primer designed to prepare interior masonry surfaces for superior paint application. It enhances adhesion between the wall and topcoat while providing high opacity and good coverage, ensuring a smooth, even and long-lasting finish for interior walls.





HIGH BONDING
STRENGTH



HIGH COVERAGE

KEY BENEFITS

- High bonding strength for better adhesion
- High opacity for improved hiding
- Good coverage for efficient application
- Quick drying formulation
- Water-based and easy to apply

SYSTEM INFORMATION

Surface Type	Primer (1 coat)	Finish (2 coats)
New / Repainting Masonry Surfaces	Profect Wall Primer Interiors	Interior Emulsion Range
Plastered & Prepared Surfaces	Profect Wall Primer Interiors	Interior Emulsion Range

SPECIFICATION



DRYING TIME
Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE
180-220 Sq. Ft. / L / Coat



APPLICATION TOOLS
Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect

Wall Primer Classic Interiors

Profect Wall Primer Classic Interiors is a water-based base coat designed to prepare interior walls for painting with distempers and emulsion finishes. It provides excellent coverage and opacity, ensuring a smooth, rich and long-lasting topcoat finish, making it an economical and reliable choice for interior applications.



HIGH
OPACITY



BRIGHT WHITE
FINISH

KEY BENEFITS

- Good opacity for effective hiding
- Good coverage for uniform finish
- Quick drying formulation
- Water-thinnable for easy application
- Bright white appearance
- Economical solution for interior use

SYSTEM INFORMATION

Surface Type	Primer (1 coat)	Finish (2 coats)
New / Repainting Masonry Surfaces	Profect Wall Primer Classic Interiors	Distemper / Interior Emulsion
Plastered & Prepared Surfaces	Profect Wall Primer Classic Interiors	Distemper / Interior Emulsion

SPECIFICATION



DRYING TIME

Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE

180–220 Sq. Ft. / L / Coat



APPLICATION TOOLS

Recommended using
Long Nap Felt Roller / Brush

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Wall Putty

JSW Wall Putty – Cement Based is a premium quality cement-based putty developed to provide a smooth and uniform finish on plastered and masonry surfaces before painting. It offers excellent filling and surfacing properties with strong bonding, helping enhance the life and appearance of topcoat paints. This water-resistant and low VOC putty is suitable for both interior and exterior applications.



SUPERIOR
WHITENESS



SMOOTH
FINISH

KEY BENEFITS

- Easy to apply with smooth finishing
- Excellent filling and surfacing properties
- Strong bonding to substrate and coatings
- Low dust formulation for cleaner application
- Water-resistant and alkali-resistant
- Quick drying

SYSTEM INFORMATION

COMPOSITION	COLOUR RANGE
Cement and Polymer	White

SPECIFICATION

- **DRYING TIME**
Surface Dry in 30 minutes
Recoat after 4 hours
- **COVERAGE**
10 – 20 Sq. Ft. / Kg
- **APPLICATION TOOLS**
Spatula, Trowel
- **PACK SIZE**
40Kg

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

Profect Coarse Putty

JSW Wall Putty – Cement Based Coarse is specially developed to level large surface undulations on cement plaster and pre-cast concrete surfaces. It provides excellent levelling properties with strong durability and water resistance, creating a uniform base for further finishing coats. It is suitable for both interior and exterior applications.



FOR LARGE
UNDULATIONS



WATER
RESISTANT



KEY BENEFITS

- Levels large surface undulations
- Excellent abrasion resistance
- Water-resistant
- Does not require curing with water
- Suitable for masonry, concrete and plaster surfaces

SYSTEM INFORMATION

COMPOSITION	SOLVENT	COLOUR RANGE
Cement & Polymer	Water	White

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

SPECIFICATION



DRYING TIME
6-8 hours



COVERAGE
2 - 3 Sq. Ft. / Kg



APPLICATION TOOLS
Spatula, Trowel



PACK SIZE
40Kg

Profect

Acrylic Wall Putty

JSW Wall Putty – Acrylic Based is a ready-to-use, water-based putty designed to provide a smooth and strong foundation for paint finishes. With excellent filling and binding properties, it ensures superior surface levelling and quick drying, delivering a high-quality finish for interior surfaces.



READY TO
USE



SMOOTH
FINISH

KEY BENEFITS

- Ready-to-use and easy to apply
- Provides super smooth finish
- Excellent filling and binding properties
- Strong bonding to substrate and coatings
- Low dust formulation
- Quick drying
- Superior crack filling
- Alkali-resistant and low VOC
- No added lead or heavy metals

SYSTEM INFORMATION

COMPOSITION	SOLVENT	COLOUR RANGE
Acrylic Based	Water	White

SPECIFICATION



DRYING TIME
Surface Dry in 30 minutes
Recoat after 4 hours



COVERAGE
40 – 60 Sq. Ft. / Kg
(depending on surface & coats)



APPLICATION TOOLS
Spatula, Trowel



PACK SIZE
1Kg, 5Kg, 10Kg, 20Kg

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.

JSW Paints Texture

JSW Paints Texture – Tough Exteriors is a high-performance textured exterior finish made with durable, acrylic-modified resin and reinforced quartz sand. Designed as an intermediate coating, it enhances the beauty of your walls with a wide range of elegant, engraved textures. Built for the outdoors, it offers strong resistance to water and delivers reliable protection against humidity, rain, and changing climates, keeping your walls protected for the long run. It’s also environmentally responsible, with low VOC levels for a safer, cleaner finish.



- TEXTURE
1.5mm
- TEXTURE
2mm
- TEXTURE
2.5mm
- TEXTURE
3mm

KEY BENEFITS

- All weather durability
- Low maintenance
- Low VOC
- Releases trapped moisture
- High bonding
- Anti-Algal[#] property
- Hides cracks
- UV resistant
- Plaster protection

FINISH



HORIZONTAL SCRATCH



RAINFALL



VERTICAL SCRATCH



CRISS CROSS

SYSTEM INFORMATION

For Wall	Primer	Texture (1 Coat)	Topcoat
Repainting Surfaces	Profect Exterior Wall Primer	Texture 1.5mm, 2mm, 2.5mm & 3mm	Profect Exterior Emulsion Range
New Surfaces	Profect Exterior Wall Primer (Optional)		

SPECIFICATION



DRYING TIME
12-16 hours



COVERAGE
varies as per finish & surface



APPLICATION TOOLS
Trowel



PACK SIZE
30Kg

*Confirm Warranty applicability in your market and application process with your local JSW Paints representative
^Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.
Anti-algal property depends on the usage of Anti-Algal Exterior Top coat.

JSW Paints Texture

JSW Paints Texture is a high-performance textured exterior finish formulated with durable acrylic-modified resins. Applied as an intermediate coat, it elevates wall aesthetics with a variety of elegant textures. Built for exterior conditions, it offers excellent water resistance and dependable protection against humidity, rain, and climatic variations, ensuring long-lasting durability. Designed with sustainability in mind, it features low VOC levels for a safer and cleaner finish.

- Texture 1mm
- BUBBLE TEX
- DHOLPUR TEX



KEY BENEFITS

- All weather durability
- Low maintenance
- Low VOC
- Releases trapped moisture
- High bonding
- Anti-Algal[#] property
- Hides cracks
- UV resistant
- Plaster protection

FINISH



SYSTEM INFORMATION

For Wall	Primer	Texture	Topcoat
Repainting Surfaces	Profect Exterior Wall Primer	Texture 1 mm (1 Coat) BubbleTex (1 Coat) DholpurTex (2 Coats)	Profect Exterior Emulsion Range
New Surfaces	Profect Exterior Wall Primer (Optional)		

SPECIFICATION

- **DRYING TIME**
12-16 hours
- **COVERAGE**
varies as per finish surface
- **APPLICATION TOOLS**
Spatula, air assisted spray
- **PACK SIZE**
30Kg

^{*}Confirm Warranty applicability in your market and application process with your local JSW Paints representative
[^]Actual coverage may vary from the quoted coverage, due to factors such as method and condition of application and surface roughness and porosity.
[#] Anti-algal property depends on the usage of Anti-Algal Exterior Top coat.

Legacy of Trusted Performance

From heritage structures and educational institutions to iconic sporting venues and places of worship, Profect solutions have helped protect and enhance diverse projects across the country. Delivering lasting performance, superior aesthetics, and dependable protection, Profect continues to be the preferred choice for projects that demand excellence.



Keneseth Eliyahoo Synagogue, Mumbai



Keneseth Eliyahoo Synagogue, Mumbai



Visvesvaraya Technological University, Belgaum



Visvesvaraya Technological University, Belgaum



CSI Cathedral Church, Kozhikode



Eden Gardens, Kolkata

Legacy of Trusted Performance



SFS College, Nagpur



Sekaran Mall, Chennai



Tamil Nadu Secretariat, Chennai



Hotel Varsha International, Hyderabad



Puraniks Aldea, Pune



VSR Celestial Towers, Hyderabad

Our Service Edge

At JSW Paints, we go beyond supplying coatings to delivering comprehensive project support. From colour consultation and on-site sampling to technical guidance and direct site delivery, our services are designed to simplify decision-making and ensure a seamless painting experience from start to finish.



Buddy Assist

To make your painting experience more comfortable and pleasant, JSW Paints Buddy Assist will guide you in selecting the perfect colours and products for your projects. JSW Paints Buddy Assist can help you visualize the new look by either using the Colourvista tools or sampling the chosen paint on a wall. JSW Paints Buddy Assist also helps you find the right contractor and answer all queries related to painting.



Pro Glimpse

The JSW Paints Pro Glimpse helps you visualise colours on walls before they are painted. It allows you to take a look at multiple colour schemes and combinations before you finalise the right look for your project.



Sampling

JSW Paints provides on-site sampling of the shortlisted colours, which helps you know what the shade will look like on the wall.



Direct Site Delivery

To ensure that you face minimal issues and greater convenience, we deliver our products straight from our warehouses, directly to the site of application.



Shade Panorama

A splendid collection of 1832 curated shades arranged by tones for every mood. Choose the perfect colour from 5 mood-based sections: Right Whites, Fresh Pastels, Modern Midtones, Smart Neutrals and Bold Accents.



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