

# About JSW Paints

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JSW Paints ventures beyond the superficial and explores the beauty potential in everything around us. We are inspired to make our world - our home, our neighbourhood and our community - more beautiful. JSW Paints invites you to get inspired, to reach out and realize the true beauty in everything around us, and to make our world even more beautiful.

At JSW Paints, we aim to be a thoughtful paint company and aspire as well as urge our customers to Think Beautiful. We are bringing thoughtful disruptions in the paint industry that we believe will make paints and painting a rich experience for our consumers.



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**64** Colour Family

**74** Product Range



# About Colourvista Viu Exterior

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Colour has the power to both reflect and define your life. Choosing the right colour combinations that inspire you to achieve excellence is important.

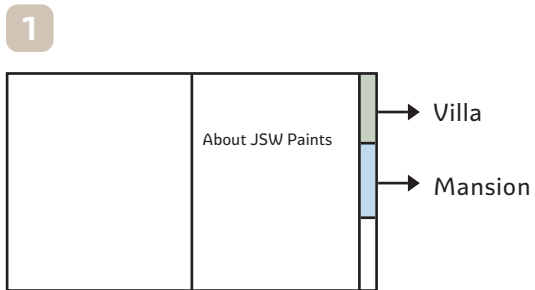
JSW Paints presents Colourvista Viu for Exteriors- a unique medium for you to decide which colour combinations define your home. We have researched various architectural styles across India and presented them to make it easier for you to confidently choose right colour combinations for your living spaces.

Our curated portfolio of 1808 colours is one of the widest and best-researched colour palettes for the Indian consumer.



# Discover Colourvista Viu Exterior

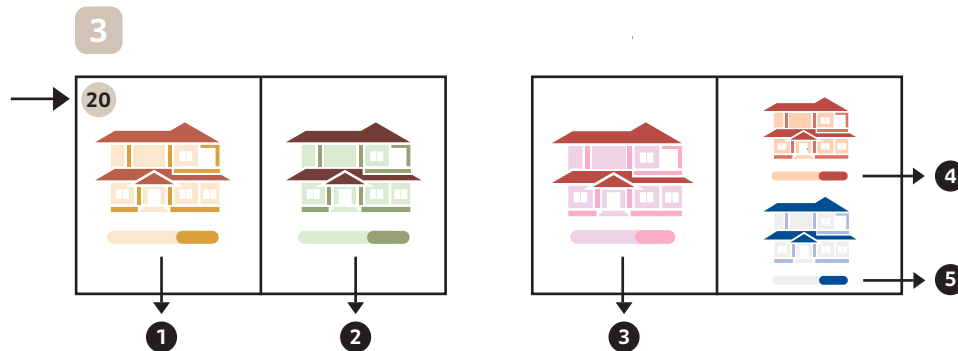
## By Home Type



Select a section as per your Home Type



Find your desired home and its respective page number

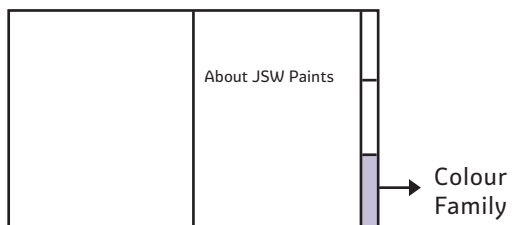


Select your preferred colour combination from amongst the options



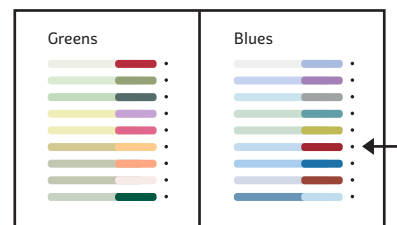
## By Colour

1



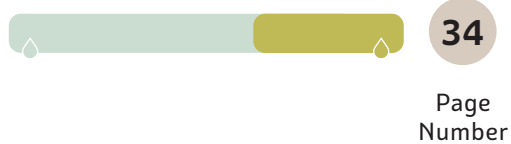
Select the Colour Family section

2



Find your preferred colour and choose from the combinations

3



Refer to the Page Number in front of the selected combination

4



Open the Page Number to see the combination on a Home



# Villa

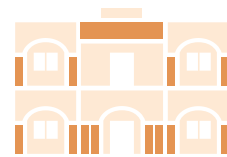
Villas are independent homes with G + 1 floors, traditionally seen across the country. In this section, we depict the various styles of villas, from traditional styles to modern structures that resonate with regional aesthetics.

The various colour combinations showcased here are based on consumer trends and regional preferences, enabling you to get a better idea of the look of homes when painted in these colours, which can make it easier for you to make your choice of colours.









HOME 1 Pg 12



HOME 2 Pg 16







HOME 3 Pg 20



HOME 4 Pg 24







HOME 5 Pg 28



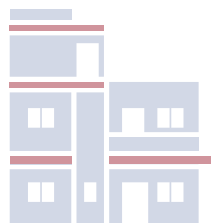
HOME 6 Pg 32







HOME 7 Pg 36



HOME 8 Pg 40





## HOME 1



Pastel



Clotted Crème 1096

Pagoda Roof 3076





Pastel



Salad Bowl 2654

A Girl Like Me 5141

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Midtone



Divine Blue 3354

Ice Blue 2405





Pastel



Beach Peach 2224

Chili Chocolate 4088



Pastel



Summer Time 2027

Amer Fort 3053

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## HOME 2



Pastel



Drops of Honey 2044

Sappanwood 4347





Pastel



Even Blush 2204

Poetic Verse 2177

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Incense Haze 1167

Smoke Grey 4245





Midtone



Still Quiet 4292

Kiss of Light 2221



Pastel



Marine Drive 2385

P.O. Red 5106

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## HOME 3



Pastel



Cotton Pods 1074

Citadel of the Sun 3036



Natural Pigment 3158





Pastel



Painted Fern 2594

Monsoon Green 3555



Cochineal 4344

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Fairy Land 2304

Rouge Flush 2287



Someone Like You 5096





Pastel



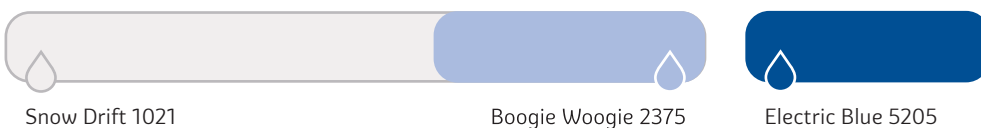
Summer Cooler 2125

Kiln Fire 3176

Someone Like You 5096



Pastel



Snow Drift 1021

Boogie Woogie 2375

Electric Blue 5205

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



## HOME 4



Pastel



Mid Day High 2028

Seize the Day 5045





Pastel



Drops of Honey 2044

Golden Brown 3127

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Jingle Jangle 2266

Leader of the Pink 5161





Midtone

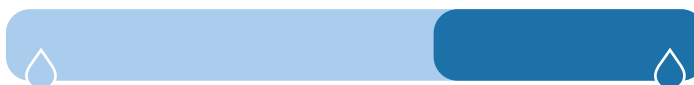


Chrysanthemum Tea 3613

Iced Tea 2076



Pastel



Arabian Sea 2386

Winner's Blue 5204

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



## HOME 5



Pastel



Sensual Silk 2295

Tea Time Mauve 3293 Nectar in a Sieve 5182





Pastel



Royal Ivory 2066

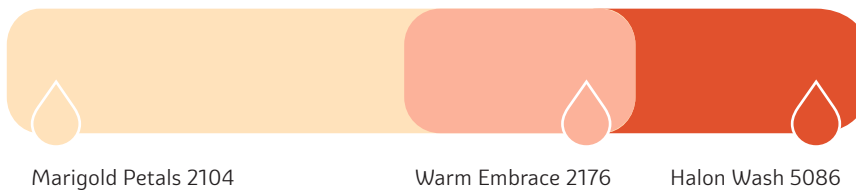
Temple of the Sun 5034

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel







Midtone



Hill View 3051

Red Ore 4356



Pastel



Candy Cloud 2424

First Draft 4044

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



## HOME 6



Pastel







Pastel



Salad Bowl 2654

Spellbound 2338

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Almora Hills 2562

Pagoda Green 3596





Pastel



Morning Haze 2571

Run the Show 5126



Midtone



Jaipur Pink 3194

Kaolin Pot 4101

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



## HOME 7



Pastel



Break of Dawn 2041

Radiant Air 5024





Pastel



Ginger Sticks 2073

Forever is a Lie 5185

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Wing Shimmer 1112

We the People 5107





Midtone



Still Quiet 4292

Spice Basin 2157



Pastel



Wild Daffodil 2016

Green Bundle 2667

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



## HOME 8



Midtone



Looking Glass 4191

Queens Room 3234





Pastel



Fragrant Whiff 2321

Beach Side 2398

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Midtone



Konarak 3072

Reddend Earth 5118





Pastel



Candy Crush 2166

Equinox Now 4203



Pastel



Diamante 1171

Upper Ganges 3425

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*



# Mansion

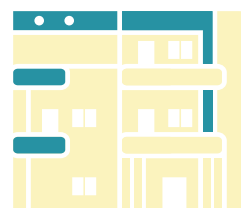
Mansions are a growing trend across the country. They are grand homes with G + 2/3 floors. We have curated a selection of such homes featuring multiple colour combinations to facilitate your choice.

We have included a collection of classic and contemporary home styles while bringing out regional highlights.









HOME 9 Pg 48



HOME 10 Pg 52







HOME 11 Pg 56



HOME 12 Pg 60





## HOME 9



Pastel



Yellow Bulbul 2694

Water Canal 3406





Midtone



Looking Glass 4191

Terracotta 3188

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Midtone



Story Telling 3154

Romantic Blur 1182





Pastel



Baby Pink 2265

Mirror Foil 4195



Midtone



Indus Valley 3011

Firelight 2057

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## HOME 10



Pastel



Warm Crust 2095

Maroon 4117





Midtone



Madhubani Orange 3156

Perfect Puff 2144

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Homestead Beige 1058

Cool Space 4035





Pastel



Moody Blues 2365

Whimnasium 5181



Pastel



Green Glade 2605

Endless Sound 4267

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## HOME 11



Pastel



Open Door 2023

Dancing Girl 3016





Pastel



Himalayan Air 1156

Ethere Star 4202

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Pastel



Wood Shaving 2054

Red Jasper 5113





Pastel



Art Room 1101

Just Peachy 2187



Pastel



Almora Hills 2562

Ooty Hills 3414

MANSION

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## HOME 12



Pastel



Linen Wrap 1121

Hidden Cove 3066





Pastel



Jingle Jangle 2266

Fauvelot Color 5174

*Shades are shown for indicative purposes. Please refer to Shade Panorama.*





Midtone



Bamboo Hollow 3502

Bus Green 5268





Pastel



Lyrical Lilac 2357

Zen Life 2671



Pastel



Iced Lolly 2145

Beach Side 2398

Shades are shown for indicative purposes. Please refer to Shade Panorama.

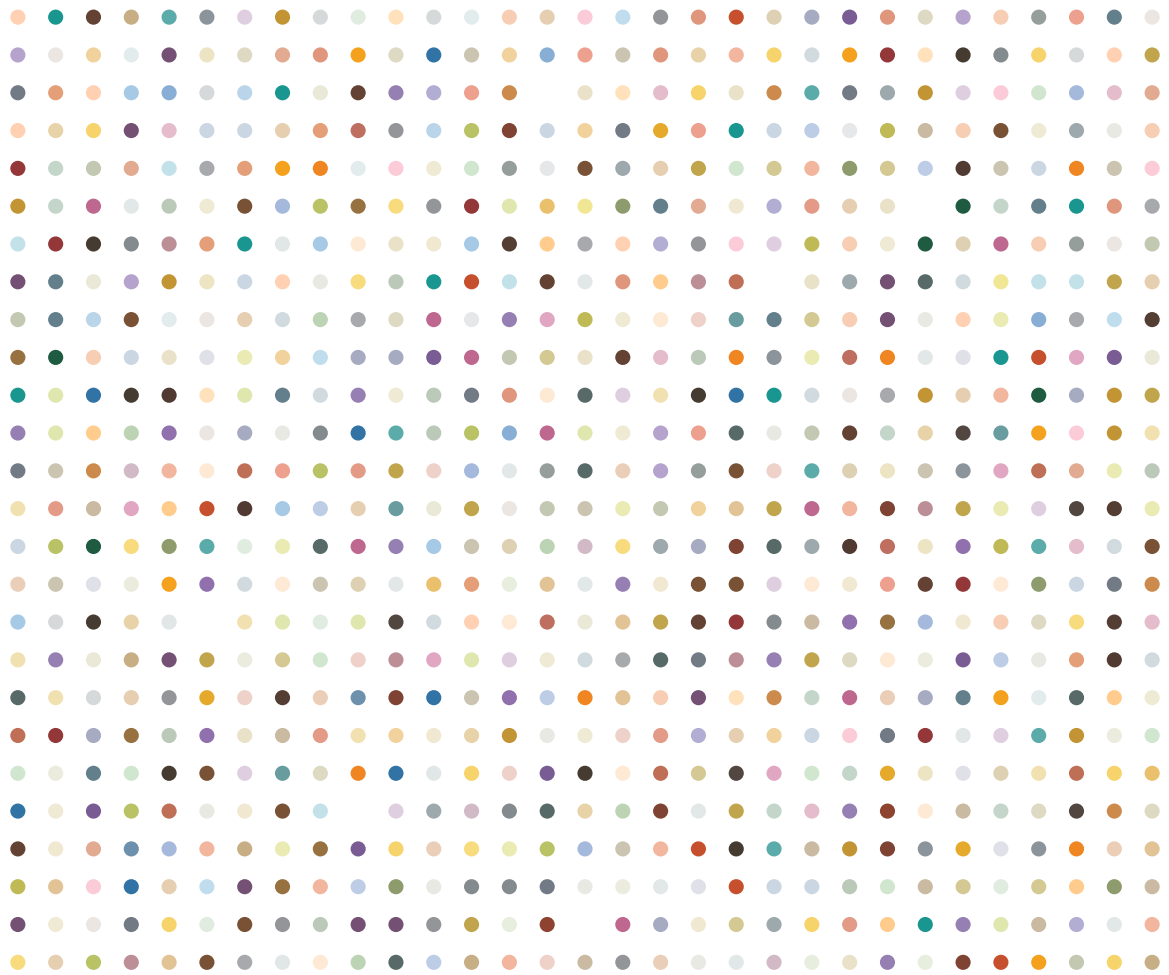


# Colour Family

Our detailed research of the cultural trends around colour, in India and globally, concluded that colours are chosen based on tones and the mood they evoke in a living space, followed by the family colour.

These rich insights are the inspiration for this section, summarising all the colour combinations used in the Colourvista Viu for Exteriors.







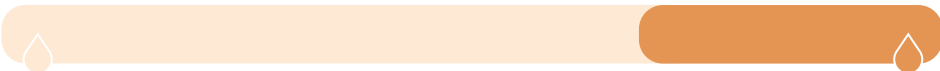






# Neutrals

Page




Wing Shimmer 1112	We the People 5107	38	Pastel
Art Room 1101	Just Peachy 2187	59	Pastel
Himalayan Air 1156	Ethere Star 4202	57	Pastel
Fragrant Whiff 2321	Beach Side 2398	41	Pastel
Incense Haze 1167	Smoke Grey 4245	18	Pastel
Diamante 1171	Upper Ganges 3425	43	Pastel
Warm Crust 2095	Maroon 4117	52	Pastel
Wood Shaving 2054	Red Jasper 5113	58	Pastel
Indus Valley 3011	Firelight 2057	51	Midtone
Hill View 3051	Red Ore 4356	31	Midtone
Konarak 3072	Reddend Earth 5118	42	Midtone



# Oranges

	12	Pastel
Clotted Crème 1096	Pagoda Roof 3076	
	63	Pastel
Iced Lolly 2145	Beach Side 2398	
	30	Pastel
Marigold Petals 2104	Warm Embrace 2176	Halon Wash 5086
	23	Pastel
Summer Cooler 2125	Kiln Fire 3176	
	35	Midtone
Jaipur Pink 3194	Kaolin Pot 4101	
	50	Midtone
Story Telling 3154	Romantic Blur 1182	
	53	Midtone
Madhubani Orange 3156	Perfect Puff 2144	



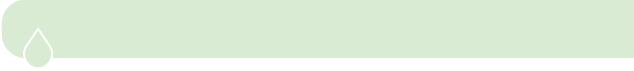



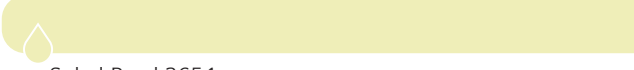






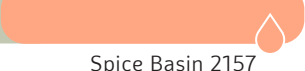




# Reds

	Even Blush 2204	Poetic Verse 2177	17 Pastel
	Beach Peach 2224	Chili Chocolate 4088	15 Pastel
	Candy Crush 2166	Equinox Now 4203	43 Pastel

Shades are shown for indicative purposes. Please refer to Shade Panorama.



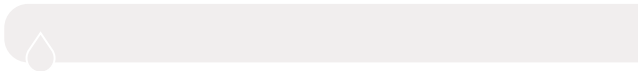









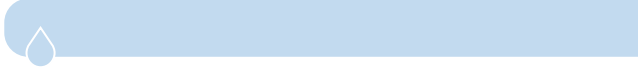








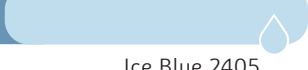
# Greens

		Page
 Morning Haze 2571	 Run the Show 5126	35 Pastel
 Painted Fern 2594	 Monsoon Green 3555	21 Pastel
 Green Glade 2605	 Endless Sound 4267	55 Pastel
 Salad Bowl 2654	 Spellbound 2338	33 Pastel
 Salad Bowl 2654	 A Girl Like Me 5141	13 Pastel
 Chrysanthemum Tea 3613	 Iced Tea 2076	27 Midtone
 Still Quiet 4292	 Spice Basin 2157	39 Midtone
 Still Quiet 4292	 Kiss of Light 2221	19 Midtone
 Bamboo Hollow 3502	 Bus Green 5268	62 Midtone



# Blues

Page

 Snow Drift 1021	 Boogie Woogie 2375	23	Pastel
 Moody Blues 2365	 Whimnasion 5181	55	Pastel
 Candy Cloud 2424	 First Draft 4044	31	Pastel
 Almora Hills 2562	 Ooty Hills 3414	59	Pastel
 Almora Hills 2562	 Pagoda Green 3596	34	Pastel
 Marine Drive 2385	 P.O. Red 5106	19	Pastel
 Arabian Sea 2386	 Winner's Blue 5204	27	Pastel
 Looking Glass 4191	 Queens Room 3234	40	Midtone
 Looking Glass 4191	 Terracotta 3188	49	Midtone
 Divine Blue 3354	 Ice Blue 2405	14	Midtone














COLOUR FAMILY

Shades are shown for indicative purposes. Please refer to Shade Panorama.









# Pinks & Purples

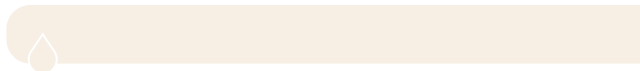







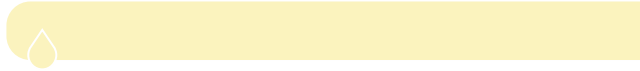













Page

		<b>51</b>	Pastel	
Baby Pink 2265	Mirror Foil 4195			
		<b>61</b>	Pastel	
Jingle Jangle 2266	Fauvelot Color 5174			
		<b>26</b>	Pastel	
Jingle Jangle 2266	Leader of the Pink 5161			
			<b>28</b>	Pastel
Sensual Silk 2295	Tea Time Mauve 3293	Nectar in a Sieve 5182		
		<b>22</b>	Pastel	
Fairy Land 2304	Rouge Flush 2287			
		<b>63</b>	Pastel	
Lyrical Lilac 2357	Zen Life 2671			

# Yellows

		<b>54</b>	Pastel
Homestead Beige 1058	Cool Space 4035		
		<b>36</b>	Pastel
Break of Dawn 2041	Radiant Air 5024		
		<b>32</b>	Pastel
Pale Sun 2081	Classic Red 3207		



		Page			
	Linen Wrap 1121		Hidden Cove 3066	60	Pastel
	Drops of Honey 2044		Golden Brown 3127	25	Pastel
	Drops of Honey 2044		Sappanwood 4347	16	Pastel
	Open Door 2023		Dancing Girl 3016	56	Pastel
	Yellow Bulbul 2694		Water Canal 3406	48	Pastel
	Wild Daffodil 2016		Green Bundle 2667	39	Pastel
	Cotton Pods 1074		Citadel of the Sun 3036	20	Pastel
	Royal Ivory 2066		Temple of the Sun 5034	29	Pastel
	Ginger Sticks 2073		Forever is a Lie 5185	37	Pastel
	Summer Time 2027		Amer Fort 3053	15	Pastel
	Mid Day High 2028		Seize the Day 5045	24	Pastel

Shades are shown for indicative purposes. Please refer to Shade Panorama.



## Aurus Tile Coat

Aurus Tile Coat is a high-performance coating with strong UV resistance, specially designed to protect roof tiles from extreme weather conditions. It is a water-repelling coating with a high sheen finish and is available in vibrant colours.



Natural Pigment  
3158



Cotton Pods 1074      Citadel of the Sun 3036



Electric Blue  
5205



Snow Drift 1021      Boogie Woogie 2375



Cochineal  
4344



Painted Fern 2594      Monsoon Green 3555



Someone Like You  
5096

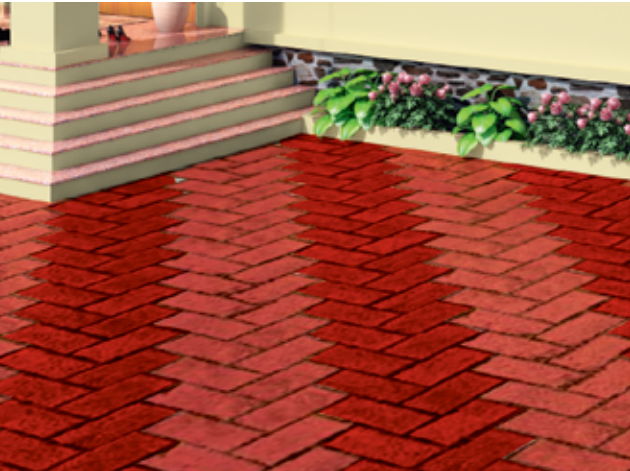


Fairy Land 2304      Rouge Flush 2287



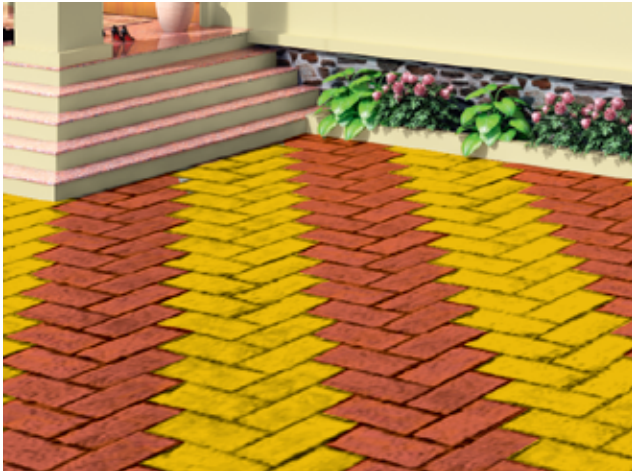
# Aurus Floor Coat

Aurus Floor Coat is a specially designed emulsion for paver blocks and cement surfaces, providing high abrasion resistance to withstand light vehicles and human foot traffic. Additionally, its strong anti-algal property provides excellent protection to help maintain long lasting beauty of cement surfaces.



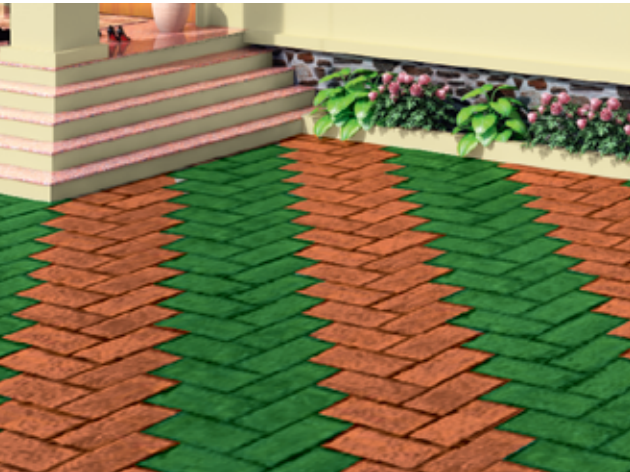
Someone Like You  
5096

Terra Power  
S004



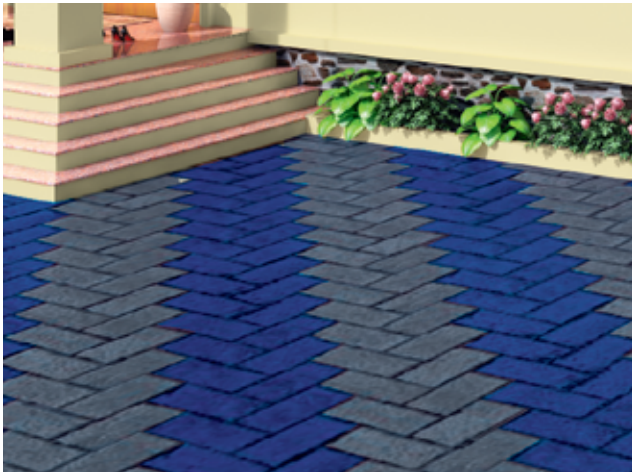
Javelin Gold  
S002

Natural Pigment  
3158



Grassy Slope  
3527

Western Hills  
3117



Moving On  
5196

Meteor Silver  
4205

Shades are shown for indicative purposes. Please refer to Shade Panorama.





# Halõ

MAJESTIC INTERIORS & EXTERIORS



## EXTERIOR



### FEATURES:

- Endures 7 Years\*
- Anti-Algal
- Dirt Resistant

Majestic Exteriors Silk



## INTERIOR



Majestic Interiors Shine



Majestic Interiors Silk

### FEATURES:

- Endures 7 Years\*
- Germ Block\*\*
- Stain Resistant



**Germ Block**  
KILLS UP TO 99.9%\*\* OF  
BACTERIA, FUNGI AND VIRUS





Regal Exteriors

**FEATURES:**

- Endures 5 Years\*
- UV-resistant
- Low VOC



Regal Interiors Silk

**FEATURES:**

- Endures 5 Years\*
- Stain Block
- Anti-fungal



Regal Interiors

**FEATURES:**

- Anti-fungal
- Endures 5 Years\*
- Low VOC



Aurus Floor Coat

**FEATURES:**

- Anti-Algal
- Endures 2 Years\*
- High Abrasion Resistance



Aurus Tile Coat

**FEATURES:**

- Anti-Algal
- Water Repellency
- High Sheen

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





## EXTERIOR



Elegant Exteriors Silk



Elegant Exteriors

### FEATURES:

- Endures 3 Years\*
- Bright Finish
- Dust Resist



## INTERIOR



Elegant Interiors Silk



Elegant Interiors

### FEATURES:

- Endures 3 Years\*
- Bright Finish
- Paint & Primer





Majestic Gloss

### FEATURES:

- Endures 5 Years\*
- Water-based
- Gloss Lock
- Colour Lock



Majestic Satin



**Germ Blöck**  
KILLS UP TO 99.9%\*\* OF  
BACTERIA, FUNGI AND VIRUS

Also Available in Majestic Gold and Majestic Clear Finish

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

\*\* Basis the results arrived upon after different tests conducted in various laboratories. Test conducted compliant to Japanese Industrial Standard JIS Z 2801:2010 'Test for Anti-bacterial Activity and Efficacy'. Refer to Product Information Sheet.





EXTERIOR



### Waterstop Roof Coat

- Endures 7 Years\*
- High Mechanical Strength
- Strong Abrasion Resistance



EXTERIOR



### Waterstop Prime Coat

- Endures 3 Years\*
- High Flexibility up to 300% Elongation
- Crack Bridging up to 1mm



INTERIOR



### Waterstop Prime Coat

- 10x Better
- Breathable coating
- Enhances Top Coat Performance



# INSPIRING COLOUR CONFIDENCE

## Buddy Assist

We at JSW Paints introduce you to our Customer Relationship Officer - your Buddy. JSW Paints Buddy can help you select the perfect colours with the help of Colourvista tools and offer you advice regarding the right products for your home painting needs.

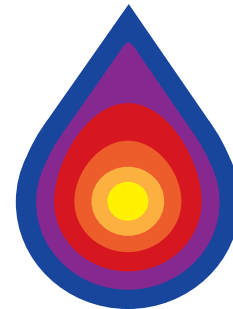


To get doorstep assistance, call 1800-121-5797



## Colourvista Touch

Colourvista Touch is a modern app that assists in making painting decisions with a few simple steps.



## Colourvista Sample Pot

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





# Glimpse

An expert visualization service that helps you pick the perfect colours for your home.

To avail the service,  
WhatsApp 'glimpse' at 70458 70458



Original Picture



Colour Combination 1



	WALL 1	WALL 2
COLOUR		
TONE	Fresh Pastels	Modern Midtones
MOOD	Young & Joyful	Calm & Relaxed
SHADE	Dholpur Stone	Ultramarine Sky
CODE	2053	3338
	WALL 3	WALL 4
COLOUR		
TONE	Bold Accents	-
MOOD	Bright & Beautiful	-
SHADE	Sunflower Girl	Black
CODE	5023	1001

Colour Combination 2



	WALL 1	WALL 2	WALL 3	WALL 4
COLOUR				
TONE	Right Whites	Fresh Pastels	Modern Midtones	-
MOOD	Pure & Peaceful	Young & Joyful	Calm & Relaxed	-
SHADE	Himalayan Air	Beach Side	City Love	Black
CODE	1156	2398	3292	1001

Colour Combination 3



	WALL 1	WALL 2	WALL 3	WALL 4
COLOUR				
TONE	Right Whites	Modern Midtones	Modern Midtones	-
MOOD	Pure & Peaceful	Calm & Relaxed	Calm & Relaxed	-
SHADE	Antique Pearl	Jai Mandir	Hidden Cove	Black
CODE	1066	3054	3066	1001

Colour Combination 4



	WALL 1	WALL 2	WALL 3	WALL 4
COLOUR				
TONE	Smart Neutrals	Smart Neutrals	Bold Accents	-
MOOD	Warm & Natural	Warm & Natural	Bright & Beautiful	-
SHADE	Raw Wood	Deccan Plateau	Satin Sass	Black
CODE	4071	4074	5101	1001