



Profect

Professional's Choice. Perfect Finish.



The **JSW** Group

- ◆ A \$22 Billion leading Conglomerate
- ◆ A part of O. P. Jindal Group
- ◆ Plays a key role in India's growth story



STEEL



ENERGY



INFRASTRUCTURE



SPORTS



FOUNDATION



CEMENT



VENTURES



LIVING



PAINTS





About The Group

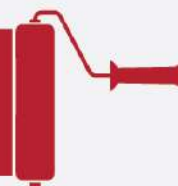
The US \$22 Billion JSW Group is ranked among India's leading business houses. JSW's innovative and sustainable presence in various sectors including Steel, Energy, Infrastructure, Cement, Paints, Venture Capital and Sports is helping the Group play an important role in driving India's economic growth. The Group strives for excellence by leveraging its strengths & capabilities including a successful track-record of executing large capital-intensive & technically complex projects, differentiated product-mix, state-of-the-art manufacturing facilities and greater focus on pursuing sustainable growth. With a culturally diverse workforce spread across India, USA, Europe and Africa, JSW Group directly employs nearly 40,000 people. It also has a strong social development focus aimed at empowering local communities residing around its Plant & Port locations. JSW Group is known to create value for all its stakeholders by combining its growth roadmap, superior execution capabilities and a relentless drive to be #BetterEveryday.

About JSW Paints

JSW Paints is an environment-friendly Indian paint company and part of the diversified US \$22 Billion JSW Group. Launched in May 2019, JSW Paints aims to inspire consumers to Think Beautiful as beautiful thoughts make the world beautiful. It extends Think Beautiful to every aspect of the way the Company conducts its business, right from offering an environment-friendly portfolio of water-based paints to its thoughtful disruption of 'Any Colour One Price' aimed at bringing pricing transparency to paints. The JSW Paints Pro Buddy Assist is another such initiative wherein consumers are offered personal attention & assistance in colour and product selection. The company currently has two manufacturing units, an Industrial Coatings facility at Vasind in Maharashtra and Decorative Paints facility at Vijayanagar in Karnataka with a combined capacity of 115,000KL per annum. Within a short span of time, it has already become the largest Industrial Coil Coatings company in India.



JSW Paints Plant, Vijayanagar, Karnataka
Fully automated water-based paints plant with a capacity of 100,000KL



Introducing The JSW Paints Profect Range

The JSW Paints Profect range is designed to be every professional's first choice. The range brings you high-quality perfect-finish paints. All of which are carefully curated by experts to meet the extensive criteria of big commercial projects. With this range, we endeavour to formulate durable products which can, in turn, optimise paint consumption.

Product Range

Wall finishes

Top Coat



- Halo Exceed Longlasting Exteriors
- Profect Majestic Exteriors
- Profect Regal Exteriors
- Profect Elegant Exteriors



- Profect Regal Interiors
- Profect Elegant Interiors

Under Coat

- Profect Wall Primer Exteriors
- Profect Wall Primer Interiors

Waterproofing solutions

Top Coat



- iBlok WaterStop Roof Coat (Horizontal Surfaces)

Under Coat

- iBlok Waterstop Roof Coat (Vertical Surfaces)
- iBlok WaterStop Prime Coat Exteriors
- iBlok WaterStop Prime Coat Interiors

Water-based range for Wood & Metal

Top Coat



- Halo Aquaglo Majestic Gloss
- Halo Aquaglo Majestic Satin

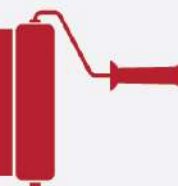
Under Coat

- Aquaglo Metal Primer
- Aquaglo Wood Primer

Ancillaries

- Profect Wall Putty
- Texture
- iBlok Crack Fix
- Acrylic Wall Putty





Profect Product Edge*



GRIHA Certified

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



Low VOC

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



Assurance

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



Any Colour One Price

The 'Any Colour One Price' proposition that offers a wide range of colours at the same price, be it whites, pastels, mid tones or deep accents, is an industry-first offering disrupting the entire paints market.



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 longer duration.



Anti-carbonation[#]

The anti-carbonation property acts as an excellent barrier to penetration & attack of carbon dioxide, water, sulphates and chloride ions into RC structures that prevents from corrosion of embedded steel reinforcement.



IGBC Compliant

Compliant to Leadership in Energy and Environmental Design (LEED) VOC Criteria as per Indian Green Building Council (IGBC).

*Listed features are available in Halo Exceed Exteriors and Profect range of products, may not be available in other products

[#]Available in Halo Exceed Exteriors and Profect Majestic Exteriors

Profect

Large scale projects come with large scale challenges. At JSW Paints, we simplify the painting experience for your site requirements with our innovative Profect range of solutions.



Designed for application across sectors

Condominiums



Commercial Complexes



Healthcare Institutions

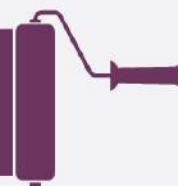


Educational Institutions



Halõ Exceed

Halõ Exceed Longlasting Exteriors is formulated with 100% acrylic latex emulsion with Nanotechnology that provides 10X Protection to Exteriors in all weather conditions.



TOP COAT



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION	25%	10L, 20L	AVAILABLE PACKS	

HALO EXCEED LONGLASTING EXTERIORS

PERFORMANCE FEATURES



ENDURES 10 YEARS*



7 YEARS WATERPROOFING



NANO TECH FORTIFIED



WEATHER RESISTANT



CRACK BRIDGING (UP TO 2 MM)



COLOUR RETENTION



FIBRE REINFORCED



HIGH MECHANICAL STRENGTH



ANTI CARBONATION



DUST RESIST

	Drying Time 30°C @ 60 R/H)	Coverage	No. of Shades	Sheen Levels	Direct Shades	Bases
Top Coat		4.65-5.1 m²/L/2 Coats (50-55 sqft/L/2 Coats)	1080	3-16 units @ 60GH	White	HEE-1, HEE-2, HEE-3, HEE-4, HEE-M, HEE-Y
Base Coat	Surface Dry - 30 minutes Recoat - 4 hours	Re-painting 2.8-3.25 m²/L/Coat (30-35 sqft/L/Coat) Fresh Painting 1st Coat: 4.65 m²/L/Coat (50 sqft/L/Coat) 2nd Coat: 3.72-4.65 m²/L/Coat (40-50 sqft/L/Coat)	--	--	White	--

BASE COAT



FINISH DETAIL

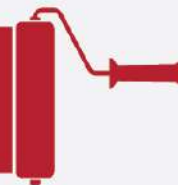
GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION	0%(25%*)	20L	AVAILABLE PACKS	

*Fresh Coating 1st coat



Profect

Large scale projects come with large scale challenges. At JSW Paints, we simplify the painting experience for your site requirements with our innovative Profect range of solutions.



PROFECT EXTERIOR RANGE

PROFECT MAJESTIC EXTERIORS

PERFORMANCE FEATURES



FINISH DETAIL

GLOSS LEVEL	★	★	★	★
	MATT	SILK	SATIN	GLOSS
DILUTION	20L AVAILABLE PACKS			
40-50%				



ENDURES
7 YEARS



WEATHER
RESISTANT



ANTI
ALGAL



DIRT
RESISTANT



ELEGANT
SHEEN



SILICONE
ADDITIVES



UV
RESISTANT



ANTI
CARBONATION

Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	Direct Shades	Bases
Surface dry - 30 min Recoat - 4 hrs	5.10-5.57 m ² /L (55-60 sqft/L)	1441	12-15 units @ 60°GH	White	PME1, PME2, PME3

PROFECT REGAL EXTERIORS

PERFORMANCE FEATURES



FINISH DETAIL

GLOSS LEVEL	★	★	★	★
	MATT	SILK	SATIN	GLOSS
DILUTION	20L AVAILABLE PACKS			
40-50%				



ENDURES
5 YEARS



UV
RESISTANT



ANTI
ALGAL



SUPERIOR
OPACITY



SILICONE
ADDITIVES



ANTI
DUST

Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	Direct Shades	Bases
Surface dry - 30 min Recoat - 4 hrs	5.10-5.57 m ² /L (55-60 sqft/L)	1441	2-5 units @ 60°GH	White	PRE1, PRE2, PRE3

PROFECT ELEGANT EXTERIORS

PERFORMANCE FEATURES



FINISH DETAIL

GLOSS LEVEL	★	★	★	★
	MATT	SILK	SATIN	GLOSS
DILUTION	20L AVAILABLE PACKS			
50-60%				



ENDURES
3 YEARS



PROTECTION
FOR EXTERIOR



BRIGHT
FINISH



SUPERIOR
COVERAGE

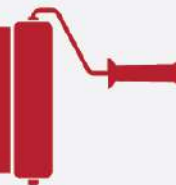


GOOD
HIDING

Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	Direct Shades	Bases
Surface dry - 30 min Recoat - 4 hrs	5.57-6.03 m ² /L (60-65 sqft/L)	1143	2-5 units @ 60°GH	White	PEE1, PEE2

Profect

Large scale projects come with large scale challenges. At JSW Paints, we simplify the painting experience for your site requirements with our innovative Profect range of solutions.



PROFECT INTERIOR RANGE



PROFECT REGAL INTERIORS

PERFORMANCE FEATURES



ENDURES
5 YEARS*



MATT
FINISH



ANTI
FUNGAL



SUPERIOR
OPACITY



EXCELLENT
SMOOTH FINISH

FINISH DETAIL

GLOSS LEVEL	★	☆	☆	☆
	MATT	SILK	SATIN	GLOSS
DILUTION	20L AVAILABLE PACKS			
40-50%				

Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	Direct Shades	Bases
Surface dry - 30 min Recoat - 4 hrs	10.2-11.14 m ² /L (110-120 sqft/L)	927	2-5 units @ 60°GH	White	PR11



PROFECT ELEGANT INTERIORS

PERFORMANCE FEATURES



ENDURES
3 YEARS*



BRIGHT
FINISH



SUPERIOR
COVERAGE



EASY
APPLICATION



SUPERIOR
OPACITY



SUPERIOR
SMOOTHNESS

FINISH DETAIL

GLOSS LEVEL	★	☆	☆	☆
	MATT	SILK	SATIN	GLOSS
DILUTION	20L AVAILABLE PACKS			
50-60%				

Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	Direct Shades	Bases
Surface dry - 30 min Recoat - 4 hrs	9.29-10.2 m ² /L (100-110 sqft/L)	927	2-5 units @ 60°GH	White	PE11

Halö Aquaglo

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



AQUAGLO RANGE



HALO AQUAGLO MAJESTIC GLOSS

PERFORMANCE FEATURES



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
	★	★	★	★
DILUTION	1L, 4L, 20L* AVAILABLE PACKS			
10%				

5	WATER BASED	LOW ODOUR	BREATHABLE COATING	ANTI BACTERIAL & FUNGAL	GLOSS LOCK	LOW VOC	QUICK DRY
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Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	VOC Level~
Surface dry - 30 min Recoat - 4 hrs	7.4-10.2 m²/L (80-110 sqft/L)	1800+	80 +/-5 @ 60°GH	<10gms/L

DIRECT SHADES: Chilli Chocolate, Nadir, PO Red, Smoke Grey, Phirozi, Golden Yellow, Golden Brown, White, Black

HALO AQUAGLO MAJESTIC SATIN

PERFORMANCE FEATURES



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
	★	★	★	★
DILUTION	1L, 4L, 20L* AVAILABLE PACKS			
10%				

5	WATER BASED	LOW ODOUR	BREATHABLE COATING	ANTI BACTERIAL & FUNGAL	COLOUR LOCK	LOW VOC	QUICK DRY
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Drying Time (30°C @ 60 R/H)	Coverage (2 Coats)	No. Of Shades	Sheen Levels	VOC Level~
Surface dry - 30 min Recoat - 4 hrs	7.4-10.2 m²/L (80-110 sqft/L)	1800+	30 +/-5 @ 60°GH	<10gms/L

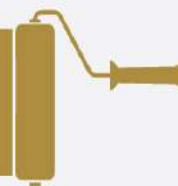
DIRECT SHADES : Chilli Chocolate, Nadir, White

*White & Pastel shades only

Wood Primer
AQUAGLO

Metal Primer
AQUAGLO

Wood Primer Aquaglo - High Bonding water based primer for long paint life on wooden surfaces. Metal Primer Aquaglo-First of its kind, rust-resistant water-based primer to guard metal surfaces.



WOOD PRIMER

PERFORMANCE FEATURES



HIGH
BONDING



HIGH
COVERAGE



WATER
BASED



LOW
VOC



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION	10%	1L & 4L	AVAILABLE PACKS	

Drying Time (30°C @ 60 R/H)	Coverage	Sheen Levels	Direct Shades	VOC Level~
Surface dry - 30 min Recoat - 4 hrs	12.1-14.8 m ² /L (130-160 sqft/L)	2-5 units @ 60°GH	White	<10gms/L

METAL PRIMER

PERFORMANCE FEATURES



RUST
RESISTANT



HIGH
BONDING



WATER
BASED



LOW
VOC



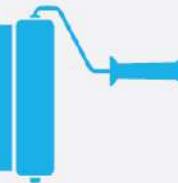
FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION	5%	1L & 4L	AVAILABLE PACKS	

Drying Time (30°C @ 60 R/H)	Coverage	Colours	VOC Level~
Surface dry - 30 min Recoat - 4 hrs	14.8-16.7 m ² /L (160-180 sqft/L)	Grey	<10gms/L



The right way to waterproof your project from moisture and dampness.



FINISH DETAIL

GLOSS LEVEL ★ MATT ★ SILK ★ SATIN ★ GLOSS

IBLOK WATERSTOP ROOF COAT

PERFORMANCE FEATURES



ENDURES
7 YEARS*



FIBRE
REINFORCED



RESISTS
POSITIVE
HYDROSTATIC
PRESSURE



EXCELLENT
CRACK
BRIDGING



HIGH
MECHANICAL
STRENGTH



STRONG
ABRASION
RESISTANCE



ANTI
CARBONATION

10L & 20L

AVAILABLE
PACKS

For more information,
refer iBlok WaterStop Roof Coat Exteriors PIS



FINISH DETAIL

GLOSS LEVEL ★ MATT ★ SILK ★ SATIN ★ GLOSS

IBLOK WATERSTOP PRIME COAT EXTERIORS

PERFORMANCE FEATURES



ENDURES
3 YEARS*



EXCELLENT
ADHESION



HIGH
FLEXIBILITY



LOW
VOC



HIGH
WATER
RESISTANCE



RESISTS
POSITIVE
HYDROSTATIC
PRESSURE

10L & 20L

AVAILABLE
PACKS

For more information,
refer iBlok WaterStop Prime Coat Exteriors PIS



FINISH DETAIL

GLOSS LEVEL ★ MATT ★ SILK ★ SATIN ★ GLOSS

IBLOK WATERSTOP PRIME COAT INTERIORS

PERFORMANCE FEATURES



10X BETTER
THAN NORMAL
INTERIOR
PRIMERS



RESISTS
NEGATIVE
HYDROSTATIC
PRESSURE



BREATHABLE
COATING



HIGH
BONDING



ENHANCES
TOP COAT
LIFE



INCREASES
TOP COAT
COVERAGE

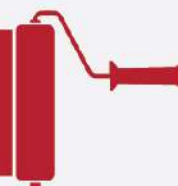
10L & 20L

AVAILABLE
PACKS

For more information,
refer iBlok WaterStop Prime Coat Interiors PIS

Profect

Profect Wall Primers are high-performing undercoats which are essential for ensuring an excellent paint job. They provide superior adhesion to the top coat, impart good opacity and offer good coverage. As base coat, they are ideal for ensuring rich, even and longer-lasting top coat finish.



PROFECT UNDER COATS

PROFECT WALL PRIMER EXTERIORS



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION 100%	20L AVAILABLE PACKS			

PERFORMANCE FEATURES



HIGH BONDING



ALKALI RESISTANT



GOOD COVERAGE



HIGH OPACITY



QUICK DRYING

Coverage (1 Coat)	Sheen Levels	Direct Shades
11.2-13 m ² /L (120-140 sqft/L)	0-10 units @ 60°	White

PROFECT WALL PRIMER INTERIORS



FINISH DETAIL

GLOSS LEVEL	MATT	SILK	SATIN	GLOSS
DILUTION 100%	20L AVAILABLE PACKS			

PERFORMANCE FEATURES



HIGH BONDING



HIGH OPACITY



GOOD COVERAGE



QUICK DRYING

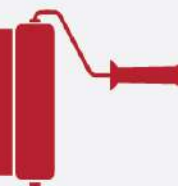


WATER BASED

Coverage (1 Coat)	Sheen Levels	Direct Shades
16.7-20.4 m ² /L (180-220 sqft/L)	0-10 units @ 60°	White

Profect

Profect Wall Putty is a premium quality cement putty with added polymers. JSW Acrylic putty is a water-based ready-to-use putty. Both provide excellent filling and binding properties. They impart smooth finish to the walls and extend the life of the top coat.



UNDER COATS



FINISH DETAIL

DILUTION 40%	40KG AVAILABLE PACKS
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WALL PUTTY CEMENT BASED

PERFORMANCE FEATURES



INTERIOR &
EXTERIOR



ULTRA
SMOOTH



SUPER
WHITE



LOW
DUST

Coverage (2 Coats)	Drying Time (30°C @ 60 R/H)	Shade
10-15 sqft/KG 0.9-1.4 m²/KG	Surface dry - 30 min Recoat - 4 hrs	White



FINISH DETAIL

DILUTION 0%	10KG, 20KG AVAILABLE PACKS
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WALL PUTTY ACRYLIC BASED

PERFORMANCE FEATURES



INTERIOR



ULTRA
SMOOTH



SUPER
WHITE

Coverage (1 Coat)	Drying Time (30°C @ 60 R/H)	Shade
3.7-5.6 m²/KG (40-60 sqft/KG)	Surface dry - 30 min Recoat - 4 hrs	White



FINISH DETAIL

DILUTION NOT RECOMMENDED	30KG AVAILABLE PACKS
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TEXTURE 2.0/TEXTURE 2.5

PERFORMANCE FEATURES



INTERIOR &
EXTERIOR



HIGH
BONDING



ABRASION
RESISTANCE



EXCELLENT
ADHESION

Coverage on even coating per coat	Drying Time	
• 2.0 mm: 0.23-0.28 m ² /KG (2.5 - 3.0 sqft/KG)	Surface dry-time	Re-coating
• 2.5 mm: 0.19-0.23 m ² /KG (2.0-2.5 sqft/KG)	1 hour	12-16 hours



FINISH DETAIL

DILUTION 0%	900GMS, 5KG AVAILABLE PACKS
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iBLOK CRACK FIX

PERFORMANCE FEATURES



CRACK
BRIDGING
(UP TO 3 mm)



HIGH
BONDING



FIBRE
REINFORCED

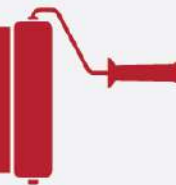


HIGH
FLEXIBILITY

Coverage	Drying Time	
75-80 running ft/KG (3mm wide and 5mm deep)	Surface dry-time	Re-coating
	6 hour	4-6 hours

Our Service Edge

At JSW Paints, we aim to delight our customers by providing exceptional value-added services like recommending the right product for the site, offering technical services, colour consultancy, site inspection, and direct delivery to site.



PRO BUDDY ASSIST

To make your painting experience more comfortable and pleasant, JSW Paints Pro Buddy Assist will guide you in selecting the perfect colours and products for your projects. JSW Paints Pro 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 Pro Buddy Assist also helps you find the right contractor and clarify all the queries related to painting.



PRO GLIMPSE

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 an 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 & for ease of convenience, we deliver our products straight from our warehouses, directly to the site of application.



Key Projects

Keneseth Eliyahoo Synagogue, Mumbai



Visvesvaraya Technological University (VTU), Belgaum



CSI Cathedral Church, Kozhikode



District Panchayat, Ahmedabad



Key Projects

SFS College, Nagpur



VSR Towers, Hyderabad



Tamilnadu State Secretariat, Chennai



Prathyusha Engineering College, Chennai



Little Flower High School, Cochin



Earthspace Transit Apartments, Cochin





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!



SHADE PALETTE

A collection of popular shades that act as a quick and easy reference to help you choose the right colours.



SHADE PORTRAIT

JSW Paints presents Colourvista Shade Portrait, a collection of 6 theme-based inspiration guides to help you pick the right colour and choose colour combinations for your interior and exterior walls.



SHADE PANORAMA

A splendid collection of 1808 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.

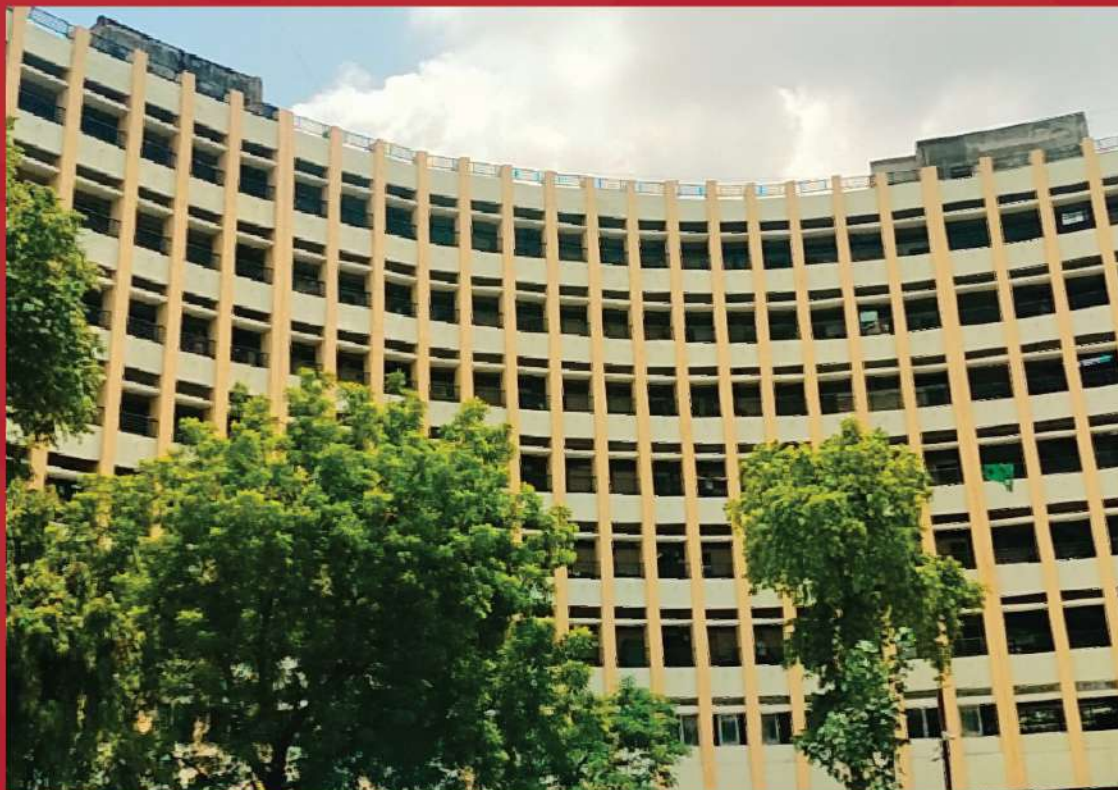


COLOURVISTA TOUCH APP

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

Profect

Professional's Choice. Perfect Finish.



Corp. Office: JSW Centre,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400051.
For more information, visit www.jswpaints.in
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