



SHALIMAR
PAINTS
SINCE 1902

PRODUCT
HAND
BOOK



SHALIMAR
PAINTS
SINCE 1902

About Us

Established in 1902, Shalimar Paints Limited is one of the leading paint manufacturing companies in India. We symbolize more than 120 years of experience and expertise in providing high performance coating solutions in India and abroad. Some of the iconic structures like Rashtrapati Bhavan, Howrah Bridge, Vidyasagar Setu, Salt Lake Stadium and Chenab Rail Bridge have been painted using Shalimar paints.

In every coat of Shalimar paint lies a powerful layer of science designed to deliver a beautiful and long-lasting finish coupled with our innovative DNA. Every drop of our paint gives beauty and strength in equal measure to enhance the life of your asset.

R&D

Our R&D Centre is approved by Department of Scientific & Industrial Research (DSIR), Govt. of India. It is an NABL accredited lab conforming to ISO/IEC 17025: 2017 for "General Requirements for the Competence of Testing & Calibration Laboratories" vide Certificate Number: TC-9173



Certifications & Associations



We have a strong legacy of developing technologically advanced and environment friendly products that maintain a high standard and meet customer's expectations.

Company At A Glance



Established in
1902
India's oldest
paint brand



Strong
Pan India
Dealer Network



Our facilities
3&1
Factories* &
R&D centre



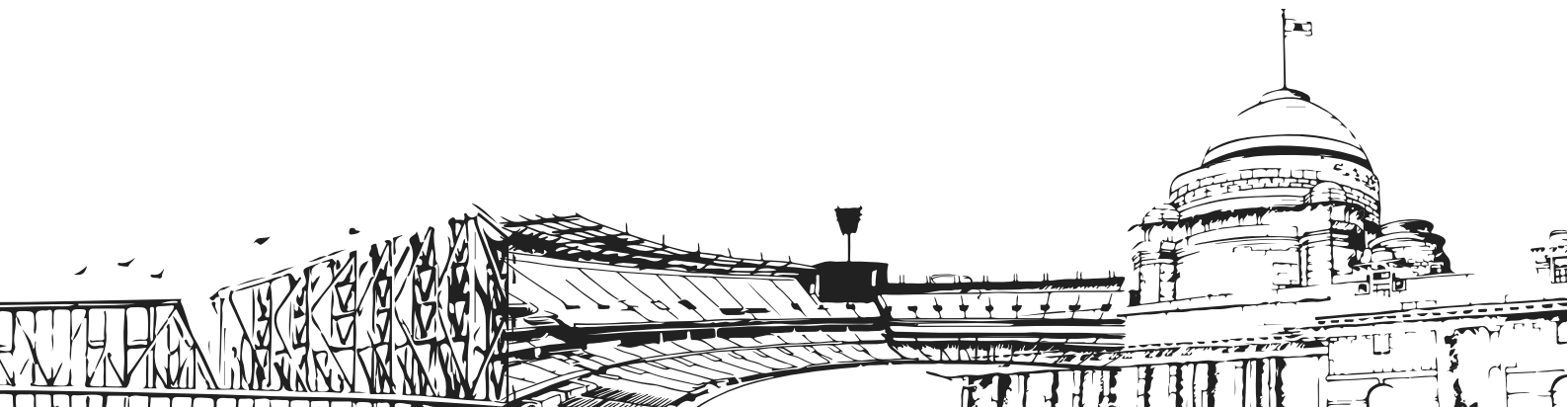
Production of
65000KL
of paint every
Year



We make
**Decorative &
Industrial**
Paints



We are
600+
People strong



Manufacturing Facilities & Distribution Network

For greater efficiency and improved customer service, we ensured a pan-India sales and distribution network with our 3 strategically located manufacturing plants along with 3 RDCs and over 50 depots spread across the country.

Nashik Plant, Maharashtra

Sikandrabad Plant, Uttar Pradesh

Chennai Plant, Tamil Nadu

03

Strategically located manufacturing plants along with 3 RDCs

50

Depots spread across the country.

01

Research & Development Center

Nationwide Footprint



Decorative Products

Emulsions —

INTERIOR RANGE



- Signature Luxury Emulsion
- Superlac Stayclean Premium Emulsion
- Hero 5 in 1 Super Premium Emulsion
- Silk Sign Emulsion
- No.1 Silk Acrylic Emulsion
- Silk Eco Emulsion



- Weather Pro+ Super Premium Emulsion
- Hero 7 in 1 Emulsion
- Xtra Tough Emulsion
- Super Shaktiman Sign Emulsion
- Super Shaktiman Emulsion
- Shaktiman Eco Emulsion
- Smart Bharat interior & Exterior Emulsion



EXTERIOR RANGE

Waterproofing —

WATER PROOFING RANGE



- Zero Damp Advance
- Zero Damp
- Zero Damp Smart



Wood Coatings —



- CareWood 2K PU
- CareWood Melamine
- CareWood 1K PU
- CareWood Clear Lacquer
- CareWood Sanding Sealer
- CareWood Multi Purpose Thinner



WOOD FINISHES



Enamels —

ENAMEL RANGE



- Superlac Premium Hi-Gloss Enamel
- Superlac Enamel PU Satin
- Single Pack Epoxy
- Mela advanced Enamel



Distemper —

DISTEMPER RANGE



- No.1 premium acrylic distemper
- Mela distemper



Primers —

PRIMER RANGE



- Hero interior exterior primer
- Shalimar interior exterior acrylic primer
- Super water thinnable cement primer
- Universal white primer
- Seal proof primer
- Alkali block exterior wall primer
- Mela interior wall primer



Putty —

PUTTY RANGE



- Shalimar Waterproof Putty
- Magic Acrylic Wall Putty
- Waterproof Putty
- Shakti Wall Guard Putty



KEY PRODUCTS





LUXURY | INTERIOR



SIGNATURE



Luxurious silky finish



High Sheen



Excellent washability & stain resistance



6 years warranty



2000+ vibrant shades



Coverage



140-160

Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



72 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



SUPER PREMIUM | INTERIOR



STAY CLEAN



100% washable emulsion



Advance stain guard technology



Exhibits unique Lotus effect property



5 years warranty



2500+ vibrant shades



Coverage



120-130

Sq. feet./Litre/2coat*

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



56points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



SUPER PREMIUM | INTERIOR



HERO 5 IN 1

**BEST
SELLER**



Best-in-class washability & stain resistance



Anti-Viral formula with silver-ion technology



Zero VOC - No smell



5 years warranty



2000+ vibrant shades & rich sheen finish



Coverage



200

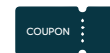
Sq. feet./Litre/coat*

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



26 points/ltr.

Available
Pack Sizes



1 ltr



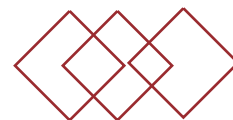
4 ltr



10 ltr



20 ltr



BASIC | INTERIOR



SILK SIGN



Smooth and sheen finish



Excellent whiteness



2X Coverage than Distemper



3 years warranty



500+ vibrant shades



Coverage



110-130

Sq. feet./Litre/2coat*



Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Plastic Token

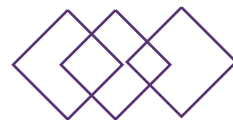


1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	20	40	100

Expert program loyalty coupon



8points/ltr.



BASIC | INTERIOR



NO.1 SILK



Smooth and rich matt finish



2X Coverage than Distemper



Low VOC



3 years warranty



500+ vibrant shades



Coverage



100-120

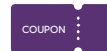
Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	20	40	50

Expert program loyalty coupon



8 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



BASIC | INTERIOR



SILK ECO

VALUE
CHOICE



Smooth finish



Higher opacity



2X Coverage than Distemper



Low VOC



1000+ vibrant shades



Coverage



100-120

Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	20	40

Expert program loyalty coupon



8 points/ltr.

Available
Pack Sizes



1 ltr



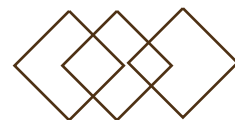
4 ltr



10 ltr



20 ltr



DISTEMPER



NO.1 PREMIUM ACRYLIC DISTEMPER



Excellent whiteness



Better opacity



Smooth finish



Non-Chalking



800+ shades



Available
Pack Sizes



1 kg



2 kg



5 kg



10 kg



20 Kg

Coverage



50-55

Sq. feet./Litre/2coat*

Expert program loyalty coupon



COUPON

2 points/ltr.



LUXURY | EXTERIOR



WEATHER PRO+



All weather protection



100% pure acrylic emulsion



UV resistant & Sun Reflect Technology



Algal and fungal resistance



8 years performance warranty



Coverage



60-70

Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



56 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



SUPER PREMIUM | EXTERIOR



HERO 7 IN 1

**NEW
ADDITION**



Upto 3X stretch & crack bridging ability



Superior dust & water repellency



Temperature reduction upto 10°C



Long lasting rich sheen



7 years performance warranty



Coverage



50-60

Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	250

Expert program loyalty coupon



32 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



SUPER PREMIUM | EXTERIOR



XTRA TOUGH

**BEST
SELLER**



Dirt Pickup Resistance



UV & Sun reflect technology



Algal & fungal resistance



6 years warranty



2500+ shades



Coverage



50-60

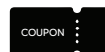
Sq. feet./Litre/2coat*

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	40	50	150

Expert program loyalty coupon



26 points/ltr.

Available
Pack Sizes





BASIC | EXTERIOR



SHAKTIMAN SIGN



Sheen finish



Algal & fungal resistance



Anti-flaking property



3 years warranty



500+ vibrant shades



Coverage



50-60

Sq. feet./Litre/2coat*

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Expert program loyalty coupon

1 ltrs.

10

4 ltrs.

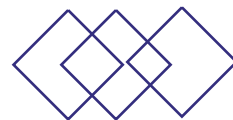
20

9/10 ltrs. | 19/20 ltr.

COUPON

100

points/ltr.



BASIC | EXTERIOR



SUPER SHAKTIMAN



Tough and durable



Algal & fungal resistance



Anti-flaking property



3 years warranty



2000+ vibrant shades



Coverage



50-60

Sq. feet./Litre/2coat*

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	20	40	50

Expert program loyalty coupon



8 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



BASIC | EXTERIOR



SHAKTIMAN ECO

**VALUE
CHOICE**



Best in class scrubability



Algal & fungal resistance



Anti-flaking property



Chalking resistance



650+ vibrant shades



Coverage



45-55

Sq. feet./Litre/2coat*



Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
-	-	20	40

Expert program loyalty coupon



8points/ltr.

Available
Pack Sizes



1 ltr



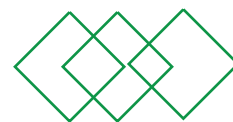
4 ltr



10 ltr



20 ltr





BASIC | INTERIOR & EXTERIOR



SMART BHARAT

**NEW
ADDITION**

-  2 IN 1 interior & exterior acrylic paint
-  Best in class whiteness & smooth finish
-  20% more coverage than distemper*
-  2 Years warranty
-  750+ shades



Coverage



Interior Surface

90-110
Sq. feet./Kg/2 coat*

Exterior Surface

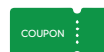
40-50
Sq. feet./Kg/2 coat*

Plastic Token



2 Kg	5 Kg	10 Kg	20 Kg
-	-	10	20

Expert program loyalty coupon



4 points/kg.

Available
Pack Sizes



2 kg



5 kg



10 kg



20 Kg

MELA RANGE

NEW
ADDITION

MELA ADVANCED ENAMEL

Coverage



90-110

Sq. feet./Kg/2 coat*



Shades: 7

Available
Pack Sizes



500ml



1L



4L



MELA DISTEMPER

Coverage

45-50

Sq. feet./Kg/2 coat*



Shades: Only white



5kg



10kg



20kg

Available
Pack Sizes



MELA RED OXIDE METAL PRIMER

Coverage



160-180

Sq. feet./Kg/coat*

Available
Pack Sizes



500ml



1L



4L



MELA INTERIOR WALL PRIMER

Coverage

170

Sq. feet./Kg/2 coat*



1Ltr



4Ltr



10Ltr



20Ltr

Available
Pack Sizes





ENAMEL



SUPERLAC ENAMEL PU SATIN



2 years warranty



No gloss reduction over period of time



Premium satin finish



Stain resistant



Excellent washability



Coverage



140-150
Sq. feet./Litre/2coat*

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Expert program loyalty coupon



24 points/ltr.



ENAMEL



SUPERLAC HI-GLOSS ENAMEL



Glossy finish that lasts for years



Protects metal surfaces from corrosion and weathering



Stain resistant property



Tough and durable film



Can be applied on multiple surfaces - wood, ceramic, glass, metal and walls.



Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Coverage



180-220
Sq. feet./Litre/coat*

Expert program loyalty coupon



8 points/ltr.



PRIMER



HERO PRIMER

2in1

2 in 1 Primer (Interior & Exterior)



Excellent whiteness



High opacity



Improves top coat coverage



Non-chalking



Coverage



100 - 120 Sq. ft. / Liter
(For Exterior Wall)
140 - 160 Sq. ft./ Liter
(For Interior Wall)

Plastic Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	20	50	150

Expert program loyalty coupon



12 points/ltr.

Available
Pack Sizes



1 ltr



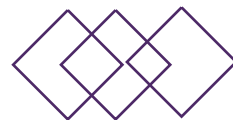
4 ltr



10 ltr



20 ltr



PRIMER



SEAL PROOF



Application on exterior & interior surfaces



Superior alkali & efflorescence resistance



Water seepage resistance



Excellent hiding, whiteness & brightness



Quick drying excellent inter coat adhesion



Coverage



110-120
Sq. feet./Litre/coat*



Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
-	-	50	100

Expert program loyalty coupon



8 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr







20 ltr



PRIMER



INTERIOR EXTERIOR ACRYLIC WALL PRIMER

-  2 in 1 interior exterior primer
-  Reduced Patchiness
-  Excellent whiteness
-  Quick drying allows faster recoating
-  Excellent coverage



Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Coverage



14-18
Sqft./Litre/coat*
Interior smooth
surface

10-12
Sqft./Litre/coat*
Exterior rough
surface

Expert program loyalty coupon



8points/ltr.



PRIMER



SUPER WATER THINNABLE CEMENT PRIMER



Acrylic emulsion based primer



Application on plaster, concrete & asbestos



Quick drying allows faster recoating



Good adhesion and whiteness



Excellent coverage



Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr

Coverage



200-270
Sq. feet./Litre/1 coat*

Expert program loyalty coupon



8 points/ltr.



WATERPROOFING



ZERO DAMP ADVANCE

**NEW
ADDITION**



12 years performance warranty



Double (interior + exterior) seepage resistance



Crack bridging upto 3mm



Elongation upto 300%



Surface temperature reduction upto 10°C



Coverage



Horizontal Surface:
10-12 sq. ft. / ltr. 3 Coats
Vertical Surface Fresh painting:
25 sq. ft. / ltr. 2 coats

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



32 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



WATERPROOFING



ZERO DAMP



8 years performance warranty



Enhances paint life



Crack Bridging ability upto 2mm



Prevents Flaking



Surface temperature reduction upto 5°C



Coverage



For horizontal surface : 0.95
For vertical surface : 2.45
Sqft./Litre/Coat*

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
10	40	50	150

Expert program loyalty coupon



26 points/ltr.

Available Pack Sizes





WATERPROOFING



ZERO DAMP SMART

NEW
ADDITION



3 years performance warranty



High tensile strength



Crack bridging upto 1mm



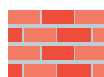
Budget Friendly



Surface Temperature Reduction upto 4°



Coverage



Horizontal Surface:

15-16 sq. ft. / ltr. 3 Coats

Vertical Surface Fresh painting:

45 sq. ft. / ltr. 2 coats

Plastic Token



1 ltr.	4 ltr.	9/10 ltr.	19/20 ltr.
-	-	20	50

Expert program loyalty coupon



20 points/ltr.

Available
Pack Sizes



1 ltr



4 ltr



10 ltr



20 ltr



PUTTY



MAGIC ACRYLIC WALL PUTTY



Excellent whiteness and smoothness



Anti flaking



Quick drying



Excellent adhesion



Ready to use putty



Available
Pack Sizes



Coverage



48-60
Sq. feet./kg/coat*

Plastic Token



1 Kg	5 Kg	10 Kg	20 Kg	40 Kg
-	10	30	60	-



PUTTY



WATERPROOF PUTTY



Provides a moisture-resistant barrier, protecting walls from dampness



Increases Paint Life



Provide Smooth finish on the walls



Waterproof putty retains moisture and doesn't flake easily



Can be used on a variety of surfaces and in both indoor and outdoor environments



Available
Pack Sizes



20 Kg



30 Kg

Coverage



15-18

Sq. feet./Kg/

*Depending upon application thickness

Plastic Token

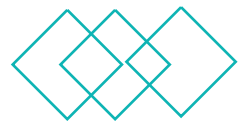


20 Kg

70

30 Kg

75



PUTTY



SHAKTI WALL GUARD PUTTY



Gives good adhesion & excellent smoothness



Increases coverage of top coat paint



Excellent whiteness



Anti-flaking property



Anti fungal



Available
Pack Sizes



5 Kg



20 Kg



40 Kg

Coverage



09-15

Sq. feet./Kg/coat*

Plastic Token



1 Kg	5 Kg	10 Kg	20 Kg	40 Kg
-	-	-	40	40



WOOD FINISH



CAREWOOD 2K PU

**NEW
ADDITION**

2IN1

Can be used on interior & exterior surfaces



Enhances the appearance of wood grains



Luxury finish



Rapid dry technology with dust resistance

**5POINT
DEFENSE**

UV, stain, water, scratch & abrasion resistant



Available
Pack Sizes



1 ltr



4 ltr



20 ltr

Coverage



80-100
sq. ft/ltr/Coat

Expert program loyalty coupon



54 points/ltr.





WOOD FINISH



CAREWOOD MELAMINE

**NEW
ADDITION**



Comes with 7H hardness



Good resistance to scratch, stain & heat



Smooth finish



Available in gloss, matt & sealer variants



Comes in a 2 pack system



Available
Pack Sizes



1 ltr



4 ltr



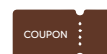
20 ltr

Coverage

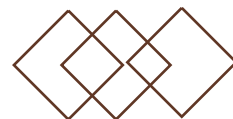


8-10
m²/Litre/coat

Expert program loyalty coupon



32points/ltr.



WOOD FINISH



CAREWOOD 1K PU



Better hardness than local French polish



Self priming & sealing



Good resistance to scratch, stain & heat



Gloss finish



Easy application

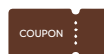


Coverage



8-10
m²/Litre/coat

Expert program loyalty coupon



24 points/ltr.

Available
Pack Sizes



500 ml



1 ltr



4 ltr



WOOD FINISH



CAREWOOD NC LACQUER



Protects & enhances the wooden surfaces



Fast drying



Excellent flow and levelling



Cost effective



Premium gloss finish



Available
Pack Sizes



500 ml



1 ltr



4 ltr

Coverage



1st Coat

8-10
sq mtr /ltr

2nd Coat

8-10
sq mtr /ltr

COUPON

32 points/ltr.



WOOD FINISH



CAREWOOD MULTI PURPOSE THINNER



Quick consistency reduction



Fast drying



Excellent flow and levelling



Cost effective



Available
Pack Sizes



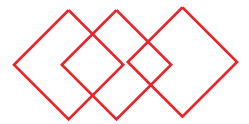
1 ltr



5 ltr



20 ltr



ANTI CORROSIVE COATING



SINGLE PACK EPOXY



Anti- Corrosion coating



Direct application on metal surfaces,
no metal primer required



Quick drying



For gates, railings & metal structures



Available
Pack Sizes



500 ML



1L



4L

Coverage



12-14

Sq Mtr/Litre/coat*

(ACTUAL COVERAGE WILL HOWEVER VARY DEPENDING UPON
THE NATURE / POROSITY OF THE SUBSTRATE)

Expert program loyalty coupon



32 points/ltr.



STAINER



SUPERLAC HI-TINT UNIVERSAL STAINER



Highest pigment concentration in category



Bright finish & non-fading colours



Effortless mixing & excellent colour fastness



Available in 13 colour options



Available pack sizes



50 ML



100 ML



200 ML





SHALIMAR MAGIC BRUSH & ROLLER



Made of virgin plastic handle which is lighter, Stronger and better looking



High quality filaments which are smoother



Provides better paint coverage



Shalimar Magic Brush
Available pack sizes



1 inch 2 inch 3 inch 4 inch 5 inch

Shalimar Magic Roller
Available pack sizes



4 Inch (Foam) 4 Inch (Fabric) 6 Inch (Fabric) 6 Inch (Foam) 6 Inch (Ext) 9 Inch (Int)



GENERAL PURPOSE THINNER



Premium Drying thinner



100%
PURE

100% pure MTO



Provides consistent film formulation



Available pack sizes



500ml 1L 5L 20Ltr





EXPERT PAINTER LOYALTY PROGRAM

Join the Expert Painter Loyalty Program!

Unlock a world of exclusive rewards crafted for expert painters like you!



**3-Year
Points
Validity**



**Get
Direct Bank
Transfer**



**Best-in-Class
Loyalty
Points**



**2X Points
During
Schemes**



**Access to
Annual
Schemes**



**Best In
Class Gift
Options**



**Access to
Special Training
sessions**



DOWNLOAD THE NEW
SHALIMAR EXPERT PAINTER
PROGRAM APPLICATION



- Shalimar Paints has the sole right to continue or terminate the program without prior notice.
- Shalimar Paints reserves the right to change any scheme/campaign/points list/points value and offer redemption process at any point of time.

For any query contact us on : **9008675111**



SHALIMAR
PAINTS
SINCE 1902

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Corporate Office : Shalimar Paints Limited, 1st Floor, Plot No. 28, Sector - 32, Gurugram - 122001, Haryana
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