



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



WOOD FINISHES



Enamels

ENAMEL RANGE



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



Distemper



- No.1 premium acrylic distemper
- Mela distemper

DISTEMPER RANGE



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



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

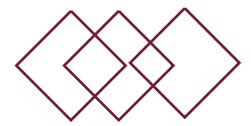


PUTTY RANGE



KEY PRODUCTS





LUXURY | INTERIOR



SIGNATURE



Luxurious silky finish



High Sheen



Excellent washability & stain resistance



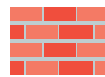
6 years warranty



2000+ vibrant shades



Coverage



140-160

Sq. feet./Litre/2coat*

Sahej Token



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

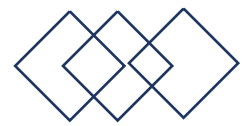
Expert program loyalty coupon



72 points/ltr.

Available Pack Sizes





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*

Sahej Token



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

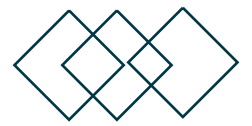
Expert program loyalty coupon



56points/ltr.

Available Pack Sizes





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*



Sahej Token



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

Expert program loyalty coupon



26 points/ltr.

Available
Pack Sizes



1 ltr



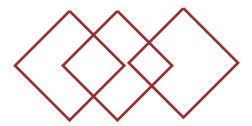
4 ltr



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*

Sahej Token



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

Expert program loyalty coupon



8 points/ltr.

Available Pack Sizes



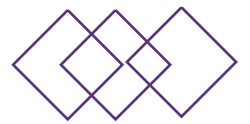
1 ltr

4 ltr

10 ltr

20 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

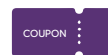
Sq. feet./Litre/2coat*

Sahej Token



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

Expert program loyalty coupon



8 points/ltr.

Available Pack Sizes





BASIC | INTERIOR



SILK ECO



Smooth finish



Higher opacity



2X Coverage than Distemper



Low VOC



1000+ vibrant shades



Coverage



100-120

Sq. feet./Litre/2coat*

Sahej 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



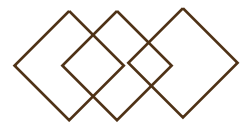
4 ltr



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



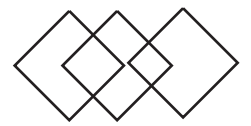
50-55

Sq. feet./Litre/2coat*

Expert program loyalty coupon



2 points/ltr.



LUXURY | EXTERIOR



HERO WEATHER GUARD 12



High Sheen



Water Repellent



Excellent DPUR



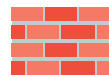
Heat protection formula*



12 years performance warranty



Coverage



60-70

Sq. feet./Litre/2coat*

Sahej Token



1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
20	75	150	350

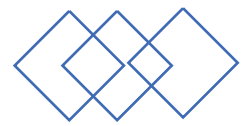
Expert program loyalty coupon



56 points/ltr.

Available Pack Sizes





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*

Sahej 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





LUXURY | EXTERIOR



HERO FLOOR SHIELD



Highly washable



Soft sheen finish



Algae & fungi resistant



Coverage



60-70

Sq. feet./Litre/2coat*



Available
Pack Sizes



1 ltr



4 ltr

Sahej Token

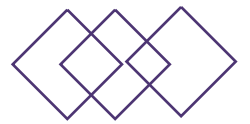


1 ltrs. | 4 ltrs.
10 | 50

Expert program loyalty coupon



32 points/ltr.



SUPER PREMIUM | EXTERIOR



HERO 7 IN 1



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*

Sahej 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*

Sahej Token



1 ltrs.	4 ltrs.	9/10 ltrs.	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



4 years warranty



500+ vibrant shades



Coverage



50-60

Sq. feet./Litre/2coat*



Available
Pack Sizes



Sahej Token

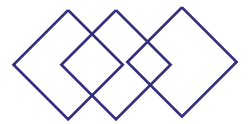


1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	20	40	100

Expert program loyalty coupon



8 points/ltr.



BASIC | EXTERIOR



SUPER SHAKTIMAN



Tough and durable



Algal & fungal resistance



Anti-flaking property



4 years warranty



2000+ vibrant shades



Coverage



50-60

Sq. feet./Litre/2coat*

Sahej Token



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

Expert program loyalty coupon



8 points/ltr.

Available Pack Sizes





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*



Sahej Token



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

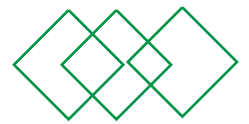
Expert program loyalty coupon



8points/ltr.

Available Pack Sizes










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
-  800+ shades



Coverage



Interior Surface

90-110

Sq. feet./Kg/2 coat*

Exterior Surface

40-50

Sq. feet./Kg/2 coat*



Sahej 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



70-75

Sq. feet./Ltr/2 coat*



Shades: 7

Available
Pack Sizes



500ml



1L



4L



Shades: Only white



5kg



10kg



20kg

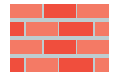
Available
Pack Sizes

MELA DISTEMPER

Coverage

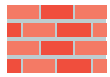
45-50

Sq. feet./Kg/2 coat*



MELA RED OXIDE METAL PRIMER

Coverage



100-120

Sq. feet./Ltr/coat*

Available
Pack Sizes



500ml



1L



4L



MELA INTERIOR WALL PRIMER

Coverage

170-190

Sq. feet./Ltr/Per coat*



1 Ltr



4 Ltr

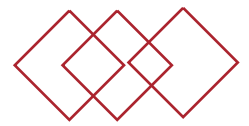


10 Ltr



20 Ltr

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



Available Pack Sizes



Coverage

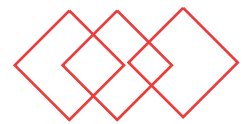


140-150
Sq. feet./Litre/2coat*

Expert program loyalty coupon



24 points/ltr.



ENAMEL



SUPERLAC ENAMEL PU-GLOSS



2 years warranty



Super glossy finish



Tough & Durable



Fast drying



Excellent washability



Available Pack Sizes



Coverage

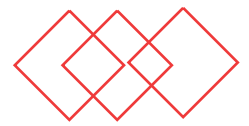


140-150
Sq. feet./Litre/coat*

Expert program loyalty coupon



40 points/ltr.



ENAMEL



SUPERLAC HI-GLOSS ENAMEL



High Opacity



High Coverage



Long lasting



Durable finish



Available Pack Sizes



Coverage



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

Expert program loyalty coupon








8 points/ltr.



PRIMER



HERO PRIMER

-  2 in 1 Primer (Interior & Exterior)
-  Excellent whiteness
-  High opacity
-  Improves top coat coverage
-  Non-chalking



Coverage



100 - 120 Sq. ft. / Ltr/Coat
(For Exterior Wall)

140 - 160 Sq. ft./ Ltr/Coat
(For Interior Wall)



Sahej 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

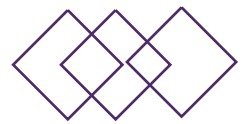


1 ltr

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./Ltr/coat*



Sahej Token



1 ltrs.	4 ltrs.	9/10 ltrs.	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



Coverage



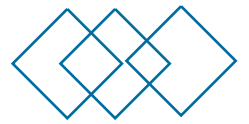
170-180
Sqft./Litre/coat*
Interior smooth surface

100-120
Sqft./Litre/coat*
Exterior rough surface

Expert program loyalty coupon



8 points/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



Coverage

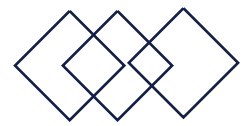


200-270
Sq. feet./Ltr/coat*

Expert program loyalty coupon



8 points/ltr.



WATERPROOFING



ZERO DAMP ADVANCE



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



Available Pack Sizes



Sahej Token

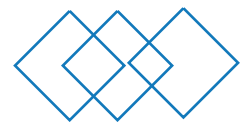


1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	50	100	200

Expert program loyalty coupon



32 points/ltr.



WATERPROOFING



ZERO DAMP



10 years performance warranty



Enhances paint life



Crack Bridging ability upto 2mm



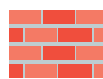
Prevents Flaking



Surface temperature reduction upto 5°C



Coverage



Horizontal Surface:
10-11 sq. ft. / ltr / 3 Coats

Vertical Surface Fresh painting:
25-30 sq. ft. / ltr / 2 coats

Available Pack Sizes



Sahej Token

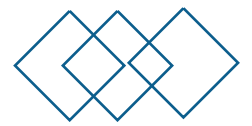


1 ltrs.	4 ltrs.	9/10 ltrs.	19/20 ltr.
10	40	50	150

Expert program loyalty coupon



26 points/ltr.



WATERPROOFING



ZERO DAMP SMART



5 years performance warranty



High tensile strength



Crack bridging upto 1mm



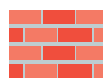
Budget Friendly



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

Sahej Token



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

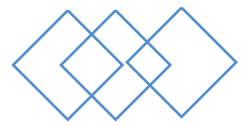
Expert program loyalty coupon



20 points/ltr.

Available Pack Sizes





PUTTY



MAGIC ACRYLIC WALL PUTTY



Excellent whiteness and smoothness



Anti flaking



Quick drying



Excellent adhesion



Ready to use putty



Available Pack Sizes



Coverage



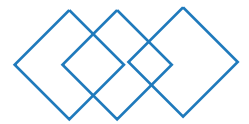
48-60

Sq. feet./kg/coat*

Sahej 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

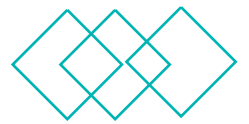
Sq. feet./Kg/

*Depending upon application thickness

Sahej Token



20 Kg	30 Kg
70	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



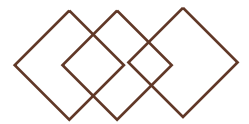
09-15

Sq. feet./Kg/coat*

Sahej Token



1 Kg	5 Kg	10 Kg	20 Kg	40 Kg
-	-	-	40	50



WOOD FINISH



CAREWOOD MELAMINE



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



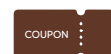
Coverage



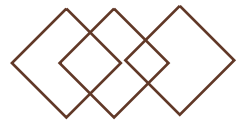
8-10

sq. mtr /Litre/coat

Expert program loyalty coupon



32 points/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



Available
Pack Sizes



500 ml



1 ltr



4 ltr

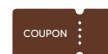
Coverage



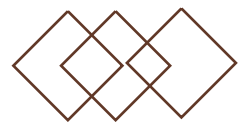
8-10

sq.mtr/Ltr/coat

Expert program loyalty coupon



24 points/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



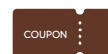
4 ltr

Coverage ^{1st Coat}



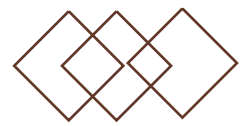
8-10

sq.mtr/Ltr/coat



COUPON

32points/ltr.



WOOD FINISH



CAREWOOD MULTI PURPOSE THINNER



Quick consistency reduction



Fast drying



Excellent flow and levelling



Cost effective



Available
Pack Sizes



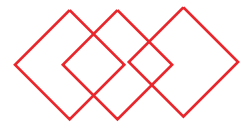
1 ltr



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



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



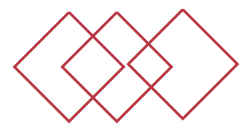
50 ML



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

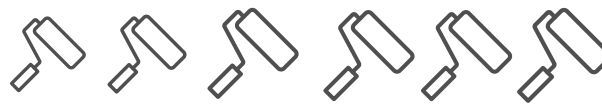


Shalimar Magic Brush
Available pack sizes



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

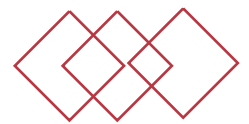


Available pack sizes



500ml 1L 5L 20Ltr





SHALIMAR SAND PAPER DRY

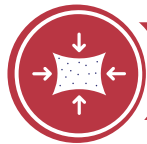
NEW
ADDITION



Ideal for wood, paint & plaster



High Scrub rate



Flexibility in sanding

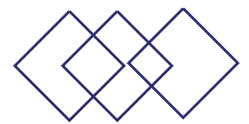


Re-usable



Available in Grits

- ◆ 80
- ◆ 100
- ◆ 120
- ◆ 150
- ◆ 180
- ◆ 220
- ◆ 320



SHALIMAR SAND PAPER WET & DRY

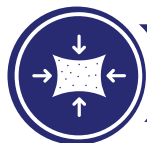
**NEW
ADDITION**



Smooth finish on multiple surfaces



High Scrub rate



Flexibility in sanding

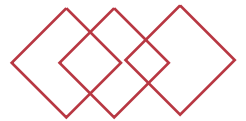


Re-usable



Available in Grits

- ◆ 80
- ◆ 100
- ◆ 120
- ◆ 150
- ◆ 180
- ◆ 220
- ◆ 320



SHALIMAR MAGIC SPRAY

NEW
ADDITION



Ideal for wood & metal



Multi Surface Usage



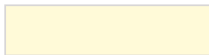




Quick Drying

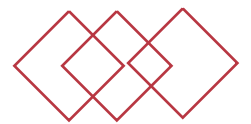


Glossy Finish



Available in 5 shades

- ✓ Off White 
- ✓ Glossy Black 
- ✓ Matt Black 
- ✓ Gold 
- ✓ Silver 



SHALIMAR MASKING TAPE

**NEW
ADDITION**



Multi surface sticking



No surface tearing while removing



Paint bleed proof



No adhesive marks



Available Sizes

15 Mtr	20 Mtr
18mm	18mm
24mm	24mm





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



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