



# CHOOSE THE RIGHT PAINT FOR YOUR HOME


Introducing Birla Opus Paints  
for beautiful walls.



## REGD. OFFICE:

Grasim Industries Ltd., P.O. Birlagram,  
Nagda - 456331, District Ujjain, Madhya Pradesh, India.  
TEL.: 18001201234 | Email: opuscare@adityabirla.com



 [www.birlaopus.com](http://www.birlaopus.com)



# BIRLA OPUS BRANDS

With Birla Opus Paints, we are here to transform the lives of every Indian by redefining 'Home Beautification' with finesse and craftsmanship. Keeping that in consideration, we introduce our brand portfolio to you.

## WE PRESENT TO YOU:

### 1. Our Luxury Range Brand

**One**

Luxury Range of exterior emulsions, interior emulsions, designer finishes and textures tailored for those who have refined taste

### 2. Our Premium Range Brand

**Calista**

Premium range of exterior emulsions, interior emulsions and enamels curated for those who prefer product performance over everything else

### 3. Our Economy Range Brand

**style**

Economy range of exterior emulsions, interior emulsions, distemper, and enamels designed for those who seek superior value

### 4. Our Wood Finishes Brand

**allwood**

Wood Finishes for a sophisticated lifestyle that stand the test of time

### 5. Our Waterproofing Brand

**ALLDRY**

Waterproofing solutions for long-lasting protection from dampness & leakages

### 6. Our Institutional Brand

**PRIME**

Diverse range of exterior, waterproofing, interior, texture and enamel products for institutional customers



## INTERIORS



**One | Calista | style**



## PURE ELEGANCE

Preserve the beauty of the wall effortlessly with excellent scuff and stain-resistant paint.



Pure Elegance

-  Scuff Resistance
-  Superior\* Radiant Shine
-  Best In Class\* Smoothness
-  Stain Resistance
-  Anti-Bacterial and Anti-Fungal
-  7 Series

One

## PURE LEGEND

Presenting the ultimate luxury paint with PU that gives outstanding crack protection



-  Scuff Resistance
-  Softest Touch & Feel\*
-  Crack Bridging
-  Long Life Paint
-  Stain Resistance
-  7 Series





One



### Pure Elegance Shine

Achieve a luxurious high shine finish with an excellent scuff & stain resistant paint



Scuff Resistance



Best In Class\* Smoothness



Ultra high shine



Series



### Pure Elegance Matt

Preserve the beauty of your walls effortlessly with an excellent scuff & stain resistance\*



Scuff Resistance



Best In Class\* Smoothness



Excellent Matt Finish



Stain Resistance



### Pro Smooth Primer

Maintain smooth elegant walls through excellent salt protection



Salt Proof



Excellent Adhesion



Superior Smoothness\*



Series



### Pro Smooth Putty

For ultra smooth walls



Superior Smoothness&



Superior Whiteness\*



Higher Coverage



Series

BIRLA  
**opus**  
PAINTS

# INTERIOR DESIGNER FINISHES



One



## DREAM EFFECTS

Achieve your dream home with high definition trending designs



3D Pattern



Beautiful Gloss



Water Beading Property



Series

One Dream Effects

One

One



### One Dream Marble

Create signature walls with a stunning marble finish and unmatched water-repellent property



Venetian Gloss



Water Repellent



Series



### One Dream Effects Metallic

Achieve your dream home with high definition trending metallic designs



3D Pattern



Rich Metallic look



Water Beading Property



Series



### One Dream Texture

Trendsetting textures with sharp designs for your stylish home



3D Pattern



Smooth Texture



Series



## EVER CLEAR

Introducing an advanced premium paint that resists 99+ stains



Ever Clear

- 99+ Stain Resistance
- Superior Shine\*
- Water Repellence
- Anti-Fungal
- 5 Series

# Calista

# Calista



## Ever Clear Matt

Introducing an advanced premium paint that resists 99+ stains

- 99+ Stain Resistance
- Matt Finish Lock
- Anti-Fungal
- 5 Series



## Ever Wash

Unveiling a premium paint that delivers excellent washability with 5000+ washes

- Excellent Washability
- Brighter Finish\*
- Superior Paint Strength\*
- Spatter Resistance
- 5 Series



## Ever Wash Shine

Unveiling a premium shine paint that delivers excellent washability with 5000+ washes

- Excellent Washability
- Brighter Finish\*
- Superior Paint Strength\*
- Spatter Resistance
- 5 Series



# Calista



## Ever Stay

Presenting a long lasting plastic paint with anti peel benefit



Anti Peel



Long Lasting



Series



## Pro White Primer

\*Superior whiteness for brighter\* interior walls



Superior Whiteness\*



Superior Hiding\*



Excellent Adhesion



Series

INTERIORS  
Economy Emulsion

## COLOR SMART

Introducing smart paint that delivers 15% Higher Coverage\*



Superior Coverage\*



Superior Brightness\*



Anti Fungal & Low odour



Superior Color Retention\*



Series

Color Smart

# style



style



### Color Smart Shine

30% more shine\*



Superior Color Retention\*



Superior Smoothness\*



Superior Whiteness\*



Anti Fungal & Low odour



Series



### Color Fresh

1600+ wide range of shades



Superior Whiteness\*



Superior Hiding\*



Series



### Pro Hide Primer

Cover stains & spots through  
\*superior hiding.



Superior Hiding\*



Superior Whiteness\*



Low odour



Series

INTERIORS  
Distemper

## SUPER BRIGHT

Presenting a revolutionary Acrylic Distemper that delivers Superior\* Brightness and Opacity



Superior Brightness\*



1500+ Colors



Enhanced Water resistance



Chalking Resistance



Series

Super Bright

style



INTERIORS  
Premium Distemper

style

## SUPER SMOOTH

Premium acrylic distemper with superior\*  
smoothness and brightness



Superior  
Smoothness\*



Improved Whiteness\*



1500+ colors



Enhanced water  
resistance



Series



BIRLA  
**opus**  
PAINTS

## EXTERIORS



*One* | **Calista** | **style**



## TRUE LIFE

Preserve your home with enhanced algae resistance\* for extreme weather conditions



True Life



All Weather Protection\*



Enhanced Algae Resistance



Resistance to Colour Fading



Mud Stain Resistance



Series

One

One



### True Vision

Preserve your home's beauty & structural strength\* for years to come with all-in-one paint



Maintains Structural Strength



All Weather Protection\*



Resistance to Colour Fading



Series



### True Flex

Preserve your home's flawless look with stretchable paint that hides cracks\*



Hides Cracks



Resistance to Colour Fading



Superior Dust Resistance\*



Series



### True Look

Preserve the luxurious look of your home with excellent resistance to Colour Fading\*



Resistance to Colour Fading



Superior Dust Resistance\*



Superior Algae Resistance\*



Series



## NEO STAR

Preserve your home's newly painted look  
with superior dust resistance\*



Neo Star



Superior Dust  
Resistance\*



Resistance to  
Algae Growth



High Film  
Integrity



Series

# Calista

# Calista

## Neo Star Shine

Preserve your home's newly painted look  
with superior dust resistance\*  
with rich shine



Superior Dust Resistance\*



Rich Sheen



Resistance to Algae Growth



High Film Integrity



Series



## Perfect Choice Primer

Make the right choice for whiter  
and brighter exterior walls.



Superior Whiteness\*



Excellent opacity



Series



# POWER BRIGHT

Beautiful walls with Superior Paint Peel Resistance.\*



- Superior Peel-Protection\*
- Superior Whiteness\*
- Superior Brightness\*
- Algae Resistant
- 3 Series

Power Bright

style

style



## Power Bright Shine

Nitrogen bond technology for superior peel-protection.

- Superior Peel-Protection\*
- Superior Brightness\*
- Algae Resistant
- 3 Series



## Power Fit

Elevate your home's radiance with best-in-class\* whiteness and brightness

- Durable
- Superior Brightness\*
- Superior Whiteness\*
- 3 Series



## Perfect Start Primer

Perfect start to enhance the beauty of your house.

- Brilliant Brightness\*
- Good Adhesion
- Superior Hiding\*
- 3 Series





# EXTERIOR DESIGNER FINISHES

*One*

EXTERIORS  
Designer Finishes

## INSPIRE CONCRETE

Distinct Patterns with an authentic look and feel to create landmark houses.



Water Resistance



Extra Strong Film



Pattern Prominance



Ease of Application



Series

Inspire Concrete

*One*



One



### Explore 15

Elevate your home's beauty with durable and versatile Textures



Water Resistance



Extra Strong Film



Pattern Prominence



Series



### Explore Roller

Enhance your home's aesthetics with elegant and adaptable roller finishes



Water Resistance



Extra Strong Film



Pattern Prominence



Series



ENAMELS

Calista | style



## SPARKLE GLOSS ENAMEL

Long Lasting shine with  
higher coverage\*



**Sparkle Gloss  
Enamel**



Higher Coverage\*



Better Gloss  
retention\*



Better Hiding\*



Higher Viscosity\*



Series

# Calista

# Calista



## Sparkle Satin Enamel

High sheen enamel for an ultra rich  
feel that exudes elegance



Ultra Rich Finish



1.5X Sheen\*



Superior\* Whiteness  
& Brightness\*



Series



## Sparkle PU Enamel

Smooth & rich glossy finish  
with superior rust resistance\*



Superior Rust  
Resistance\*



Non  
Yellowing



Cost &  
Time Saving



Anti Fungal



Series



## Sparkle Red Oxide Primer

Elevate the Shine of top coat with  
Ultimate Brightness



Good Anti  
Corrosion



Good  
Adhesion



Better Hiding\*



Series





## Pro White Cement ST Primer

Unleash Brilliance of top coat with Superior\* Smoothness



Better Whiteness\*



Better Smoothness\*



Good Adhesion



5 Series



## Sparkle Yellow Metal Primer

Excellent rust resistance for your metal surfaces.



Superior Rust resistance\*



Good Adhesion



Easy Brushability



5 Series



## Sparkle Wood Primer

Excellent rust resistance for your metal surfaces.



Better Hiding\*



Higher Viscosity\*



Superior Adhesion\*



Superior Wood Penetration\*



Easy Brushability



5 Series

ENAMELS  
Economy

## COVER MAX GLOSS ENAMEL

Superior\* whiteness & brightness with better hiding



Better 1st Coat Opacity\*



Better Hiding\*



Superior Whiteness & Brightness\*



Excellent Flow & Levelling



3 Series

Cover Max Gloss Enamel

style



style



### Pro Hide Cement ST Primer

Good sealing primer for masonry surfaces



Good Adhesion



Good Smoothness



Series



### Cover Max Red Oxide Primer

Anti corrosive primer for metal protection



Anti corrosive



Good Adhesion



Series



## WOOD FINISHES



allwood



## ALLWOOD ITALIAN PU

Long lasting ultra rich finish for wooden surfaces



Italian PU

-  Fast Drying
-  Superior Durability\*
-  Stain Repellent
-  Scratch Resistant
-  7 Series

allwood



### Allwood PU Interior

Long lasting luxurious finish for interior wooden surfaces

-  High Gloss Retention
-  Excellent Stain and Scratch resistance
-  7 Series



### Allwood PU Exterior

Long lasting luxurious finish for exterior wooden surfaces

-  High Gloss Retention
-  UV Protection
-  Crack Resistant
-  7 Series



### Allwood PU Thinner

Superior thinner for usage with PU finishes

-  High Performance
-  Silky Smooth Finish
-  7 Series



## ALLWOOD MELAMINE

Premium wood coating which gives a smooth and durable finish to wooden surfaces



Melamine



High Gloss Retention



Superior Stain Resistance\*



Excellent Grain Filling



Excellent Surface Smoothness



Series

allwood

allwood



## Allwood Melamine Ultra Clear

Premium wood coating which gives a smooth, durable & ultra clear finish



High gloss retention



Super stain resistance



Non-yellowing



Series



## Allwood SoftTouch 1K PU

A single component PU which gives a rich and smooth finish to wooden surfaces



Smooth Finish



Good Flow & Levelling



High Gloss Retention



Series



## Allwood NC Sanding Sealer

A quick drying NC based sealer



Fast Drying



Superior Durability



Excellent Grain Filling



Series





### Allwood Melamine Thinner

A melamine thinner for all wood finishes



High Performance



Super Smooth Finish



Excellent Flow & Levelling



Series



### Allwood Excelone Thinner

A multipurpose thinner for wood finishes



High Performance



Smooth Finish



Excellent Flow & Levelling



Series



### Allwood Excelone Smooth Thinner

A universal thinner for all wood finishes



High Performance



Super Smooth Finish



Excellent Flow & Levelling



Series



### Allwood Wood Stain

A solvent based stain which gives translucent shades



Translucent Shades



Uniform Finish



12 attractive shades



Series



### Allwood Wood Filler

A water based filler for dents, holes and scratches for achieving a levelled and smooth surface



Excellent Durability



3 Attractive Shades - White, Teak, Walnut



Superior Hardness



Series



# WATERPROOFING

**ALLDRY**

WATERPROOFING  
Exterior

## EXTERIOR WALLS & TERRACE

10  
YEARS  
WARRANTY



**Wall N Roof 10**  
10yrs all-round protection



10°C Surface  
Temperature  
Reduction



2.5mm  
Crack Bridging



10 Water pressure  
resistance (bars)



250% Film  
Elongation



Series

12  
YEARS  
WARRANTY



**Wall n Roof 12**  
12yrs next-gen protection



12 Bar Water  
Pressure  
Resistance



12°C Surface  
Temperature  
Reduction



Series

**ALLDRY**



WATERPROOFING  
Exterior

## EXTERIOR WALLS



**Wall Fix 4**  
Crack proof waterproofing primer



5°C Surface  
Temperature  
Reduction



Hairline cracks  
bridging



Water pressure  
resistance (bars)



175% Film  
Elongation



Series

**ALLDRY**

WATERPROOFING  
Interiors

## WALLS, BATHROOM, WATER TANK



**Total 2K**  
Reliable dampness solution



Upto 1mm  
Crack Bridging



5 Bar Water pressure  
resistance



100% Film  
Elongation



Anti-Efflorescence



Series

**ALLDRY**





### Total 2K Flex

High-performance  
waterproofing coating

- 5 Water pressure resistance (bars)
- Upto 200% Film Elongation
- Anti-Efflorescence
- 7 Series



### Salt Seal

Strongest\* anti-salt primer

- Anti Efflorescence properties
- Excellent Hiding
- Best in Class\* Wet-scrub cycles
- 3 Series



### Repair Master

One-stop repair solution

- Crack Filling >5mm
- High Compressive Strength of Repair Mortar
- 3 Series



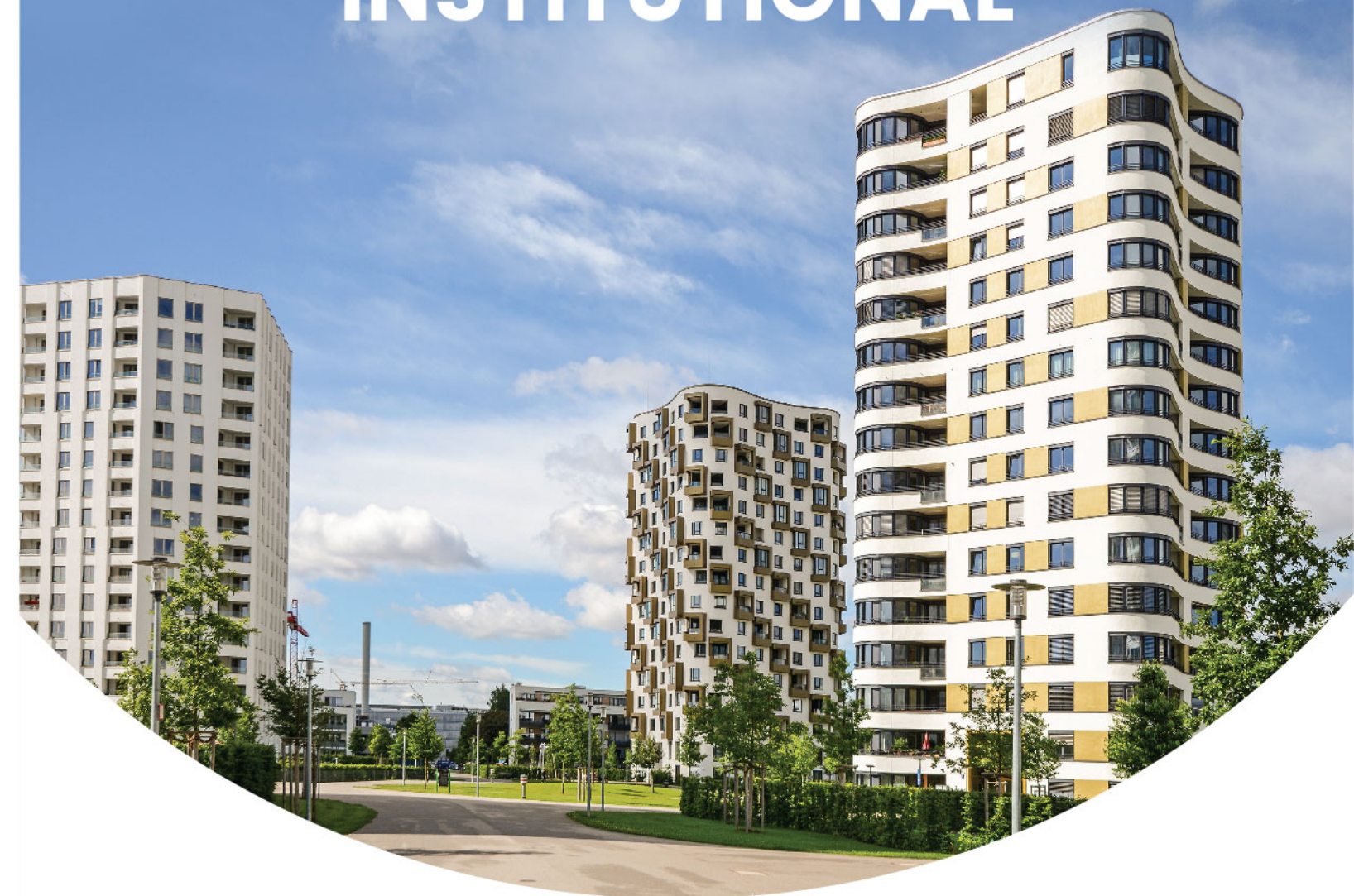
### Crack Master Paste

Waterproof crack filler

- Crack Filling Upto 5mm
- Flexible
- 5 Series



# INSTITUTIONAL



**PRIME**

## EXTERIORS

**PRIME**



### E30 Emulsion Paint

Long lasting exterior walls with Excellent Scrub Resistance & Peel Safe Technology\*

- High Peel Resistance
- Excellent Scrub Resistance



### E50 Premium Emulsion

Ultra-clean exterior walls with Excellent Dirt pick-up resistance.

- High Dirt Pick-up Resistance
- High Algae Resistance



### E70 Luxury Emulsion

Weather-safe exterior paint with Colour-Protect technology\*

- Colour Fade Resistance
- Excellent SRI



### E10 Water Thinnable Primer

Outstanding\* Whiteness and Exceptional Opacity for flawless exterior walls

- Outstanding Whiteness\*
- Exceptional Opacity\*
- Excellent Adhesion\*





### D20 Acrylic Distemper

Get a rich & beautiful look for your walls with a wide selection of colours

- Rich Look & Finish
- Wide range of colours
- High Washability



### I30 Emulsion Paint

Bright & smooth walls backed with 4-years of warranty\*

- Exceptional Brightness
- Excellent Smoothness



### I50 Premium Emulsion

Scrub resistant premium interior emulsion with 5 years of warranty\*

- High Scrub Resistance
- High Fungal Resistance



### I10 Water Thinnable Primer

Excellent opacity with strong adhesion for vibrant and durable walls

- Excellent Opacity
- Strong Adhesion
- Easy Brushability



### B30 Waterproof Coating

Crack protect\* waterproofing basecoat for your walls

- Excellent Crack bridging
- Excellent Adhesion (to Substrate)



### B70 Luxury Waterproof Coating

All weather protective armour for your terrace and wall

- Exceptional Crack bridging\*
- Anti-Carbonation



### B90 Ultra Luxury Waterproof Coating

Cooler\* exterior surfaces with exceptional weather protection

- (Up to 12°C) surface Temp. reduction
- (Up to 12 bar) Hydrostatic Pressure





### N52 Premium Gloss Enamel

IS 2932 compliant premium gloss enamel with excellent opacity

- IS 2932 Compliant
- Excellent Gloss
- Excellent Opacity



### N10 Solvent Thinnable Primer

Solvent based wall primer with excellent adhesion and opacity

- Exceptional Opacity\*
- Excellent Adhesion
- Easy Brushability



### N53 Premium Gloss Enamel

IS 2933 compliant premium enamel with long lasting gloss

- IS 2933 Compliant
- Outstanding Gloss\*
- Exceptional Opacity\*

## UPCOMING PRODUCTS

### ENAMELS

#### Lustre Finish

Lustrous finish with aesthetic pattern for distinctive look

#### Aluminium Paint

Attractive metal finish with corrosion protection

#### Clear Synthetic Varnish

Protective film to enhance properties

#### Neo Floor Coat

High abrasion resistance for your dream floors

#### Sparkle Epoxy Thinner

Thinner for epoxy products

#### Knifing Paste Filler

Hides imperfections and gives smooth finish

#### Sparkle Epoxy 1 Primer

High strength protection against the rust

#### Sparkle Epoxy 2K Primer

High performance primer with excellent\* anti corrosion property

#### Sparkle Epoxy 2K Finish

High performance long lasting Rust protection in humid weather



#### Allwood Polyester

A long-lasting mirror like finish for interior wooden surfaces

#### Allwood Water Based PU

A eco-friendly low odour wood finish for wooden surfaces

#### Allwood Colour PU

An luxury opaque coating that adds colour to wooden surfaces

#### Allwood Special Effects

A PU-based Italian texture coating for wood