

**LET'S PAINT
POSSIBILITIES!**

**CREATING
PURPOSE FOR
165 YEARS THROUGH
COMMUNITIES AND
CONNECTIONS**



ADITYA BIRLA GROUP



5 lakh+ crore

turnover with roots in
20+ industries



41 countries

where innovation
and creativity are
flourishing



9000+

Village Adoptions
Educational Institutes
Hospitals
Culture Centers
Water Conservation



Padma Bhushan

Shree Kumar Mangalam
Birla, ABG Chairman,
awarded for his
exceptional contributions

DREAMING BIG AND GROWING IN SOME PLACE NEW

We're getting into
the paints business.



ADITYA BIRLA

PAINTS





Trust is not just a value we uphold at Aditya Birla Group, it's a promise we deliver on every day across every aspect of our business operations. We've earned this by winning the hearts of our customers for 165 years.

**Trust extends to
a new canvas as
we launch our paints
with Birla Opus.**

With production planned at 40% of India's paint consumption

- Initial investment of INR 10,000 Crores
- Second largest capacity of 1.3 Billion Litres per Annum
- 6 Highly Automated Plants Pan-India
- 11 Development labs, Analytical & Microbiology services
- Team of 120+ research experts with an experience of 1000+ years
- Emulsions are developed in-house at R&D facility





ABOUT BIRLA OPUS PRIME

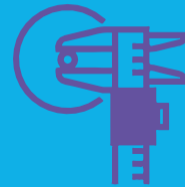
*Unveiling a new palette of exceptional **paint solutions for institutional projects** delivered with a world-class service experience*

YOUR NEEDS, OUR PRIORITY

**Technical
Inspection**



**Execution
Support**



**Experienced
Panel of
Applicators**



**Large Dedicated
Network of
Experienced Team**



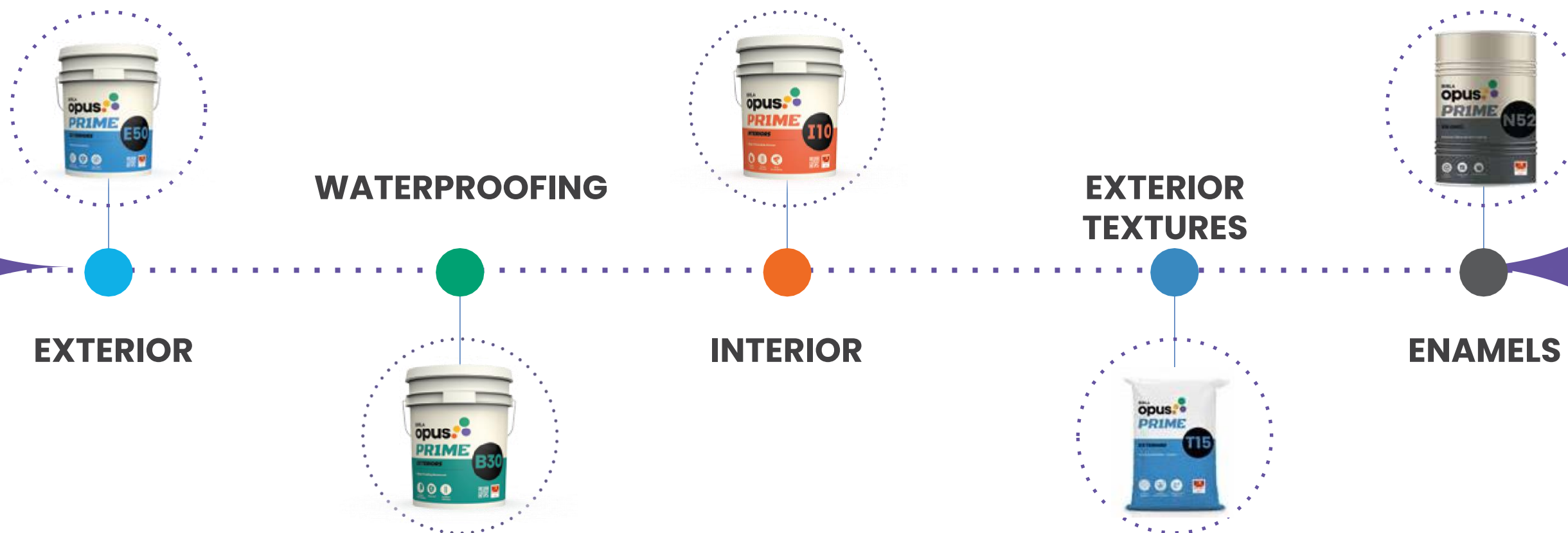
**Wide Product
Portfolio For
Every Surface**



**Best-In-Class
Warranty**



WIDE PRODUCT PORTFOLIO



WIDE PRODUCT RANGE

EXTERIOR



WATERPROOFING



INTERIOR



EXTERIOR TEXTURES



ENAMELS



EXTERIOR EMULSIONS AND PRIMER





EXTERIORS – E10

Water Thinnable Primer

Birla Opus Prime E10 Exterior Water Thinnable Primer is designed to provide an exceptional whiteness and opacity, having a strong adhesion to exterior surfaces ensuring a flawless topcoat finish.



BIRLA
opus
PRIME

PRODUCT FEATURES



OUTSTANDING WHITENESS

Provides a clean and vibrant appearance when applied to surfaces.



EXCELLENT OPACITY

Provides excellent surface hiding and uniform finish, completely concealing the underlying substrate.



EXCELLENT ADHESION

Ensures a strong and durable bonding of topcoat to the substrates.



RESISTANCE TO CHALKING

Prevents chalking when applied on the completely cured plaster creating a uniform surface for topcoat application.

PRODUCT DETAILS

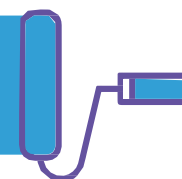
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using roller:

80-100 sq.ft/L for 1 coat **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

WHITE



EXTERIORS – E30

Emulsion Paint

Birla Opus Prime E30 Exteriors Emulsion Paint is a modified acrylic emulsion paint with Peel Safe Technology* designed for dry to moderately humid geographies. This formulation ensures excellent scrub and peel resistance for long lasting performance.



WARRANTY*

Long-lasting assurance against film flaking and peeling.



PRODUCT FEATURES



EXCELLENT FINISH

Provides excellent finish to the substrate enhancing the overall look.



EXCELLENT WHITENESS

Best in class whiteness and brightness providing pure and vibrant colour to the surface.



EXCELLENT SCRUB RESISTANCE

Outstanding resistance to wear and tear, when subjected to scrubbing or cleaning.



HIGH PEEL RESISTANCE

Resistance to peeling of paint surface ensuring durability.

PRODUCT DETAILS

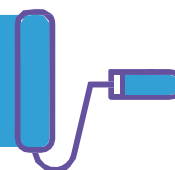
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using roller:

55-60 sq.ft/L for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1600+



FINISH

MATT





EXTERIORS – E50

Premium Emulsion

Birla Opus Prime E50 Exteriors Premium Emulsion is modified acrylic emulsion paint known for its exceptional dirt pick-up resistance and all-weather protection. This formulation ensures ultra-clean exterior walls while providing excellent resistance against algal growth.



WARRANTY*

Long-lasting assurance for film integrity and algal resistance.



BIRLA
opus
PRIME

PRODUCT FEATURES



HIGH DIRT PICK-UP RESISTANCE

Exceptional ability to resist or repel the accumulation of dirt, making the surface look cleaner.



RESISTANCE TO ALGAL GROWTH

Effective prevention of algal growth, ensuring sustained resistance providing overall protection from the dark patches on the wall.



EXCELLENT SCRUB RESISTANCE

Exceptional durability against wear and tear, and resistance to damage when subjected to scrubbing or cleaning.



HIGH PEEL RESISTANCE

Prevention of paint surface peeling, ensuring its longevity.

PRODUCT DETAILS

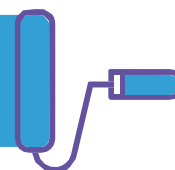
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using roller:

55-60 sq.ft/L for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1950+



FINISH

**SOFT
SHEEN**





EXTERIORS – E70

Luxury Emulsion

Birla Opus Prime E70 Exteriors Luxury Emulsion is a pure acrylic emulsion paint distinguished for its Color-Protect Technology*. It provides outstanding protection against color fading and features an excellent solar-reflective index, contributing to surface temperature reduction.



WARRANTY*

Enduring assurance for film integrity, algal resistance and long-lasting color retention.



PRODUCT FEATURES



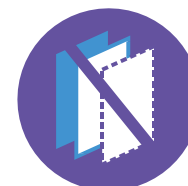
HIGH DIRT PICK-UP RESISTANCE

Outstanding capability to deter the build-up of dirt, preventing it from sticking to the surface.



RESISTANCE TO ALGAL GROWTH

Efficiently inhibiting algal growth and preserving the integrity of surfaces over time.



COLOR-FADE RESISTANCE

Withstand adverse effects like exposure to sunlight, rain; maintaining its vibrant and original look for an extended period.



EXCELLENT SOLAR REFLECTIVE INDEX

Excellent capability to remain cooler when exposed to sunlight.

PRODUCT DETAILS

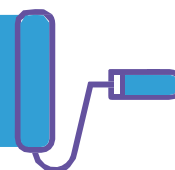
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using roller:

55-60 sq.ft/L for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1950+



FINISH

RICH SHEEN



INTERIOR EMULSIONS AND PRIMER

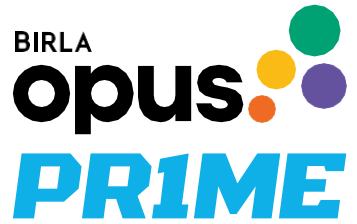




INTERIORS – I10

Water Thinnable Wall Primer

Birla Opus Prime I10 Interior Water Thinnable Wall Primer is an acrylic-based primer designed for interior walls. It provides outstanding opacity, robust adhesion and contributes to the creation of smooth and long-lasting wall surfaces.



PRODUCT FEATURES



EXCELLENT OPACITY

Excellent opacity of primer guarantees a flawless finish with fewer coats.



STRONG ADHESION

Exceptional adhesion to protect against flaking and peeling of paints.



EASY BRUSHABILITY

Easy painting allowing smooth and seamless strokes of roller with minimal effort.



HIGH ALKALI RESISTANCE

Robust protection against alkaline surfaces, ensuring long-lasting durability for your topcoats.



EXCELLENT WHITENESS

A pristine foundation for your paint, enhancing the overall aesthetic appeal.

PRODUCT DETAILS

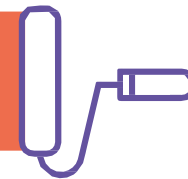
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

180-200 sq.ft/L for 1 coat **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

WHITE



INTERIORS – I30

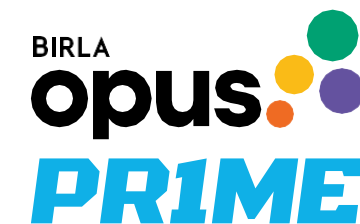
Emulsion Paint

Birla Opus Prime I30 Interior Emulsion Paint is an acrylic-based emulsion. This paint not only delivers a smooth finish but also imparts vibrant and vivid colors, supported by a warranty of upto 4 years.*



WARRANTY*

4 years warranty on color retention, 3 years warranty on film flaking and peeling.*



PRODUCT FEATURES



EXCELLENT SMOOTHNESS

Impeccable smooth finish delivering a professional quality result.



EXCEPTIONAL BRIGHTNESS

Infusing your walls with a radiant and crisp quality paint enhancing their overall appearance.



HIGH OPACITY

Excellent opacity of paint which ensures flawless finish with fewer coats.



EASY BRUSHABILITY

Effortlessly smooth and seamless roller strokes are achieved with ease.

PRODUCT DETAILS

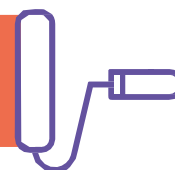
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

120-140 sq.ft/L for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1600+



FINISH

MATT





INTERIORS –I50

Premium Emulsion Paint

Birla Opus Prime I50 Interior Premium Emulsion Paint is crafted for interior walls. This high-quality, scrub-resistant interior emulsion ensures both exceptional performance and longevity for your interior surfaces.



WARRANTY*

Long-lasting durability with 5 years assurance against color fading, film flaking and peeling.



PRODUCT FEATURES



SMOOTHNESS

Achieve a premium, flawless smooth finish and add a touch of sophistication.



EXCELLENT SCRUB RESISTANCE

Exceptional durability against wear and tear ensuring film integrity and long-lasting protection of the walls.



HIGH FUNGAL RESISTANCE

Resists mildew & black fungal/mold growth on surfaces to maintain healthy and aesthetic appearance of the walls.



SPATTER RESISTANCE

Reduce material wastage and simple post-painting cleaning for a more efficient paint application process.

PRODUCT DETAILS

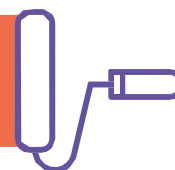
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

130-150 sq.ft/L for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1600+



FINISH

MATT





INTERIORS –D20

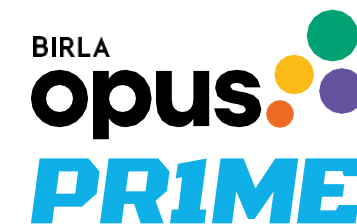
Acrylic Distemper

Birla Opus Prime D20 Interior Acrylic Distemper offers a rich and beautiful look to the walls. It is an acrylic-based distemper that boasts high washability with a diverse palette of colors.



WARRANTY*

Long-lasting durability with 6 months assurance against film integrity.

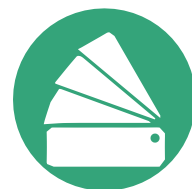


PRODUCT FEATURES



RICH LOOK & FINISH

Uniform distribution contributing to a professional and polished look.



WIDE RANGE OF COLOURS

Wide spectrum of shades and colours to suit every project need.



HIGH WASHABILITY

Advanced washability formula for pristine surfaces and effortless maintenance.



EXCELLENT WHITENESS

Infusing your walls with a excellent white quality paint enhancing their overall appearance.



DURABILITY

Long-lasting protection against wear and tear, maintaining superior look of the surfaces.

PRODUCT DETAILS

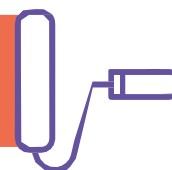
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush/roller:

70-90 sq.ft/kg for 2 coats **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

1000+



FINISH

MATT



ENAMELS





ENAMELS – N10

Solvent Thinnable Wall Primer

Birla Opus Prime N10 Interior Solvent Thinnable Wall Primer is an alkyd based solvent primer designed to offer outstanding adhesion and durability.



PRODUCT FEATURES



EXCELLENT OPACITY

Excellent opacity of paint which ensures flawless finish with fewer coats.



STRONG ADHESION

Exceptional adhesion to protect against cracking and peeling of paints.



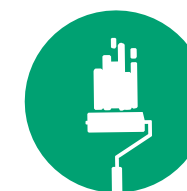
EASY BRUSHABILITY

Smooth and seamless roller strokes are achieved with ease.



EXCELLENT WHITENESS

Infusing your walls with a radiant and crisp quality paint, enhancing their overall appearance.

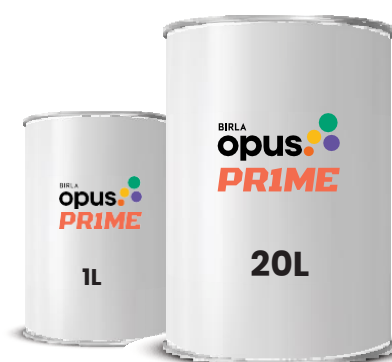


EXCELLENT FLOW & LEVELLING

Effortless application of paint for a uniform foundation giving a smooth topcoat finish.

PRODUCT DETAILS

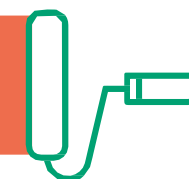
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

180-200 sq.ft/L for 1 coat **



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

WHITE



Enamels – N52

Premium Gloss Solvent Coating

Birla Opus Prime N52 Enamel Premium Gloss Solvent Coating is an IS 2932 compliant* synthetic enamel. It offers long-lasting gloss, making it an ideal choice for high-quality finishes.



PRODUCT FEATURES



IS 2932 COMPLIANT*

Adheres to the standards outlined by IS 2932.



OUTSTANDING GLOSS

Unmatched brilliance in gloss, providing a flawless finish that leaves a lasting impression.



EXCELLENT OPACITY

Ensures a flawless finish with fewer coats due to its excellent paint opacity.



ALKALI RESISTANT

Protects gloss against alkaline attacks.



EASY BRUSHABILITY

Effortless application which ensures smooth consistency and seamless coverage with every stroke.

PRODUCT DETAILS

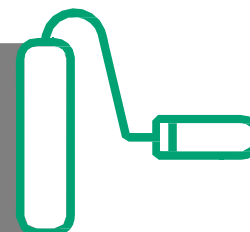
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

180-200 Sq. ft/L/ coat
90-100 Sq. ft/L/ for 2 coats



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

7 FACTORY
MADE SHADES



FINISH

GLOSS





Enamels – N53

Premium Gloss Solvent Coating

Birla Opus Prime N53 Enamel Premium Gloss Solvent Coating is an IS 2933 compliant* synthetic enamel, delivering enduring brilliance and excellent opacity for a flawless, vibrant finish.



PRODUCT FEATURES



IS 2933 COMPLIANT*

Adheres to the standards outlined by IS 2933.



OUTSTANDING GLOSS

Unmatched brilliance in gloss for flawless finish that leaves a lasting impression.



EXCELLENT OPACITY

Ensures a flawless finish with fewer coats due to its excellent paint opacity.



ALKALI RESISTANT

Protects gloss against alkaline attacks.



EASE OF APPLICATION

Effortless application which ensures smooth consistency and seamless coverage with every stroke.

PRODUCT DETAILS

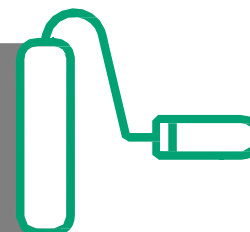
AVAILABLE PACKS



COVERAGE

Only on the correctly prepared surface using brush and roller:

180-200 sq. ft/L/ coat.
90-100 sq. ft/L for 2 coats.



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

6 Factory Made Shades



FINISH

GLOSS



WATERPROOFING





WATERPROOFING – B30

Waterproof Coating

Birla Opus Prime B30 Waterproof Coating is an acrylic waterproof coating designed for application on both horizontal and vertical walls. It provides excellent crack-bridging and water-resistant properties, reinforcing the protection of exterior surfaces.



WARRANTY*

Up to 5 years of waterproofing system warranty on horizontal and vertical applications.



BIRLA
opus
PRIME

PRODUCT FEATURES



HYDROSTATIC PRESSURE

Safeguards against positive hydrostatic pressure of up to 5 Bar.



EXCEPTIONAL CRACK BRIDGING ABILITY

Highly elastomeric coating provides crack bridging of up to 0.5 mm



EXCELLENT ADHESION

Forms a robust bond between the coating film and the substrate enhancing longevity, stability, and overall performance.



EXCELLENT FLEXIBILITY

Offers elongation up to 100% for vertical surfaces preventing cracks or detachment of the coating.

PRODUCT DETAILS

AVAILABLE PACKS



COLOURS AVAILABLE

WHITE

SHELF LIFE



36 months
from the date of
manufacture



WATERPROOFING – B70

Luxury Waterproof Coating

Birla Opus Prime B70 Luxury Waterproof Coating is an elastomeric coating that provides excellent waterproofing properties, high durability, and resistance to water penetration for wall & terrace surfaces. The elastic cross-linking mechanism of the polymer along with the acrylic fibres gives additional reinforcement to the film.



WARRANTY*

11 years waterproofing system warranty on vertical applications and 10 years on horizontal applications*.



BIRLA
opus
PRIME

PRODUCT FEATURES



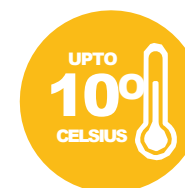
HYDROSTATIC PRESSURE

Shields against positive hydrostatic pressure of up to 10 Bar thus preventing water penetration into the film.



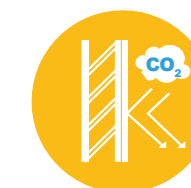
EXCEPTIONAL CRACK BRIDGING ABILITY

Highly elastomeric coating provides crack bridging of up to 2 mm.



SURFACE TEMPERATURE REDUCTION

Provides excellent surface temperature reduction up to 10° C*.



ANTI-CARBONATION

Coating acts as an effective barrier against carbon dioxide thus protecting the rebars against corrosion.

PRODUCT DETAILS

AVAILABLE PACKS



COLOURS AVAILABLE

WHITE

SHELF LIFE



36 months
from the date of
manufacture



WATERPROOFING – B90

Ultra Luxury Waterproof Coating

Birla Opus Prime B90 Ultra Luxury Waterproof Coating is a specialized waterproofing formulation comprising of tough acrylic and PU hybrid polymers. The incorporation of a unique elastomeric structure, combined with acrylic fibres, enhances the film's strength and provides cooler exterior surfaces..



WARRANTY*

14 years waterproofing system warranty on vertical applications and 12 years on horizontal applications.



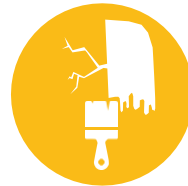
BIRLA
opus
PRIME

PRODUCT FEATURES



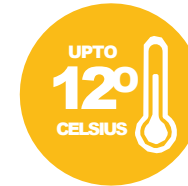
HYDROSTATIC PRESSURE

Protects against positive hydrostatic pressure of up to 12 Bar thus preventing infiltration of water into the film.



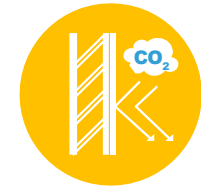
OUTSTANDING CRACK BRIDGING ABILITY

Highly elastomeric PU hybrid polymer provides crack-bridging of up to 3 mm.



SURFACE TEMPERATURE REDUCTION

Provides outstanding surface temperature reduction upto 12°C*.



ANTI-CARBONATION

Coating serves as a robust barrier against carbon dioxide thereby safeguarding the rebars from corrosion.

PRODUCT DETAILS

AVAILABLE PACKS



COLOURS AVAILABLE

WHITE

SHELF LIFE



36 months
from the date of
manufacture



WATERPROOFING – C2K

Cementitious 2K Coating

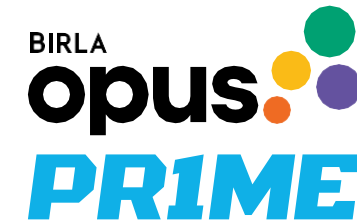
Birla Opus Prime C2K is a two-component acrylic cementitious, polymer modified elastomeric waterproof coating.

It is composed of cement with properly graded sand and selected additives as one part & an acrylic emulsion as a binder in its second part. It is applied for protection & waterproofing of concrete and masonry substrates.



Waterproofing Warranty*

Upto 3 years on brick surface and upto 1 year on plastered surface*.



PRODUCT FEATURES



POTABLE WATER SAFE*

Product conforms to overall migration test specifications as per USFDA-175:300 conducted by CFTRI for intended use for contact with potable water.



ANTI-EFFLORESCENCE*

Mitigates the salt formation on the surface maintaining the integrity and overall finish.



CRACK BRIDGING ABILITY

Highly elastomeric coating provides crack bridging of up to 1.2 mm.



HYDROSTATIC PRESSURE

Can resist up to 5 bar positive hydrostatic pressure and up to 4 bar negative hydrostatic pressure.

PRODUCT DETAILS

AVAILABLE PACKS

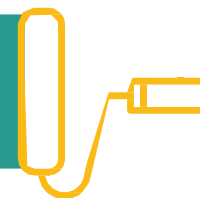
15kg



COVERAGE

Estimated forced coverage-

7 – 8 sq.ft/kg for 2 coats**



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

GREY

SHELF LIFE



12 months
from the date of
manufacture

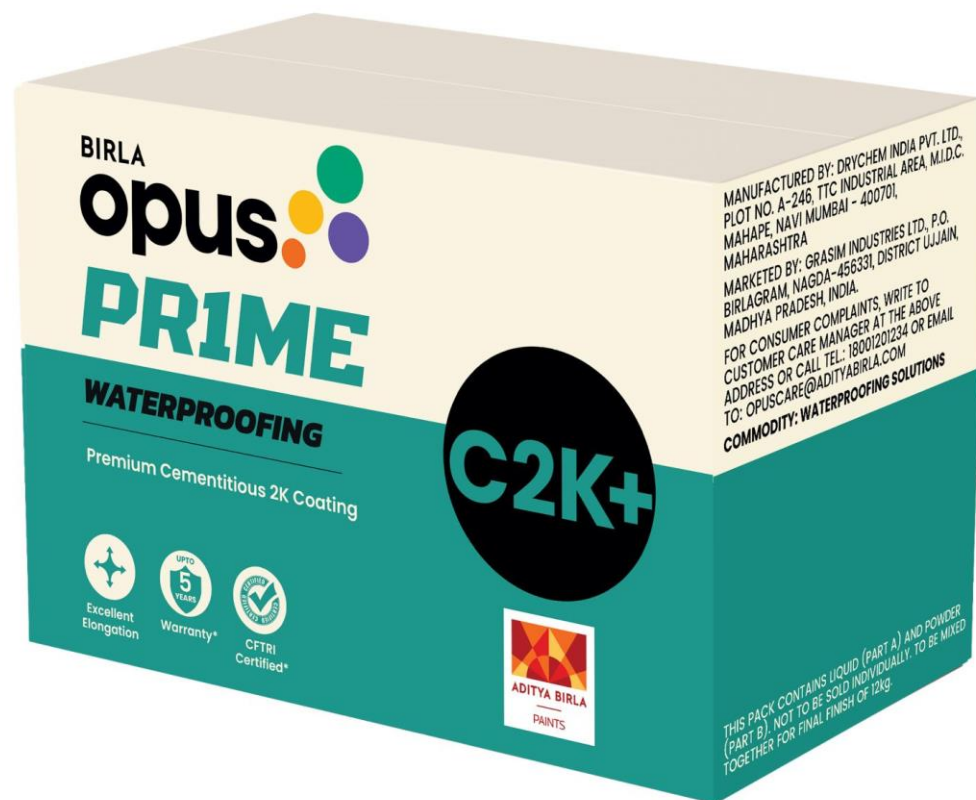
WATERPROOFING – C2K+

Premium Cementitious 2K Coating

Birla Opus Prime C2K+ is a two-component high performance acrylic cementitious , polymer modified elastomeric, waterproofing & protective coating. It is composed of high quality cement with properly graded sand, selected additives as one part & an acrylic emulsion as a binder in its second part. It is applied for protection & waterproofing of water retaining structures like swimming pools etc. It has strong bonding to the substrate & excellent resistance to hydrostatic pressure.



Waterproofing Warranty*





PRODUCT FEATURES



POTABLE WATER SAFE*

Product conforms to overall migration test specifications as per USFDA-175:300 conducted by CFTRI for intended use for contact with potable water.



EXCELLENT ELONGATION

Offers elongation up to 200% for vertical surfaces preventing cracks.



EXCEPTIONAL CRACK BRIDGING ABILITY

Highly elastomeric coating provides crack bridging of up to 2mm.



HYDROSTATIC PRESSURE

Safeguards against hydrostatic pressure of up to 5 bar positive and upto 4 bar negative.

PRODUCT DETAILS

AVAILABLE PACKS

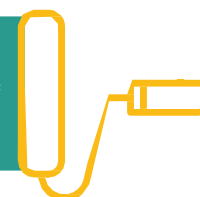
12kg



COVERAGE

Estimated forced coverage-

5.4 – 6.4 sq.ft/kg for 2 coats**



**Actual coverage may vary from the quoted coverage due to factors such as method and condition of application and surface roughness and porosity. One should ensure coverage is not higher than the one prescribed above for optimal performance.

COLOURS AVAILABLE

GREY

SHELF LIFE



12 months
from the date of
manufacture

EXTERIOR TEXTURES





Exterior Textures –T15

Scratch Wall Finish Texture 1.5mm

Birla Opus Prime T15 Exterior Scratch Wall Finish Texture is a 1.5mm water repellant texture with excellent plaster protection. It is designed to provide distinctive design patterns that elevate the exterior surfaces.



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PRODUCT FEATURES



**EXCELLENT
WATER
REPELLENCY**



**EXCELLENT
PLASTER
PROTECTION**



**OUTSTANDING
NAIL HARDNESS
PROPERTIES**

PATTERNS



**VERTICAL
SCRATCH**



**HORIZONTAL
SCRATCH**



SWIRL



CRISS-CROSS



RAINFALL

PRODUCT DETAILS

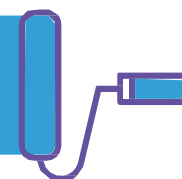
AVAILABLE PACKS



25kg

ESTIMATED COVERAGE

3.5–4 sq.ft/kg for 1 coat**



****Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product**

COLOURS AVAILABLE

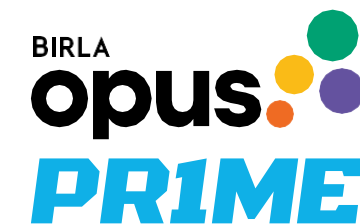
WHITE



Exterior Textures –T20

Scratch Wall Finish Texture 2mm

Birla Opus Prime T20 Exterior Scratch Wall Finish Texture is a 2.0mm water repellant texture offering prominent design patterns that enrich the looks of exterior surfaces. It also offers outstanding plaster protection properties.



PRODUCT FEATURES



**EXCELLENT
WATER
REPELLENCY**



**EXCELLENT
PLASTER
PROTECTION**



**OUTSTANDING
NAIL HARDNESS
PROPERTIES**

PATTERNS



**VERTICAL
SCRATCH**



**HORIZONTAL
SCRATCH**



SWIRL



CRISS-CROSS



RAINFALL

PRODUCT DETAILS

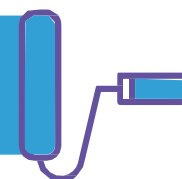
AVAILABLE PACKS



25kg

ESTIMATED COVERAGE

2.5-3 sq.ft/kg for 1 coat **



****Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product**

COLOURS AVAILABLE

WHITE



Exterior Textures –T30

Scratch Wall Finish Texture 3mm

Birla Opus Prime T30 Exterior Scratch Wall Finish Texture is a 3mm water repellant texture specially designed to add essence to the aesthetics of exterior surfaces. It also offer best-in-class plaster protection.



PRODUCT FEATURES



**EXCELLENT
WATER
REPELLENCY**



**EXCELLENT
PLASTER
PROTECTION**



**OUTSTANDING
NAIL HARDNESS
PROPERTIES**

PATTERNS



**VERTICAL
SCRATCH**



**HORIZONTAL
SCRATCH**



RAINFALL

PRODUCT DETAILS

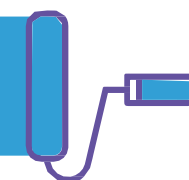
AVAILABLE PACKS



25kg

ESTIMATED COVERAGE

1.8–2 sq.ft/kg for 1 coat**



****Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product**

COLOURS AVAILABLE

WHITE



Exterior Textures –TD3

Dholpur Wall Finish Texture

Birla Opus Prime TD3 Exterior Dholpur Wall Finish Texture provides exceptional looks to the walls along with providing excellent plaster protection.



PRODUCT FEATURES



**EXCELLENT
WATER
REPELLENCY**



**EXCELLENT
PLASTER
PROTECTION**



**OUTSTANDING
NAIL HARDNESS
PROPERTIES**

PATTERNS



BRICK



STONE



BRUSHING

PRODUCT DETAILS

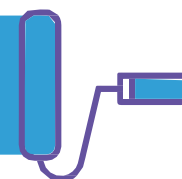
AVAILABLE PACKS

25kg



ESTIMATED COVERAGE

2-2.5 sq.ft/kg for 2 coats**



****Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product**

COLOURS AVAILABLE

WHITE



Exterior Textures –TR3

Roller Wall Finish Texture

Birla Opus Prime TR3 Exterior Roller Wall Finish Texture offers exclusive patterns to provide outstanding looks to the exterior surfaces. It also protects the plaster from external weather conditions.



PRODUCT FEATURES



**EXCELLENT
WATER
REPELLENCY**



**EXCELLENT
PLASTER
PROTECTION**



**OUTSTANDING
NAIL HARDNESS
PROPERTIES**

PATTERNS



**CANE
WEAVE**



HONEYCOMB



DIAGONAL



RIPPLES



SPRING-TIME

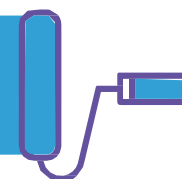
PRODUCT DETAILS

AVAILABLE PACKS



ESTIMATED COVERAGE

10-12 sq.ft/kg for 1 coat**



****Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product**

COLOURS AVAILABLE

WHITE



Textured Wall Finish - Spray

Exterior Textures –TS3

Spray Wall Finish Texture

Birla Opus Prime TS3 Exterior Spray Wall Finish Texture is an acrylic-based exterior texture with excellent plaster protection properties, formulated to enhance the aesthetics of exterior surfaces.



PRODUCT FEATURES



EXCELLENT
WATER
REPELLENCY



EXCELLENT
PLASTER
PROTECTION

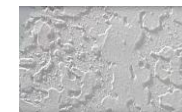


OUTSTANDING
NAIL HARDNESS
PROPERTIES

PATTERNS



BUBBLE
SPRAY



HEADCUT
SPRAY

PRODUCT DETAILS

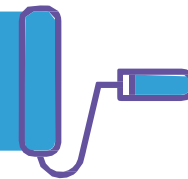
AVAILABLE PACKS



30kg

ESTIMATED COVERAGE

7-9 sq.ft/kg for 1 coat**



**Actual coverage may vary. Please refer to product information sheet for detailed information. –
to be updated for each product

COLOURS AVAILABLE

WHITE

**Repainting can be a daunting and overwhelming process.
That's why our team at Birla Opus Prime, partners with you at every
step, offering clear guidance and streamlining the painting process.**

01

PRE-PAINTING PLANNING

- Site Inspection
- Color palette consultations with proposal
- Sample patch with chosen shade combinations
- Contractor endorsements
- Scope of work proposal assistance

02

PAINTING EXECUTION

- On-site technical guidance and supervision
- Guidance on safety protocols
- On-time delivery of paint materials

03

POST PAINTING

- Post-work assessment
- Warranty certificate issuance
- Seamless handover

PRE-PAINTING PLANNING

Colour Palette Consultations

**ProView –
Visualization Service**



**Shade cards –
Exterior & Interior**



**PRIME Colour
Craft – Fandek**

Sampling



**Industry-First 1L
sampler packs**



**Dedicated team
of trained
painters for
sampling at
large sites**

Contractor Endorsements



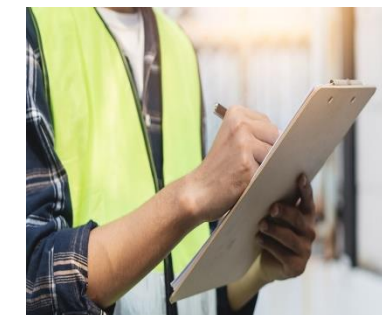
Contractor
Introduction Letter



Contractor Intro
Letter

Endorsement of authorized
contractor partners

Scope of Work Proposal Assistance



Site Inspection
Report

Basis site inspection done by our
technical officer, our painting
proposal details out the tasks to be
completed, materials to be used,
and timelines for execution.

PAINTING EXECUTION

On-Site Supervision Support



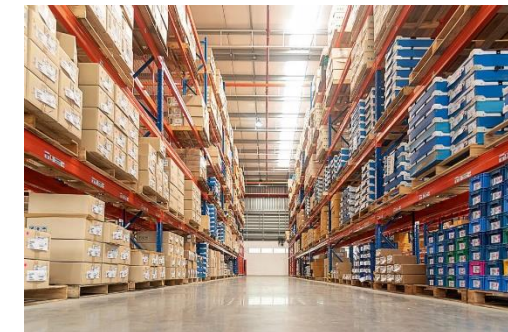
With our painting progress reports and tracking tools such as moisture meter, you'll have real-time insights into the work progress, allowing for proactive decision-making and effective resource allocation.

Safety Protocols Adherence Support



We are committed to adhering strict safety standards at every stage of painting process. Our training academies train and equip authorized painters and contractors on safety protocols.

Timely Material Delivery



**150+
Depots**

With a large network of 150+ sales depots and in-house manufacturing, we ensure rigorous quality control and timely material availability PAN India.

POST PAINTING

Post Work Assessment



Our site completion support for painting sites offers comprehensive assistance and guidance to ensure your project reaches its full potential.

Warranty Issuance



From coverage duration to claims procedures, our warranty documents are designed to provide transparency and assurance, giving you confidence in the longevity and performance of your painted surfaces.



**THANK
YOU!**