

# PAINTING POSSIBILITIES



**Grasim Industries Ltd. (Birla Paints Div.)**  
P.O Birlagram, Nagda -456 331, Ujjain,  
Madhya Pradesh, India.



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BIRLA OPUS **PR1ME**

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

# BIG IN YOUR LIFE



CEMENT



FASHION



METALS



PAINTS



REAL  
ESTATE



CARBON  
BLACK



TEXTILES



FINANCIAL  
SERVICES

## ABOUT ADITYA BIRLA GROUP

- 165 year old legacy based on trust, credibility and purpose
- 5,00,000 crore\* INR turnover
- 40 countries presence
- 20+ diverse industries
- 1,87,000 employees
- No. 1 position in multiple industries and domains in both global and Indian marketplace



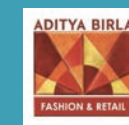
UltraTech  
Cement



Grasim  
Industries



Hindalco  
Industries



Aditya Birla  
Fashion & Retail



Aditya Birla  
Capital



Aditya Birla  
AMC



Vodafone-  
idea JV



Century textiles  
and Industries



## ABOUT BIRLA OPUS PRIME

We do more than just painting,  
we help clients tell their own story.  
That's why we've spent **INR 10,000 Cr**  
in investment with a production capacity  
of **1.3 billion** litres per annum  
across **6** automated plants and  
supported by a team of **120+** research  
experts with **1000+** years of combined experience.

- 📁 Specialized Product Portfolio
- 👥 Large Team of Dedicated Professionals
- 🤝 Personalized Engagements
- ⚙️ Excellent Services



# PRODUCT PORTFOLIO

WIDE RANGE OF  
**22 PRODUCTS**  
ACROSS CATEGORIES



**WATERPROOFING**



**EXTERIOR  
TEXTURES**

**EXTERIOR**

**INTERIOR**

**ENAMELS**





# WIDE PRODUCT PORTFOLIO

## EXTERIOR



## INTERIOR



## ENAMELS



## EXTERIOR TEXTURES



## WATERPROOFING



# EXTERIORS





# E10

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.

## COLOUR AVAILABLE

**WHITE**



## PACK AVAILABLE



## PRODUCT FEATURES



**OUTSTANDING  
WHITENESS**



**EXCELLENT  
OPACITY**



**EXCELLENT  
ADHESION**



**RESISTANCE  
TO CHALKING**

## COVERAGE

Only on the completely cured surface using roller:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# E30

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.

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**PRIME**

**EXTERIORS**

## COLOUR AVAILABLE

**1600+**



## PACK AVAILABLE



## PRODUCT FEATURES



**HIGH PEEL  
RESISTANCE**



**EXCELLENT  
SCRUB RESISTANCE**



**EXCELLENT  
FINISH**

## COVERAGE

Only on the completely cured  
surface using roller:

**55–60 sq.ft/L for 2 coats \*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# E50

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.

## COLOUR AVAILABLE

**1950+**



## PACK AVAILABLE



## PRODUCT FEATURES



**HIGH DIRT PICK-UP  
RESISTANCE**



**RESISTANCE TO  
ALGAL GROWTH**



**EXCELLENT  
SCRUB RESISTANCE**



**HIGH PEEL  
RESISTANCE**

## COVERAGE

Only on the completely cured  
surface using roller:

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

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.



# E70

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.

## COLOUR AVAILABLE

**1950+**



## PACK AVAILABLE



## PRODUCT FEATURES



**COLOR-FADE  
RESISTANCE**



**EXCELLENT SOLAR  
REFLECTIVE INDEX**



**HIGH DIRT PICK-UP  
RESISTANCE**



**RESISTANCE TO  
ALGAL GROWTH**

## COVERAGE

Only on the completely cured  
surface using roller:

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

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# INTERIORS



# I10

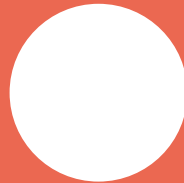
Birla Opus Prime I10 Interior Water Thinnable Wall Primer is an acrylic-based primer designed for interior walls. It provides outstanding opacity, robust adhesion and contributes to the creation of smooth and long-lasting wall surfaces.

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**PRIME**

INTERIORS

## COLOUR AVAILABLE

WHITE



## PACK AVAILABLE



## PRODUCT FEATURES



EXCELLENT  
OPACITY



STRONG  
ADHESION



EASY  
BRUSHABILITY



HIGH ALKALI  
RESISTANCE

## COVERAGE

Only on the completely cured  
surface using brush and roller:

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

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# D20

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.

## COLOUR AVAILABLE

**1600+**



## PACK AVAILABLE



## PRODUCT FEATURES



**RICH LOOK & FINISH**



**WIDE RANGE OF COLOURS**



**HIGH WASHABILITY**



**EXCELLENT WHITENESS**

## COVERAGE

Only on the completely cured surface using brush and roller:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.



6 MONTHS WARRANTY\*



# I30

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\* for lasting assurance.

## COLOUR AVAILABLE

**1600+**



## PACK AVAILABLE



## PRODUCT FEATURES



**EXCEPTIONAL  
BRIGHTNESS**



**EXCELLENT  
SMOOTHNESS**



**HIGH  
OPACITY**



**EASY  
BRUSHABILITY**

## COVERAGE

Only on the completely cured surface using brush and roller:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# I50

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.

## COLOUR AVAILABLE

**1600+**



## PACK AVAILABLE



## PRODUCT FEATURES



**EXCELLENT SCRUB  
RESISTANCE**



**HIGH FUNGAL  
RESISTANCE**



**SPATTER  
RESISTANCE**



**SMOOTHNESS**

## COVERAGE

Only on the completely cured  
surface using brush and roller:

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

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# ENAMELS





# N10

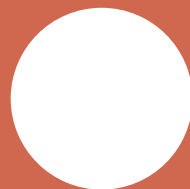
Birla Opus Prime N10 Interior Solvent Thinnable Wall Primer is an alkyd based solvent primer designed to offer outstanding adhesion and durability.

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**PRIME**

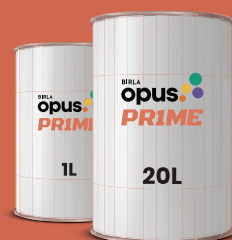
ENAMELS

## COLOUR AVAILABLE

WHITE



## PACK AVAILABLE



## PRODUCT FEATURES



EXCELLENT  
OPACITY



STRONG  
ADHESION



EASY  
BRUSHABILITY



EXCELLENT  
WHITENESS

## COVERAGE

Only on the completely cured  
surface using brush and roller:

**180–200 sq.ft/L for 1 coat\*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.



# N52

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.

## COLOUR AVAILABLE

**7**  
Factory  
Shades



## PACK AVAILABLE



## PRODUCT FEATURES



OUTSTANDING  
GLOSS



EXCELLENT  
OPACITY



ALKALI  
RESISTANT



EASY  
BRUSHABILITY

## COVERAGE

Only on the completely cured  
surface using brush and roller:

**90-100 sq.ft/L for 2 coats \*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# N53

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.

BIRLA  
**opus**  
**PRIME**

## ENAMELS

### COLOUR AVAILABLE

**6**  
Factory  
Shades



### PACK AVAILABLE



### PRODUCT FEATURES



EXCELLENT  
GLOSS



EXCELLENT  
OPACITY



ALKALI  
RESISTANT



EASY  
BRUSHABILITY

### COVERAGE

Only on the completely cured  
surface using brush and roller:

**90-100 sq.ft/L for 2 coats \*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# WATERPROOFING





# B30

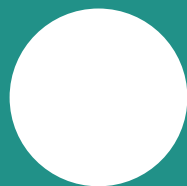
Birla Opus Prime B30 Waterproof Coating is an acrylic waterproof coating designed for application on both horizontal and vertical walls. It provides excellent crack-bridging and water-resistant properties, reinforcing the protection of exterior surfaces

BIRLA  
**opus**  
**PRIME**

**WATERPROOF  
ACRYLIC COATING**

COLOUR AVAILABLE

**WHITE**



PACK AVAILABLE



PRODUCT FEATURES

UPTO  
**5**  
BAR



**HYDROSTATIC  
PRESSURE**



**EXCELLENT  
CRACK BRIDGING**



**EXCELLENT  
ADHESION**



**EXCELLENT  
FLEXIBILITY**

\*For both Horizontal and Vertical Applications



# B70

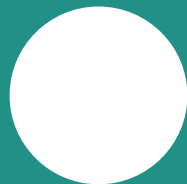
Birla Opus Prime B70 Luxury Waterproof Coating is an elastomeric coating that provides excellent waterproofing properties, high durability, and resistance to water penetration for wall & terrace surfaces. The elastic cross-linking mechanism of the polymer along with the acrylic fibres gives additional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

BIRLA  
**opus**  
**PRIME**

## WATERPROOF ACRYLIC COATING

COLOUR AVAILABLE

**WHITE**



PACK AVAILABLE



PRODUCT FEATURES

UPTO  
**10**  
BAR



**HYDROSTATIC  
PRESSURE**



**EXCEPTIONAL CRACK  
BRIDGING ABILITY**

UPTO  
**10°**  
CELSIUS



**SURFACE TEMPERATURE  
REDUCTION**



**ANTI-  
CARBONATION**



\*10 Years Warranty for Horizontal Applications



# B90

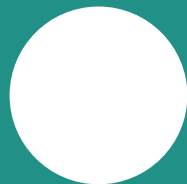
Birla Opus Prime B90 Ultra Luxury Waterproof Coating is a specialized waterproofing formulation comprising of tough acrylic and PU hybrid polymers. The incorporation of a unique elastomeric structure, combined with acrylic fibres, enhances the film's strength and provides cooler exterior surfaces.

BIRLA  
**opus**  
**PRIME**

## WATERPROOF ACRYLIC COATING

COLOUR AVAILABLE

**WHITE**



PACK AVAILABLE



PRODUCT FEATURES

UPTO  
**12**  
BAR



**HYDROSTATIC  
PRESSURE**



**OUTSTANDING CRACK  
BRIDGING ABILITY**

UPTO  
**12°**  
CELSIUS



**SURFACE TEMPERATURE  
REDUCTION**



**ANTI-  
CARBONATION**



\*12 Years Warranty for Horizontal Applications





# C2K

Birla Opus Prime C2K Waterproof Cementitious 2K Coating is a two-component acrylic cementitious, polymer modified elastomeric waterproof coating. This product comes with excellent elongation and anti-efflorescence properties which allows it to be used for both positive and negative side of waterproofing. It is applied for waterproofing of concrete and masonry substrates.

BIRLA  
**opus**  
**PRIME**

## WATERPROOF CEMENTITIOUS COATING

COLOUR AVAILABLE

**GREY**



PACK AVAILABLE



15kg

PRODUCT FEATURES



**EXCELLENT  
ELONGATION**



**ANTI  
EFFLORESCENCE\***



**POTABLE  
WATER SAFE\***

COVERAGE

Estimated forced  
coverage:

**7-8 sq.ft./kg for 2 coats\*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# C2K+

Birla Opus Prime C2K+ Waterproof Cementitious 2K Premium Coating is a two-component high performance acrylic cementitious, polymer modified elastomeric waterproof Cementitious coating. This product comes with excellent elongation and anti-carbonation properties which allows it to be used in water retaining structures like water tanks, swimming pools etc.

BIRLA  
**opus**  
**PRIME**

## WATERPROOF CEMENTITIOUS COATING

COLOUR AVAILABLE

**GREY**



PACK AVAILABLE



12kg

PRODUCT FEATURES



**EXCELLENT  
ELONGATION**



**ANTI-  
CARBONATION**



**POTABLE  
WATER SAFE\***

COVERAGE

Estimated forced  
coverage:

**5.4–6.4 sq.ft./kg for 2 coats\*\***

\*\*Actual coverage may vary. Please refer to product  
information sheet for detailed information.





# EXTERIOR TEXTURES





# T15

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.

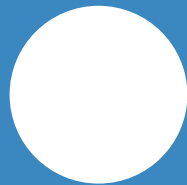


## EXTERIOR TEXTURES

### Scratch Wall Finish 1.5mm

#### COLOUR AVAILABLE

WHITE



#### PACK AVAILABLE



#### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY

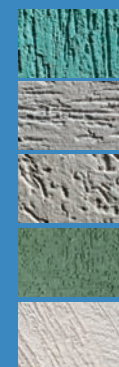


EXCELLENT  
PLASTER  
PROTECTION



OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

#### PATTERNS



VERTICAL  
SCRATCH

HORIZONTAL  
SCRATCH

SWIRL

CRISS-CROSS

RAINFALL

#### COVERAGE

Estimated coverage:

**3.5-4 sq.ft/kg for 1 coat\*\***

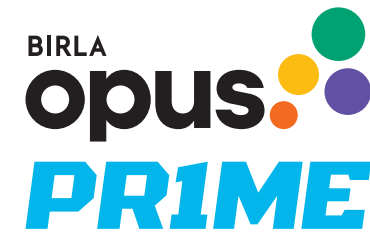
\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# T20

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.

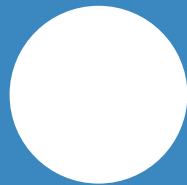


## EXTERIOR TEXTURES

### Scratch Wall Finish 2mm

#### COLOUR AVAILABLE

WHITE



#### PACK AVAILABLE



25kg

#### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY

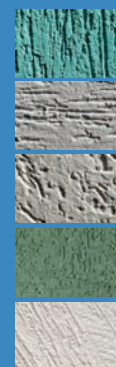


EXCELLENT  
PLASTER  
PROTECTION



OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

#### PATTERNS



VERTICAL  
SCRATCH

HORIZONTAL  
SCRATCH

SWIRL

CRISS-CROSS

RAINFALL

#### COVERAGE

Estimated coverage:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# T30

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

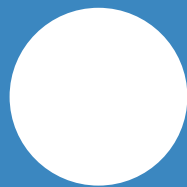


## EXTERIOR TEXTURES

### Scratch Wall Finish 3mm

#### COLOUR AVAILABLE

WHITE



#### PACK AVAILABLE



25kg

#### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY



EXCELLENT  
PLASTER  
PROTECTION

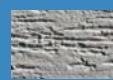


OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

#### PATTERNS



VERTICAL  
SCRATCH



HORIZONTAL  
SCRATCH



RAINFALL

#### COVERAGE

Estimated coverage:

**1.8-2 sq.ft/kg for 1 coat\*\***

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# TD3

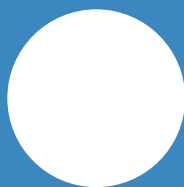
Birla Opus Prime TD3 Exterior Dholpur Wall Finish Texture provides exceptional looks to the walls along with providing excellent plaster protection.



## EXTERIOR TEXTURES Dholpur Wall Finish

### COLOUR AVAILABLE

WHITE



### PACK AVAILABLE



25kg

### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY



EXCELLENT  
PLASTER  
PROTECTION



OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

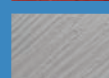
### PATTERNS



STONE



BRICK



BRUSHING

### COVERAGE

Estimated coverage:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# TS3

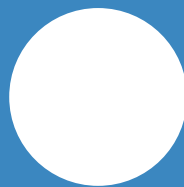
Birla Opus Prime TS3 Exterior Spray Wall Finish Texture is an acrylic-based exterior texture with excellent plaster protection properties, formulated to enhance the aesthetics of exterior surfaces.



## EXTERIOR TEXTURES Spray Wall Finish

### COLOUR AVAILABLE

## WHITE



### PACK AVAILABLE



### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY



EXCELLENT  
PLASTER  
PROTECTION



OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

### PATTERNS



BUBBLE SPRAY



HEADCUT SPRAY

### COVERAGE

Estimated coverage:

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

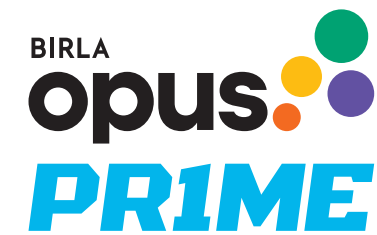
\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# TR3

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.

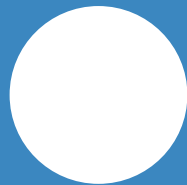


## EXTERIOR TEXTURES

### Roller Wall Finish

#### COLOUR AVAILABLE

WHITE



#### PACK AVAILABLE



25kg

#### PRODUCT FEATURES



EXCELLENT  
WATER  
REPELLENCY

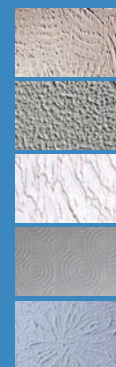


EXCELLENT  
PLASTER  
PROTECTION



OUTSTANDING  
NAIL HARDNESS  
PROPERTIES

#### PATTERNS



CANE  
WEAVE

HONEYCOMB

DIAGONAL

RIPPLES

SPRING-TIME

#### COVERAGE

Estimated coverage:

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

\*\*Actual coverage may vary. Please refer to product information sheet for detailed information.





# PRIME SERVICES



## More Success. Less Stress.

### PRIME PALETTE

- Colour Consultancy
- Colour Match Services
- Colour Selection Tools
- ProView – Visualization service

### PRIME PRIVILEGE

- Dedicated Sampler Packs
- Bid Assist Tools
- Best-in-Class Warranty
- PAN India Network

### PRIME CONNECT

- Customized Engagement Programs
- Dedicated Social Media Handles
- Exclusive Institutional Website
- Customer Centric Apps