

# Bringing joy to people's lives®

## Pioneering

We believe that providing personalised solutions and pushing the boundaries of innovation not only helps our customers to create better homes, but also makes them sustainable and practical.

Whether it is our range of innovative home décor products, or our state-of-the-art painting services, our commitment to innovation is reflected in everything we do.

## Curating

The belief that a home should be a reflection of its owner, inspires us to provide curated unique designs and décor solutions that inspire and delight.

We work with top designers and experts to create curated collections of home décor products that cater to a wide range of styles and preferences. From traditional to modern, from minimalist to maximalist, we have something for everyone.

## Energising

The Asian Paints promise – a dedication to giving our customers the power to dream, create, and celebrate.

From festive decorations to personalised colour palettes, we offer a range of solutions that help our customers create memorable experiences and celebrate life's special moments. Our expert team of designers and consultants is always on hand to help you create the perfect ambience for your celebrations, no matter how big or small.

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### SILVER ESCAPE - Colour of the Year

Silver has been the colour of wellness and auspicious new beginnings in India for centuries, an ubiquitous colour of hope, festivities and glamour. As wellness and hope for the future have emerged as the two most important design trends this year, silver has been a colour that encapsulates our past and our future, one that allows us to build a new world with the wisdom and joy of our childhood. Timeless and expansive, the colour transcends physical and digital realms.