

 **asianpaints**

APEX

ULTIMA BOOK OF COLOURS

A SHADE GUIDE
FOR EXTERIORS



asianpaints

Colour of the Year 2021
Cherish

Ivy League
7585

Nurturing, humble and fresh, **Ivy League 7585** restores that sense of balance which we dearly seek. A colour that's neither too warm nor cold, its mint green nudges growth while a hint of blue heals us and revitalises our mood. Ivy League brings our restless mind to a place of hope.

APEX ULTIMA

BOOK OF COLOURS

A SHADE GUIDE FOR EXTERIORS

At Asian Paints, we've made it our mission to provide you with nothing but the best products for exterior and interior surfaces. Products that transform your home to your pride and joy.

Dress your home in long-lasting sheen and shield it with superior protection, with Ultima, our premium range of exterior emulsions.

Travel across the length & breadth of India in the 2021 Ultima Book of Colour. We've selected these 100-plus colours keeping in mind the diversity of the many neighbourhoods of our motherland. Add to your home, a touch of sophistication with the textures of Asian Paints Createx.

Rain or shine, winter or spring, a home painted with Ultima's range of products is always the talk of the town. Come, reimagine your dreams with the Ultima Book of Colours.

INTO THE WOODS

WARM GREENS & YELLOWS

PAGE 10



THE GREAT GRASSLANDS

NEUTRAL WHITES & GREYS

PAGE 22



ENDLESS DUNES

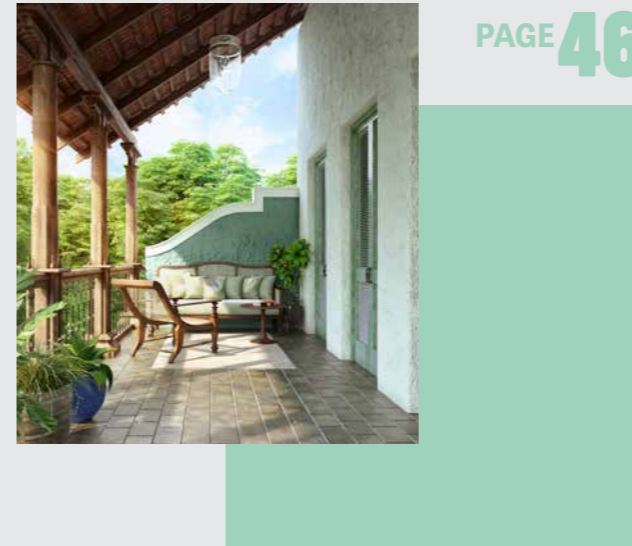
PAGE 34

EARTHY BROWNS & BEIGES



COLOUR OF THE YEAR

PAGE 46



BY THE BAY

COOL BLUES & TEALS

PAGE 48



VIBRANT SHORES

BRIGHT COASTAL HUES

PAGE 60



How to navigate the Ultima Book of Colours.

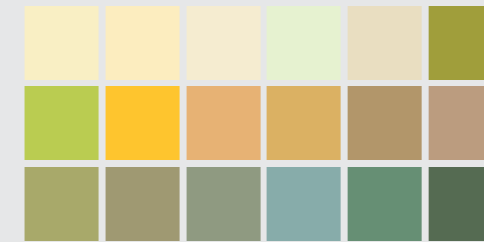
Each section groups together the types of homes and colours typically found in a region. You can flip through it page-by-page or use our directory to skip over to that which interests you.

See a house that looks like your home? You can go straight to the page – the page number written at the bottom of each image. See a colour combination that has your heart? Well, flip to that page immediately and cement your choice.

Happy reading!

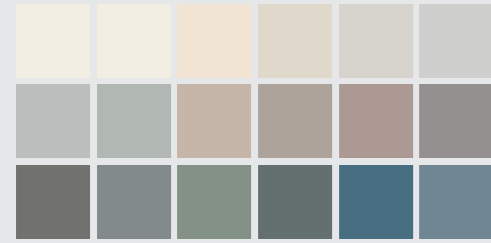
INTO THE WOODS

WARM GREENS
& YELLOWS



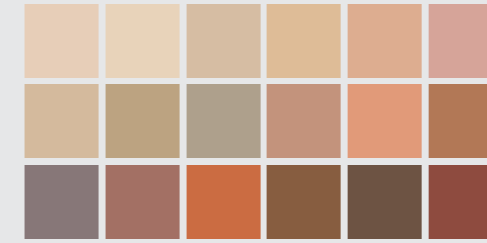
THE GREAT GRASSLANDS

NEUTRAL WHITES
& GREYS



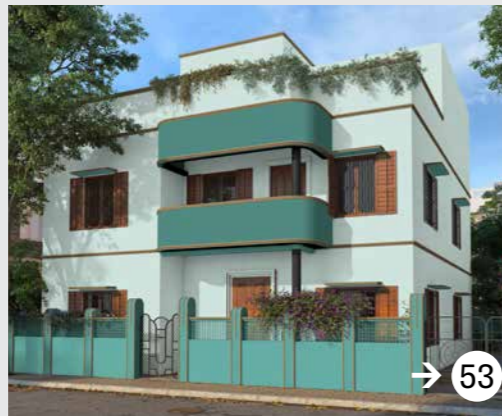
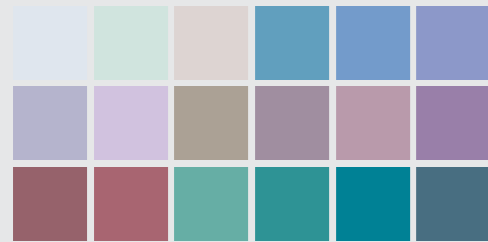
ENDLESS DUNES

EARTHY BROWNS
& BEIGES



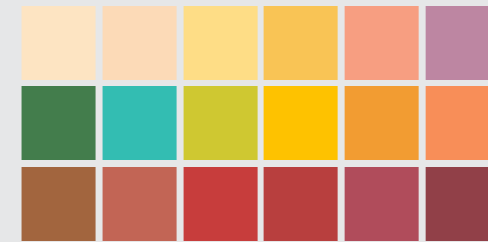
BY THE BAY

COOL BLUES & TEALS



VIBRANT SHORES

BRIGHT COASTAL HUES





INTO THE WOODS

WARM GREENS & YELLOWS

**BRIGHT MORNING HIMALAYAN YELLOWS.
DENSE GREENS FROM THE FORESTS OF DEODAR.
MOSS-LADEN PATH AND TERRACED FARMS
A PALETTE THAT PUTS YOU RIGHT
ON TOP OF THE NORTHERN HILLS.**



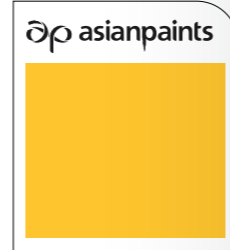
INTO THE WOODS



7898 Autumn Valley



7879 Natural Tinge



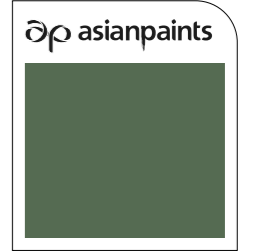
X104 Sporty Yellow



7770 Springdale



2430 Henna



X157 Green Ebony



7859 Lemon Pie

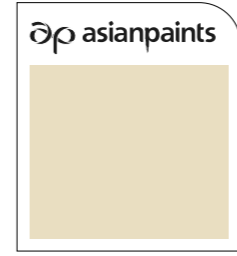


K149 Italian Sage N

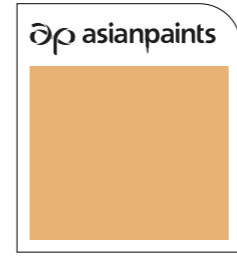


7919 Burnished Sun





3119 Cashmere N



7935 Yellow Charm



8503 Barefoot Beach



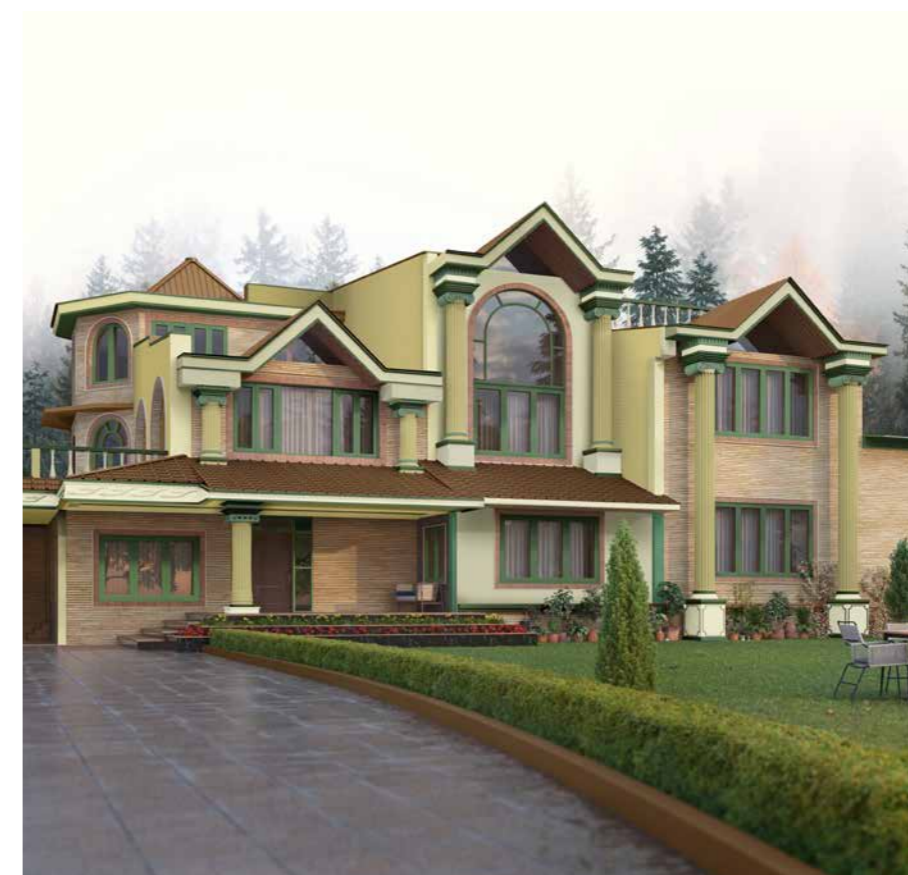
9817 Tinted Pista N



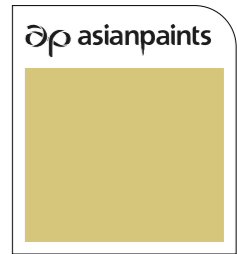
2430 Henna



K158 Ethereal Sage N



7771 Hushed Hue



7823 Italian Olive



7582 Green Sprouts



9786 Green Dawn N



9744 Malhaar N



7765 Golf Greens



7873 Lemon Sprig



9891 Chandan N



8536 Barren Oak



7866 Butter Scotch



9842 Mint Mayonnaise N



7742 Burst Of Lime





7930 Hearth



8536 Barren Oak



CREATEX
Dholpur Brick Pattern
ETXT6001CMB1004



Apex Ultima
Top Coat 1
0643 Steel Grey
Top Coat 2
0940 Antique White
Top Coat 3
8654 Frosted Chocolate



Apex Createx Dholpur offers a premium Brick Pattern combining luxury with simplicity. Used with the right colours, it instantly makes your exteriors look handcrafted.



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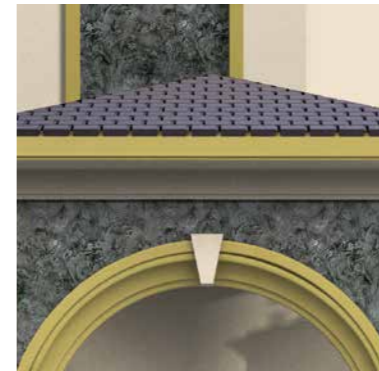


8524 Garlic Pod

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9841 Aniseed Green N



CREATEX
Roller Waves Pattern
ETXT5002CMB1001

ap asianpaints



Tile Guard Matt
8302 Solemn Grey

The intensity of the Waves Pattern of Apex Createx Roller Finish mixes the dramatic grains of high-quality stone with the richness of a matte finish.





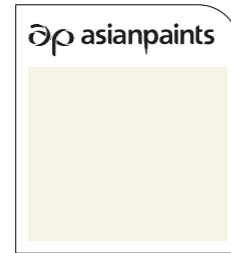
THE GREAT GRASSLANDS

NEUTRAL WHITES & GREYS

AS FAR AS THE EYES CAN SEE,
SHADES OF WHITES AND GREYS TAKE YOU
TO THE PLACE WHERE THE EARTH AND SKY MEET.
INTO THE CALM, SOULFUL,
AND EXPANSIVE CENTRAL GRASSLANDS.



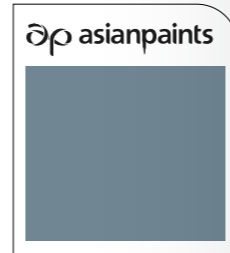
THE GREAT GRASSLANDS



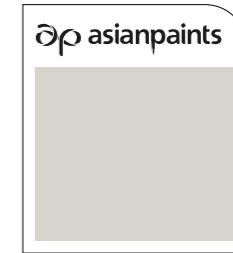
L155 Pale Sisal



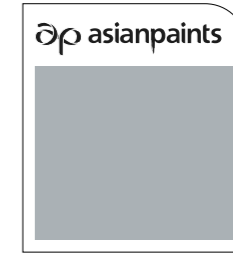
0643 Steel Grey



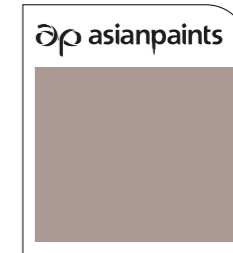
6134 Smoke Grey



8299 Ice Age



0616 Smoke N



8656 Mud House



L136 Pebble White



8314 Winter Sky



8761 Grey Sandstone





L103 Pearl Star



K116 Stainless Steel N



8288 Stone Age



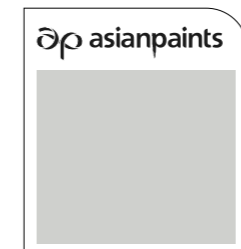
L104 Cotton Wool



8770 Beige Rage



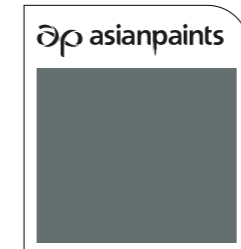
8303 Shadow Dance



0978 Tiara



8343 Steel Gleam



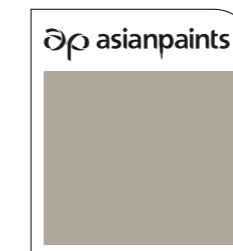
8334 Moonless Sky



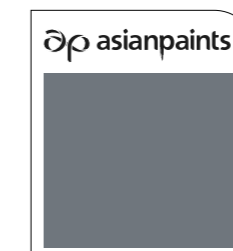
LIGHTER SHADES OF GREY AND WHITE MAKE HOMES LOOK EVEN MORE EXPANSIVE THAN THEY ALREADY ARE. THEIR UNDERSTATED APPEAL DISPLAYS SUBTLE SOPHISTICATION.



8307 Quicksilver



8441 Chapel Grey



8255 Stone Path





L101 Swan Wing



8554 Heritage Hills



CREATEX
Roller Diagonal Pattern
ETXT5001CMB1004



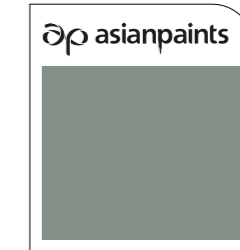
Tile Guard Clear Matt
Top Coat 1
8298 Silver Trinket
(Colourwash)
Top Coat 2
8297 Platinum Disc
(Colourwash)



Resembling finished stone cladding, the Apex Createx Roller Diagonal Finish gives your home an air of sophistication, like that of actual stone.



4148 Enlighten N



K144 Stony Brook N



CREATEX
Scratch Rainfall Pattern
ETXT7004CMB1003



Apex Ultima
8262 Blue Lake



The Scratch Finish Rainfall Pattern texture provides a high-performance coating for tiles and bricks, that keeps them looking rich and vibrant.



ENDLESS DUNES

BROWNS AND BEIGES

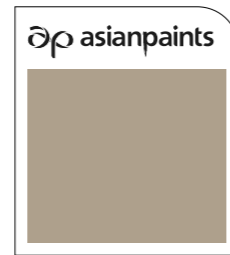
GRAINS OF SAND, ROUGH SANDSTONE,
MIXED TONES OF BROWNS AND BEIGES,
LIKE THE TEXTURED SURFACE OF THE EARTH.
A REMINDER OF THE VAST,
SILENT WESTERN LANDS.



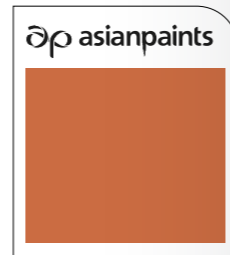
ENDLESS DUNES



0951 Coral Shell



4120 Burnt Yellowstone N



7997 Deep Spice



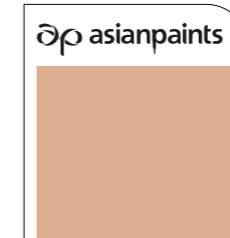
8539 River Reed



8639 Brick Tone



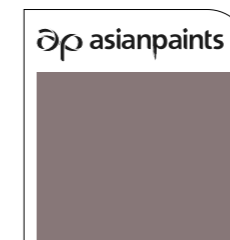
0427 Terracotta N



0318 Light Biscuit N



7995 Simply Sunset



8743 Rave Raisin

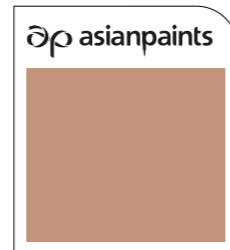


ENDLESS DUNES

WHETHER YOU USE A CONTRASTING DARK-LIGHT TONES OR CHOOSE A COMPLEMENTARY PALETTE, EARTHY TONES LOOK GROUNDED AND SOPHISTICATED NATURALLY.



7892 Pale Ivory



K226 Macadamia Cream N



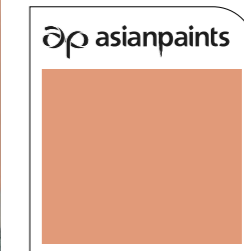
8655 Cappuccino



8579 Baked Biscuit



8441 Chapel Grey



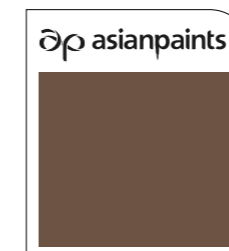
8007 Fawn Dream



0336 Buttercup N



8512 Almond Sand

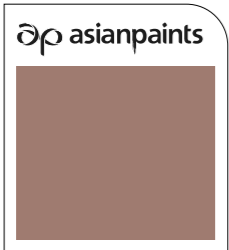


K196 Mulethi Roots N

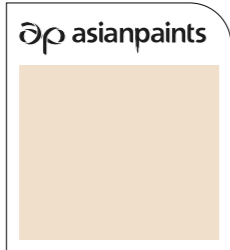




4215 Swiss Coffee



K237 Irish Creme Coffee N



0950 Old Lace



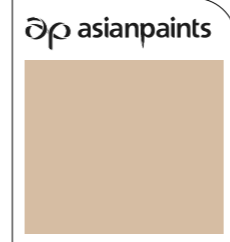
8563 Cane Beige



K236 Pinkish Beige N



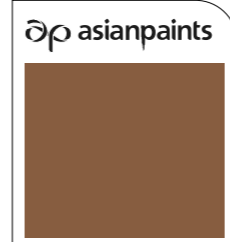
0419 Nut Brown N



9530 Camel Skin

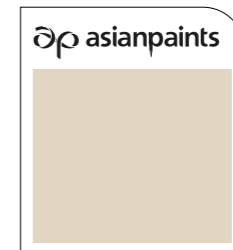


0523 Copper Leaf

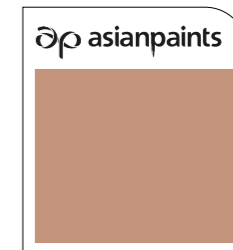


K194 Cedar Bark N





0974 Basra Pearl N



K226 Macadamia Cream N



CREATEX
Scratch Rainfall Pattern
ETXT7004CMB1001



Apex Ultima
8654 Frosted Chocolate



The Apex Createx Scratch Finish in Rainfall pattern in a dark shade of brown feels like a thick coating of soft soil – a one-of-a-kind exterior texture.



9516 Fresh Fuel



8647 Spice Variety



CREATEX
Scratch Crisscross Pattern
ETXT7001CMB1002



Apex Ultima
0302 Beige N



With the warm and inviting texture of the Apex Createx Crisscross Pattern and some subtle grooves on the exteriors, compliments will come knocking on your door.

The shades shown in the book are indicative only. Please refer to Asian Paints Colour Cosmos for exact shade reference. For texture, please ask to see a physical swatch sample or a texture patch on the wall for a more exact colour reference. Textures may appear different in variable light conditions.

DISCOVER LATEST COLOUR TRENDS WITH COLOURNEXT

ColourNext is an annual colour & decor trend forecast, the only one of its kind in India, showcasing curated palettes for Indian homes based on the latest trends in colours, materials, textures and finishes.

Download ColourNext 2021 Decor Directions for out-of-the-box ideas on how to make your spaces, look uniquely you.

SCAN THIS QR CODE TO DOWNLOAD YOUR FREE COLOURNEXT LOOKBOOK OR VISIT COLOURNEXT.ASIANPAINTS.COM



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9920 Deccan Earth N

asianpaints



0974 Basra Pearl N

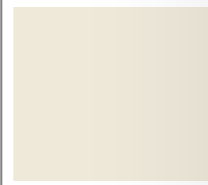


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X157 Green Ebony

asianpaints

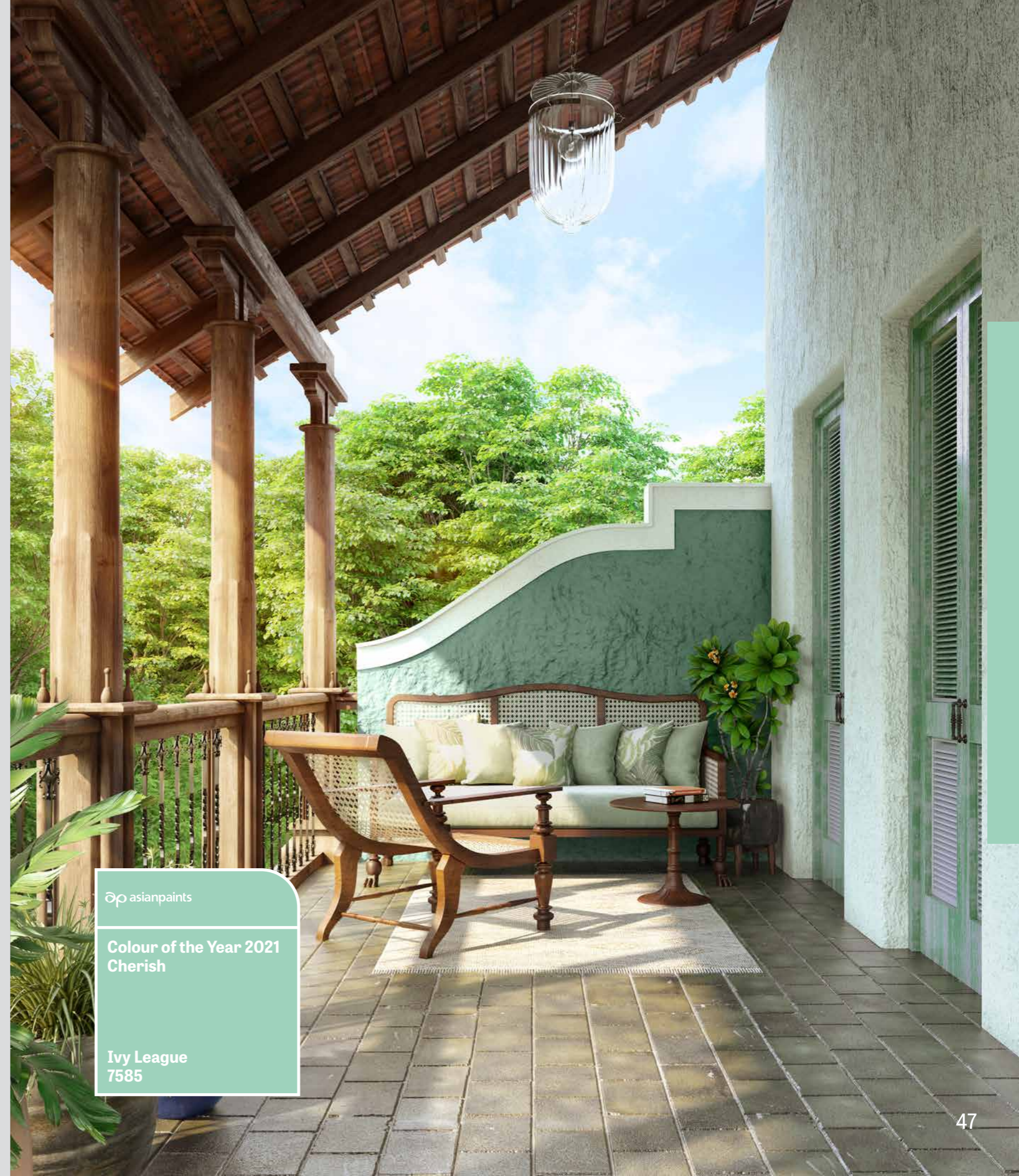


L160 Soft Silk

asianpaints



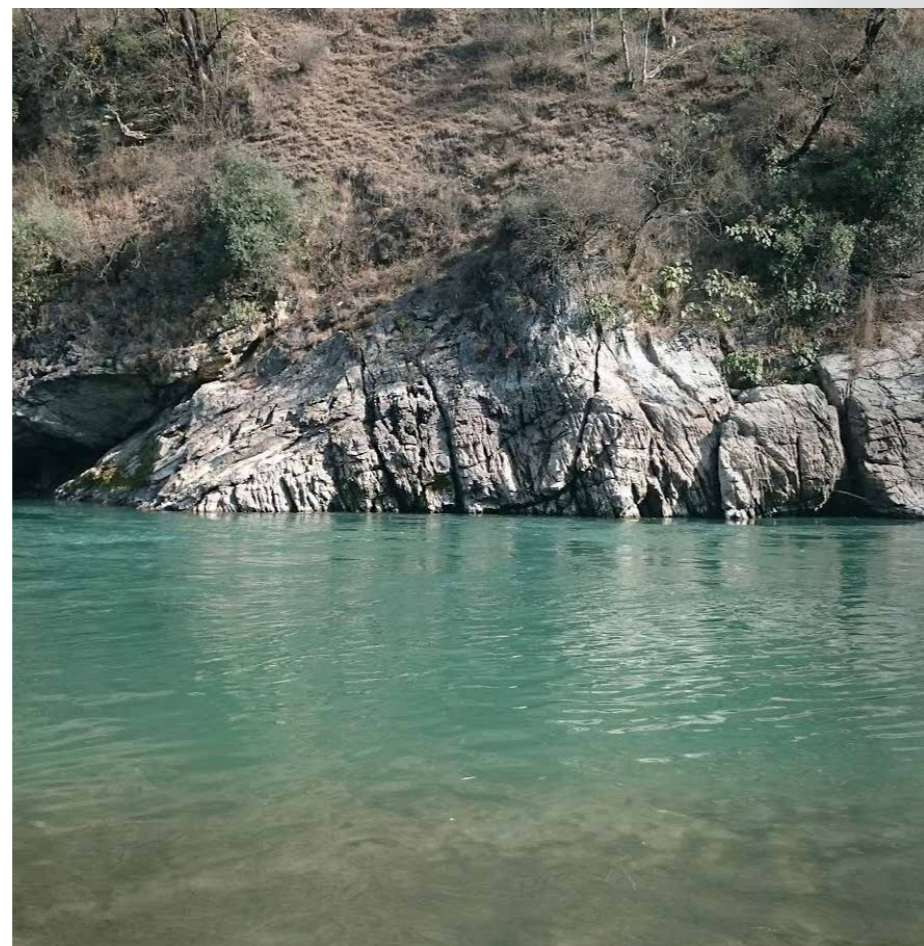
K236 Pinkish Beige N



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Colour of the Year 2021
Cherish

Ivy League
7585

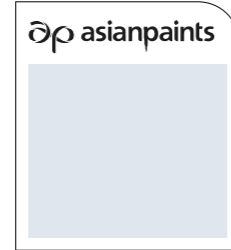


BY THE BAY

COOL BLUES & TEALS

FISHING BOATS, TRANQUIL WATERS,
SITTING BY THE WINDOW,
YOU DIVE INTO THE OCEAN BLUES.
UP AND DOWN WITH THE WAVES.
RECALLING JOYFUL EVENINGS
BY THE SIDE OF THE EASTERN BAY.

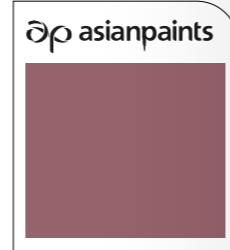




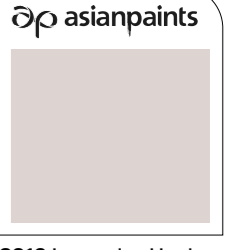
9645 Stratos N



8210 Lilac Dash



K066 Dark Raisin N



8219 Lavender Hush



8266 Bali Blue



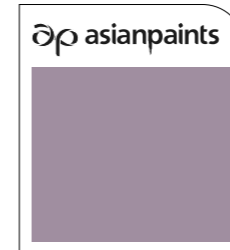
7415 Steel Mesh



7460 Crystal River



7343 Firmament



8200 Plum Cake



THE UNABASHED COLOURS OF THESE HOMES DISPLAY AS MUCH PERSONALITY AS THE PEOPLE WHO LIVE INSIDE THEM.



7204 First Ray



7207 Classic Purple



7051 Reverie



7475 Sea Horse



7527 Green Haven



8510 Svelte Leather



9609 LILAC TINT N



7384 Dolphin Dance



7366 Ashberry





7247 Blue Glory



K017 Mulberry Blush N



1203 Alliance



7144 Italian Iris



7219 Pearly Gates



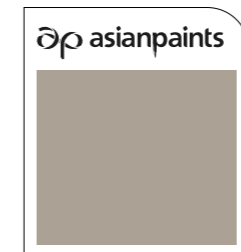
9689 Cape Town N



7436 Oceans Whisper

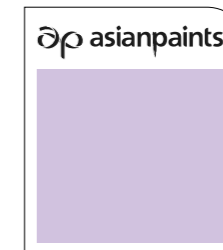


9694 Pure Sky N

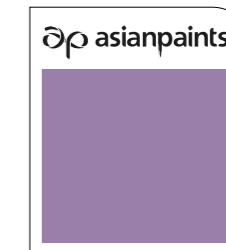


9513 Brown Points





K285 Lilac Linen N



9611 Kadambari N



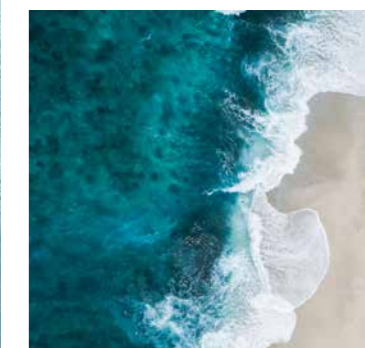
CREATEX
Scratch Ocean Pattern
ETXT7006CMB1001

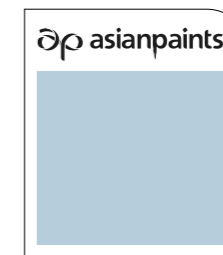


Apex Ultima
7436 Oceans Whisper

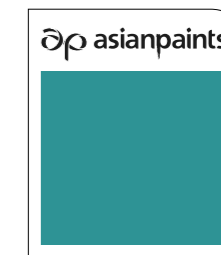


The subtle waves and coarse surface of Apex Createx Ocean Pattern, resemble that of age-old stones weathered by the waves of the ocean. It gives the exterior walls of your house a vintage look, instantly.





7298 Sail Away



7454 Deep Teal



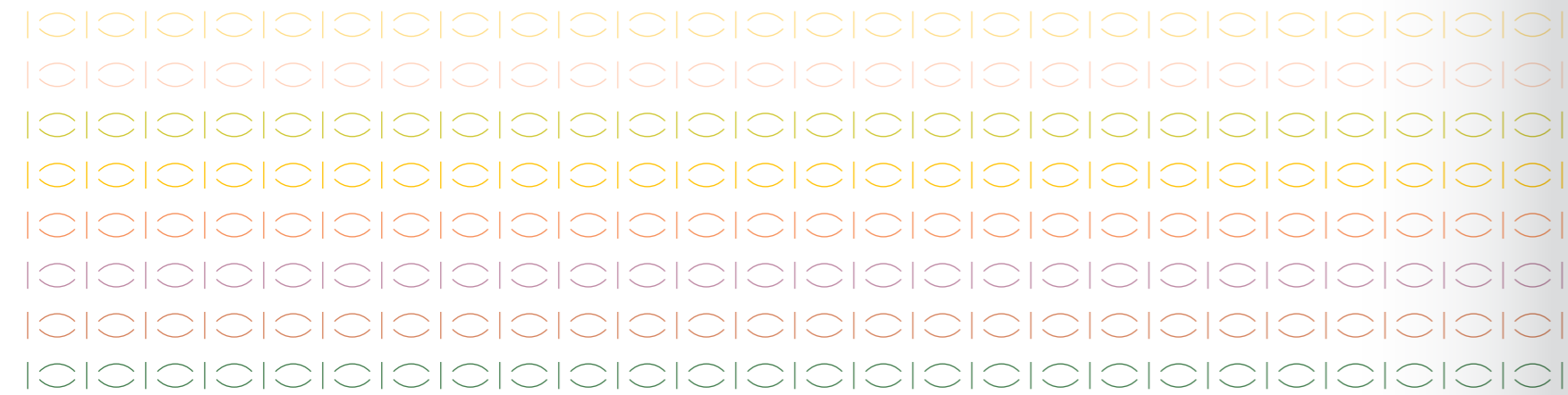
CREATEX
Scratch Crisscross Pattern
ETXT7001CMB1004



Apex Ultima
7182 Purple Pansy



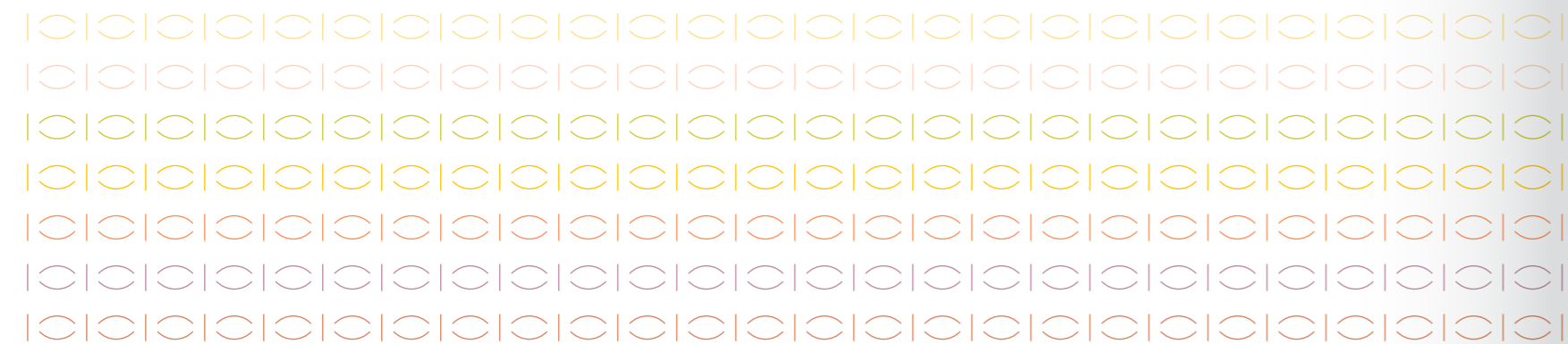
Give your home a regal look with highlights of the Apex Createx Crisscross Pattern texture. After all, your house is your legacy. It should look like it.



VIBRANT SHORES

BRIGHT COASTAL HUES

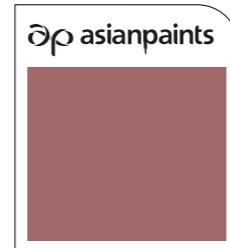
**LIVELY SHACKS AND COLOURFUL SHANTIES,
SCENES PAINTED IN BOLD HUES,
BRIGHT REDS, YELLOWS, MAGENTAS...
LIFE IS A CELEBRATION WHEN YOU'RE ON THE
SOUTHERN COAST.**



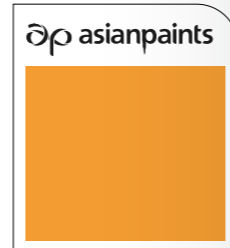
VIBRANT SHORES



8467 Desert Palm



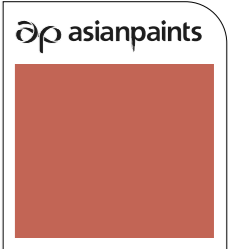
8102 Bottled Grape



9893 Hobakjuk Yellow N



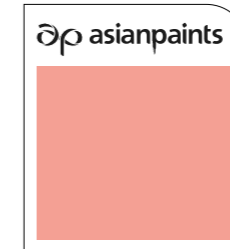
7986 Marigold



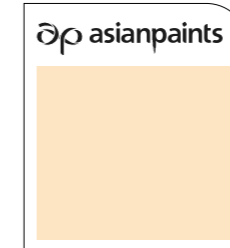
9968 Litchi Skin N



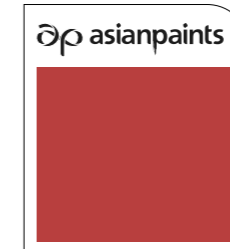
X105 Lemon Ole



9991 Aboli N



7978 Orange Frost



0520 Signal Red





7952 Martian Sky



8143 Pomegranate



K006 Crimson Cranberry N



9887 Creme Anglaise N



7511 Valley Green



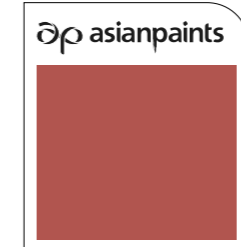
7902 Cheeky Yellow



7990 Vivid Orange



7894 Sunny Day



0509 Geranium

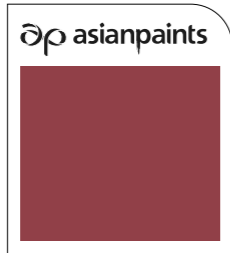




8025 Popsicle



9994 Moroccan Rose N



X123 Crimson Depth



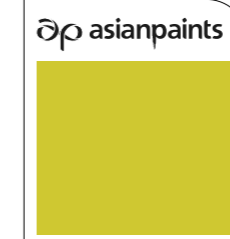
7943 Bright Fire



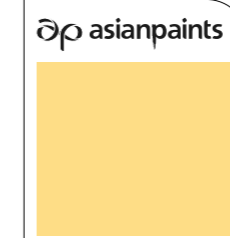
7997 Deep Spice



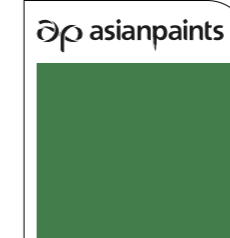
8093 Pure Red



7773 Lemon Souffle

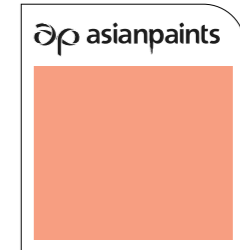


9887 Creme Anglaise N

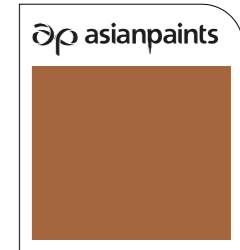


2435 Jade Green





8023 Carrot Punch



9901 Rustic Earth N



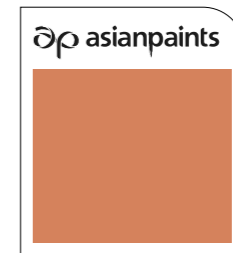
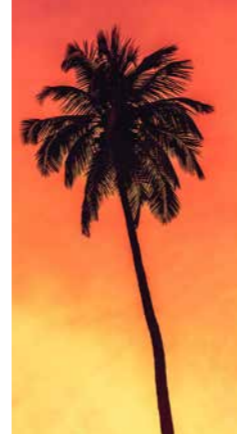
CREATEX
Roller Diagonal Pattern
ETXT5001CMB1001



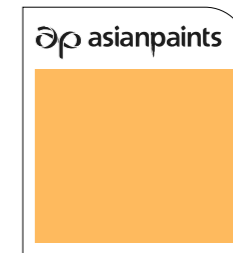
Tile Guard Matt
Top Coat 1
3211 Sandstone
(Colourwash)
Top Coat 2
8602 Herbal Pack
(Colourwash)

The luxurious sandstone-like texture of the Apex Createx Roller Finish Diagonal Pattern resembles the bold strokes of premium stone cladding from the best of quarries.





9920 Deccan Earth



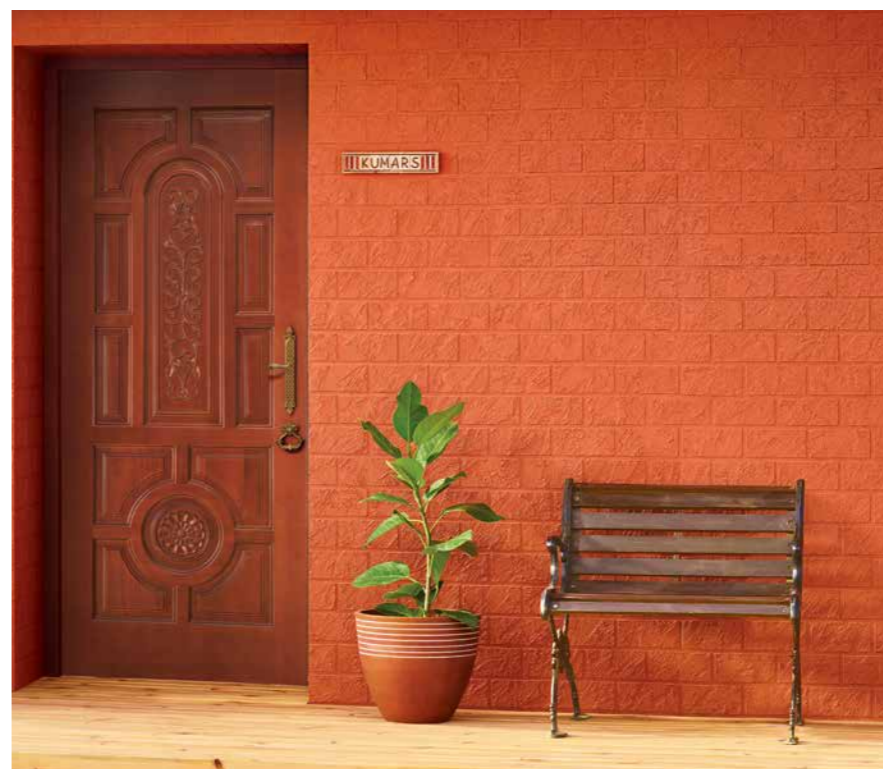
7951 Orange Spark



CREATEX
Dholpur Brick Pattern
ETXT6001CMB1001



Apex Ultima
9937 Red Rust N



Highlight the entrance of your home with the orderly look of brick and the organic coarseness of stone, all at once – with the unique stone & brick texture of the Apex Createx Dholpur Finish Brick Pattern.

APEX ULTIMA PAINTS



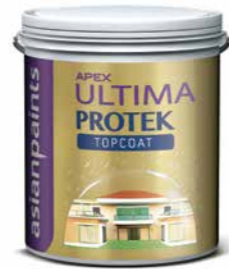
APEX ULTIMA PROTEK DURALIFE BASE & TOP COAT

Ultra-durable high-tech exterior emulsion paint, Apex Ultima Protek Duralife is a nanotechnology based paint that promises to keep walls protected from dampness, cracks and colour fading. This lead free paint comes with long-lasting durability for the severest of climatic conditions.



APEX ULTIMA

A high performance water based exterior wall paint with silicone additives. Apex Ultima helps to kill the growth of algae and fungus, and retain the initial beauty of your walls. The Dirt Pick Up Resistance (DPUR) property of this exterior house paint fights dust from settling on the walls, helping them retain its beauty.



APEX ULTIMA PROTEK

A superior exterior paint that will help you bid farewell to dampness, algae, cracks, colour fading and fungus on walls. Apex Ultima Protek keeps walls looking vibrant even through the severe weather conditions - rain, dust or harsh sun. This advanced exterior paint, equipped with Lamination Guard and Fibre technology, comes with a first-of-a-kind ten years' performance warranty for topcoat and six years waterproofing warranty for its basecoat.



APEX ULTIMA STRETCH

Apex Ultima Stretch is a high performance exterior paint with a unique stretchable film technology, which allows it to cover hairline cracks. It prevents the growth of algae and fungus and with a 7 year performance warranty, Apex Ultima Stretch keeps your house shining come rain or shine.

SYSTEM OF PAINTING

- 1 Clean the surface thoroughly using a wire brush and remove loose material from the surface
- 2 Surface imperfections such as holes, dents, fine cracks are to be filled with Asian Paints Wall Putty or a mixture of white cement & fine sand in the ratio of 1:3
- 3 For both fresh as well as re-painting of surfaces, apply one coat of Asian Paints Wall Primer by mixing primer and water in the ratio of 1:1
- 4 Apply 2-3 coats of Asian Paints Apex Ultima, by diluting the emulsion with the recommended amount of water. Keep an interval of 4-6 hours between two coats.

DISCLAIMER: Not applicable for Apex Tile Guard/Apex Stretch/Apex Duracast textures. For these products please refer to product literature.

PRE-PAINTING PREPARATION

- 1 Freshly plastered surfaces must be allowed to cure completely before painting.
- 2 Paint should not be applied on surfaces/ substrates which are subjected to continuous seepage or dampness.
- 3 Application of Exterior Wall Primer is mandatory for all surfaces. Not doing so can lead to failure of the paint film.
- 4 If the underlying surface exhibits chalkiness, in spite of thorough surface cleaning, use Asian Paints Exterior Sealer.
- 5 Dark shades in exterior emulsion will need at least 3 coats of application for proper hiding.
- 6 More absorbent surfaces may require two coats of primer.
- 7 Prices of products may vary depending on the colours chosen. Generally, dark and mid tone colours are more expensive compared to pastel colours.

TIPS FOR PAINTING

- 1 Insist on the recommended number of primer and top coats.*
- 2 Ensure coverage does not exceed more than 10% recommended figure.
- 3 Insist on 3 coats of paint on horizontal surface of exteriors*
- 4 Allow enough time for curing and drying.

*Special Precaution

APEX ULTIMA BOOK OF COLOURS



 **asianpaints**

LEAD FREE GUARANTEE

*All Asian Paints products do not contain any added lead, mercury, arsenic and chromium from April 2008.

Ultima Book Of Colours (CR)

MRP (incl. of all taxes) ₹XXX

Net Qty 1N

PKD XX/2021

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Mumbai 400 055

For more information,

visit www.asianpaints.com

For feedback or complaints, write to Marketing Manager, Colour Marketing at Asian Paints Limited, 6A Shantinagar, Santacruz (E), Mumbai 400 055 or call on 1800 209 5678 (toll free) and email us at customer-care@asianpaints.com

Disclaimer:

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