

# CREATIVE CONVERSATIONS



## EXTERIORS

It's a well established fact that colours have the power to affect moods and thoughts. If a bright, happy, sunshine-filled mood is what you want to define your life, Conversations is the right palette for you. A shade card of yellows ranging from soft pastels to vibrant bolds. Each energising and uplifting in degrees, making spaces look larger and warmer. Creating an atmosphere where conversation flows freely and people feel at home the moment they step in.





2026  
Fresh Harvest

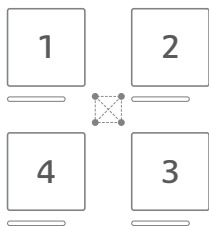
3066  
Hidden Cove

## Conversations

*Yellow in its many variations has one thing in common: a quality of freshness reminiscent of flowers in bloom, lemonade and sunny days. It makes your home exterior look cheerful and inviting. When taken up a notch into bolder neon shades, it can look quite edgy.*

# Conversations

## *The Creative Range*



Pick a combination of 2 or more colours from any 4 adjacent colours from the set of 12 below. You will find that these colours go perfectly with each other!


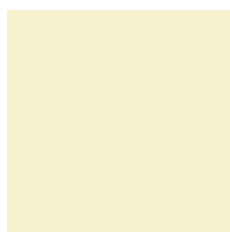
Go on, surround your living space with a beautiful ambience.



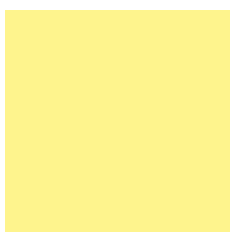
2025  
Wheat Sheaf



2024  
Valley Field



1046  
Silent Trail



2016  
Wild Daffodil



2026  
Fresh Harvest




2028  
Mid Day High



3053  
Amer Fort



3056  
Patina Gold



3066  
Hidden Cove



3463  
Hilltop Blue



3418  
Nilgiri Blue



3645  
Antiquarian Gold

Shades are shown for indication purpose only. Actual shade appearance may vary based on the light source and sheen.

## Interesting Trivia

*The majestic Amber Fort in Jaipur is painted in subtle shades of yellow, interspersed with some fine specimen of Rajput craftsmanship - patterns on marble walls.*





## Halõ

- DIRT BLOCK
- ANTI ALGAL
- ENDURES 9 YEARS\*

*"Carefully crafted for long-lasting protection."*



EXTERIOR

## Auřus

- ALL WEATHER GUARD
- ANTI ALGAL
- ENDURES 6 YEARS\*



*"Thoughtfully designed for a UV resistant finish."*



## Piřa

- COVERMAX
- DUST RESISTANT
- ENDURES 3 YEARS\*

*"For superior brightness and weather protection of exteriors."*



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MODERN  
ETERNIA



EXTERIORS



There are some classic colour schemes that never go out of style. If you're looking for a lasting colour palette for your home, something that blends Indian sensibilities with International décor trends, you can now think beyond beige. Neutral colours are the most reliable décor themes and stand the test of time. Add a few colour accents and you can give a space a distinct look and feel, that can alternate between soothing and edgy. A contrast that you can balance depending on whether your love for neutral shades overpowers your love for bold colours or vice versa.







4044  
First Draft

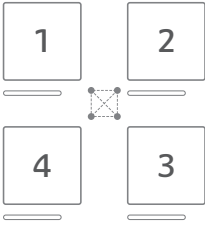
1075  
Fresh Spun

## *Eternia*

*Start with a canvas of white, beige or grey tones for your walls. Then play with accent colours to liven up the space in fun, quirky ways. Treat the accent colours like an accessory to liven up a basic outfit. Experiment with different colour combinations and don't be afraid to go bold. It only adds personality.*

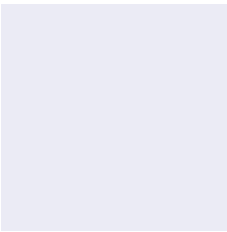
# Eternia

## *The Modern Range*

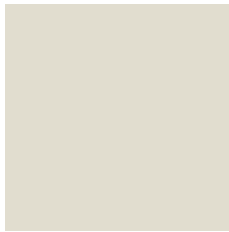


Pick a combination of 2 or more colours from any 4 adjacent colours from the set of 12 below. You will find that these colours go perfectly with each other!

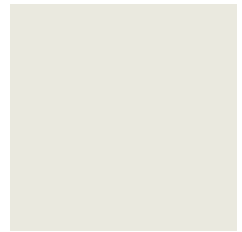
Go on, surround your living space with a beautiful ambience.



2331  
Fleeting Moment



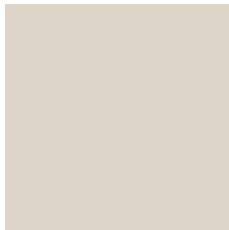
1075  
Fresh Spun



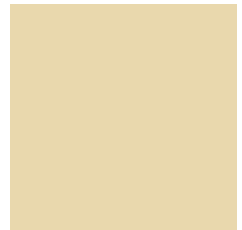
1032  
Morning Halo



4044  
First Draft



3032  
Jaipur Gate



2034  
Warm Bread



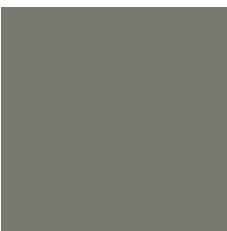
4064  
Scroll



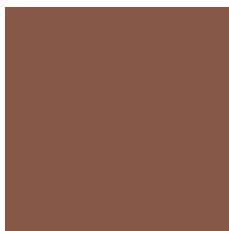
3048  
Golden History



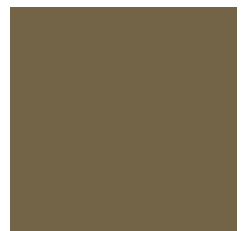
4374  
Host Rock



4317  
Cavernous Kiln



4367  
Golconda Rock



4377  
Artisan Brown

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## Interesting Trivia

An accent wall is one of the best ways to create a focal point. An accent wall doesn't have to be limited to one colour: it can be created with a striking pattern that unifies more than one colour.



3048  
Golden History

2034  
Warm Bread



## Halõ

- DIRT BLOCK
- ANTI ALGAL
- ENDURES 9 YEARS\*

*"Carefully crafted for long-lasting protection."*



## Auřus

- ALL WEATHER GUARD
- ANTI ALGAL
- ENDURES 6 YEARS\*



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## Piřa

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TRADITIONAL  
FOLKLORE



EXTERIORS

Folklore is the thread that runs through our lives. In our oral traditions, old wives tales, stories and proverbs passed down generations. Their richness, unique to each region and culture but together forming a colourful body of inspiration to draw from when thinking of a makeover for your home. A unique spectrum of violets, the Folklore theme is more about familiarity, comfort, and charm and less about glamour. As minimalism becomes increasingly popular, this décor scheme provides a canvas where less is more. The beauty of this colour scheme can be heightened through individual interpretations and expressions of folk themes.



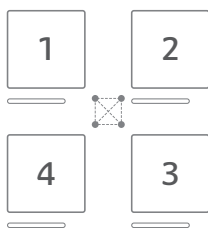


## Folklore

*Give your home a quaint, folksy feel with a range of soft pastel violets. Think beyond the usual and get inspired by designs that draw from folk traditions from around the world. From India's very own Ikat weave patterns to Scandanavian design trends. Have fun with unconventional colours without being restrained by the rules of fine art. Let your home exteriors extend a friendly welcome to one and all.*

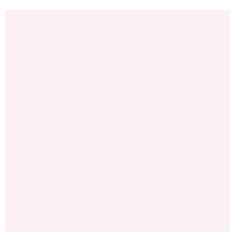
# Folklore

## *The Traditional Range*

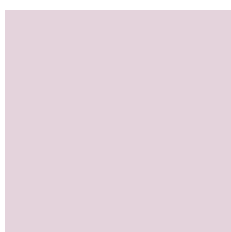


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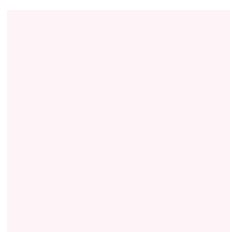
Go on, surround your living space with a beautiful ambience.



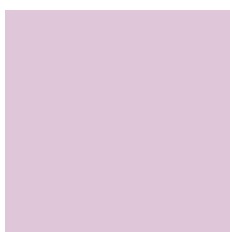
2302  
Moon Dust



2312  
Garden Flowers



2301  
Fairilie



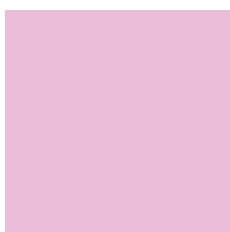
2315  
Butterfly Bush



2308  
Electric Moon



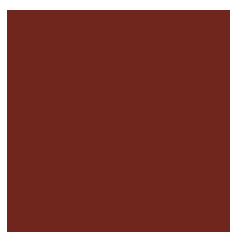
2287  
Rouge Flush



2306  
Sparkle Mountain



3045  
Desert Safari



5128  
Trend Setter



5173  
Mood Mauvais



5177  
Very Purple



5165  
It's Forever

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# Interesting Trivia

Floral inspired patterns and designs can accentuate the Folklore colour palette and give your home exterior a pleasing character that lures the eyes.



2306  
Sparkle Mountain

5177  
Very Purple



## Halõ

- DIRT BLOCK
- ANTI ALGAL
- ENDURES 9 YEARS\*

*"Carefully crafted for long-lasting protection."*



## Auřus

- ALL WEATHER GUARD
- ANTI ALGAL
- ENDURES 6 YEARS\*



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# NATURAL FOREST



## EXTERIORS

A vertical photograph of a forest during autumn. The scene is filled with tall, slender tree trunks that rise vertically, creating a sense of height and depth. The foliage is in various stages of seasonal change, with some leaves still green, many turning bright yellow, and some beginning to turn orange and red. The lighting is soft and diffused, filtering through the canopy and creating a warm, serene atmosphere. The overall composition is a dense, textured wall of nature.

The colour green is known to have therapeutic powers. It relaxes the eyes and induces a feeling of calmness. So, it stands to reason that a palette that is inspired by the hues of the forest is an ideal choice for your home world. The ultimate escape from the hustle and bustle of the world all around. Transform your living space with the colours of an enchanted forest and retreat into the lap of nature in the comfort of your own home.

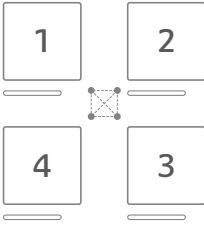


## Forest

*Re-imagine outdoor décor in a way that is fresh, rejuvenating and never seen before. Don't think twice about unleashing your creativity. Adorn the outdoor space with plants and vibrant flowers, potted in wooden or bamboo planters. Place a water feature near the entry way. Get inspired by the colours, textures, and elements of the forest. Forest-themed décor styles bring in a rustic yet youthful vibe.*

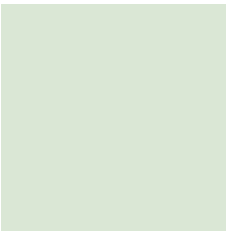
# Forest

## *The Natural Range*

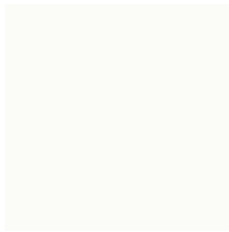


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1186  
Andaman Water



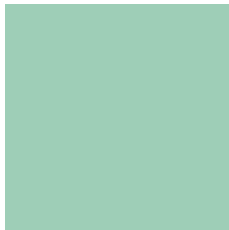
1021  
Snow Drift



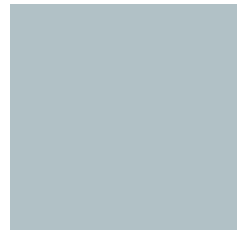
1188  
Crystal Clear



3555  
Monsoon Green



2564  
Natural Sage



3372  
Early Day



3578  
Organic Garden



3478  
Vegetal Green



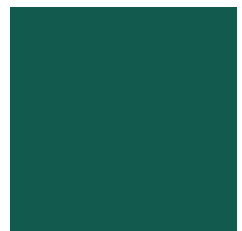
3378  
Ageless River



3487  
Ocean Deep



4363  
Delhi Brownstone



5238  
Radio Silence

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## Interesting Trivia

Edible forest gardens are becoming popular around the world. This mode of ecological gardening has its functional as well as aesthetic appeal, infusing a space with life and colour, while growing food.



5238  
Radio Silence

4363  
Delhi Brownstone



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- ANTI ALGAL
- ENDURES 9 YEARS\*

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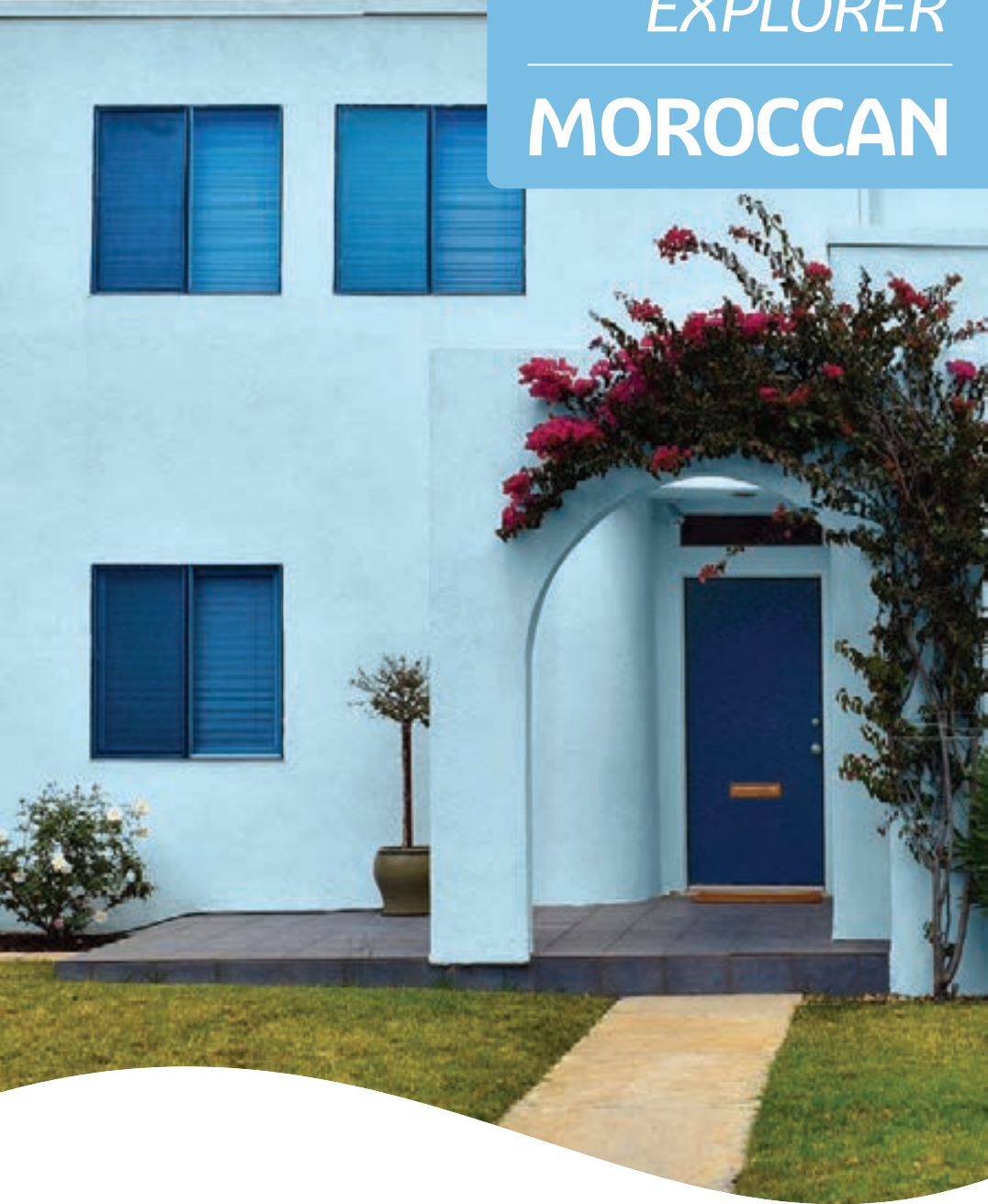




# EXPLORER

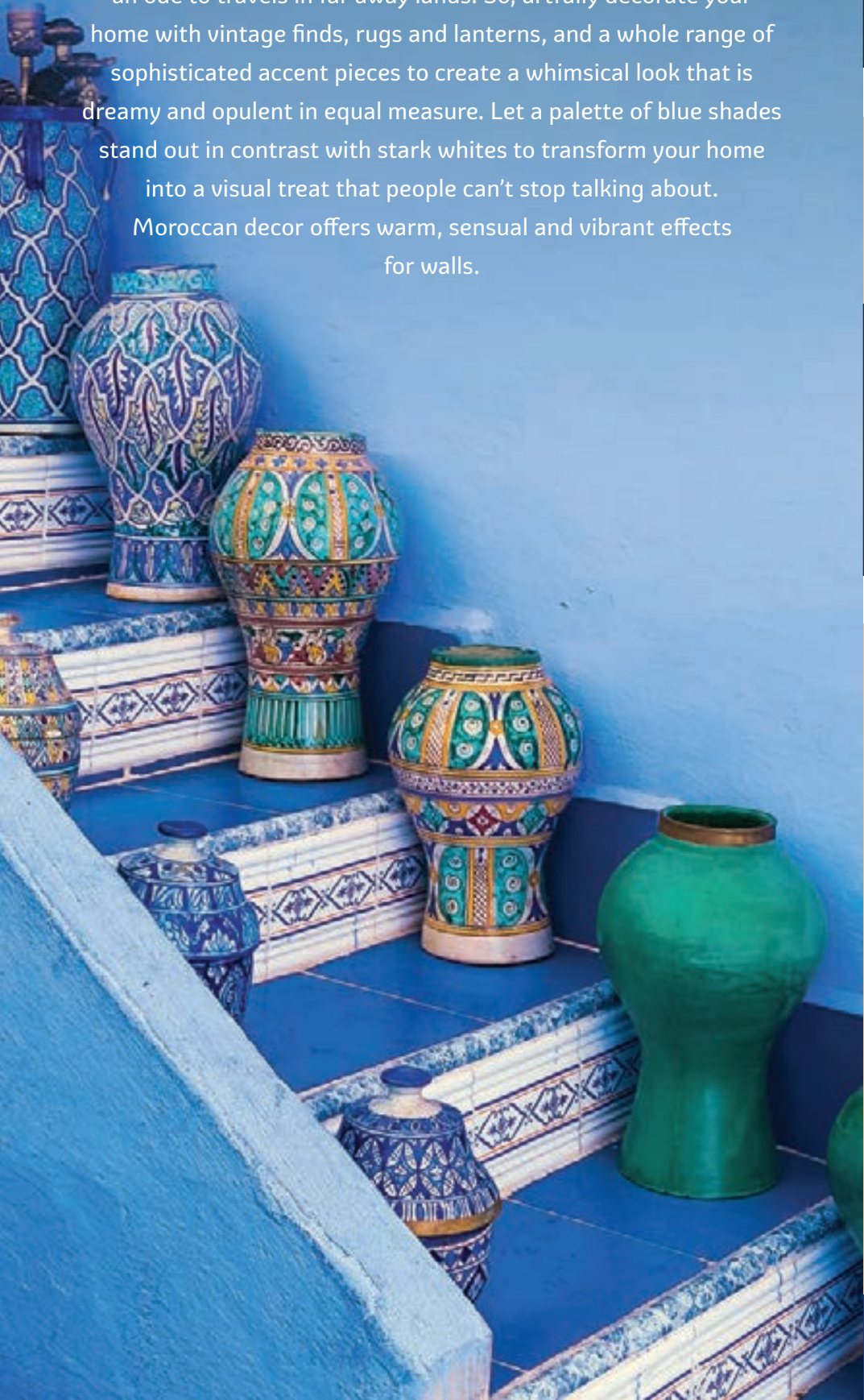
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# MOROCCAN



## EXTERIORS

If a bohemian décor style that is a pastiche of textures, layers and colours is your style, then this colour scheme is for you. A delightful play of blues that conjure a look that is truly global, an ode to travels in far away lands. So, artfully decorate your home with vintage finds, rugs and lanterns, and a whole range of sophisticated accent pieces to create a whimsical look that is dreamy and opulent in equal measure. Let a palette of blue shades stand out in contrast with stark whites to transform your home into a visual treat that people can't stop talking about. Moroccan decor offers warm, sensual and vibrant effects for walls.



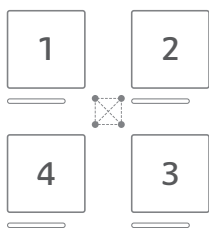


## Moroccan

*The versatility of the Moroccan décor theme lies in the fact that it can be toned up or down depending on your taste and preference. If bold is more your style, then opt for larger patterns and flashier detailed colours. Play with textures on saturated blues and earth-toned shades. The possibilities are endless.*

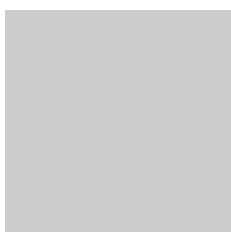
# Moroccan

## *The Explorer Range*

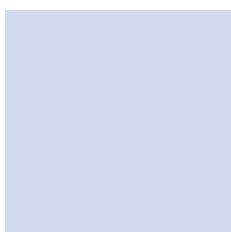


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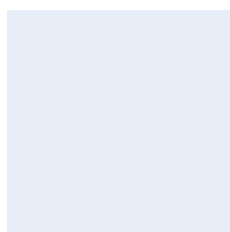
Go on, surround your living space with a beautiful ambience.



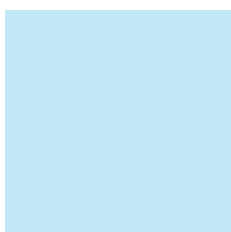
4023  
Subtle



2364  
Sing-a-Long



2362  
Strumming Guitar



2425  
Chuckles n Hiccups



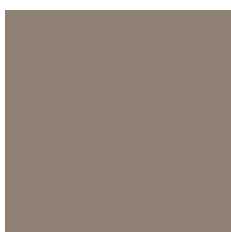
3347  
Majorelle Ceramic



2418  
Moved By Serenity



2437  
Morning After



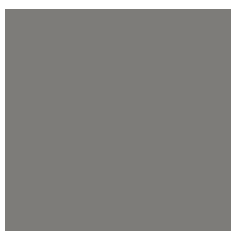
4093  
Riviera Sand



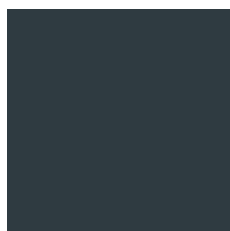
3348  
Morocco Blue



3377  
Vast Array



4027  
Hidden



4218  
Aphelion

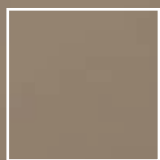
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## Interesting Trivia

A typical décor piece in the Moroccan style is the metal lamp or lantern that has cutwork all over and allows light to shine through. Moroccan lamps can bring a hint of magic to your doorway.



2425  
Chuckles n Hiccups



4093  
Riviera Sand





## Halõ

- DIRT BLOCK
- ANTI ALGAL
- ENDURES 9 YEARS\*

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EXTERIOR

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*ETHNIC*  
**WARLI**

# *EXTERIORS*



Warli art is a tribal art form that originated in the village of Warli in Maharashtra, and has now become an inspiration for designers across the world, thanks to its rustic charm. Warli art is easily recognisable for its use of primary colours, predominantly matte reds. The art itself depicts everyday scenes from life – sowing and harvesting of crops, celebration and dance, the circle of life. Warli art is inspiring for its symbolism, the visual stories that celebrate the intimate bond between man and nature living in harmony.







2091  
Fresh Aroma

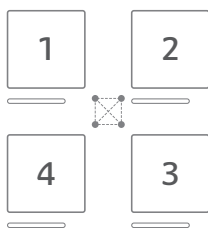
3187  
Dark Umber

## Warli

*Painting is a form of expression. It is a way to take ideas from the realm of the personal and express them in a way that can be appreciated in the public sphere. The white stick figures of the Warli art style juxtaposed against a backdrop of red ochre walls can help your exterior walls tell a story about life and the importance of living in harmony with nature, in a unique style.*

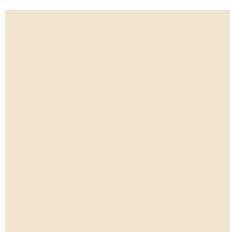
# Warli

## The Ethnic Range



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2091  
Fresh Aroma



2094  
Praline Butter



2095  
Warm Crust



3187  
Dark Umber



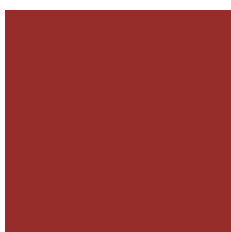
3094  
Polished Stone



3076  
Pagoda Roof



5097  
A Suitable Boy



3188  
Terracotta



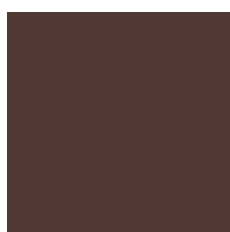
5077  
Rusty Hue



3397  
Oceanic Ridge



3087  
Muddy River



5098  
Family Life

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## Interesting Trivia

Warli art is magical for its ability to turn back time and bring to mind the need to enjoy the simple joys of life. That's why it is a popular décor feature in metro stations across the country - from Bangalore to Delhi.



3094  
Polished Stone



5097  
A Suitable Boy





## Halö

- DIRT BLOCK
- ANTI ALGAL
- ENDURES 9 YEARS\*

*"Carefully crafted for long-lasting protection."*



## Auřus

- ALL WEATHER GUARD
- ANTI ALGAL
- ENDURES 6 YEARS\*



*"Thoughtfully designed for a UV resistant finish."*



## Piřa

- COVERMAX
- DUST RESISTANT
- ENDURES 3 YEARS\*

*"For superior brightness and weather protection of exteriors."*



*"At JSW Paints, we aim to inspire minds and lives, to unleash true beauty, with a wide range of eco-friendly products."*

Celebrated for laying the foundation as well as paving the way, the JSW Group has written India's growth story over many decades. The multi-billion dollar conglomerate is now ready to colour the nation with JSW Paints.

JSW Paints brings you Colourvista to address all your colour related needs!

We carried out a detailed research to understand the cultural trends around colour in India as well as globally. It was concluded that colours are chosen on the basis of tones and the moods they evoke in a living space, followed by the colour family. These rich insights gained are the inspiration that make Colourvista a unique offering for all your colour related needs.



**colourvista**  
Shade Portrait