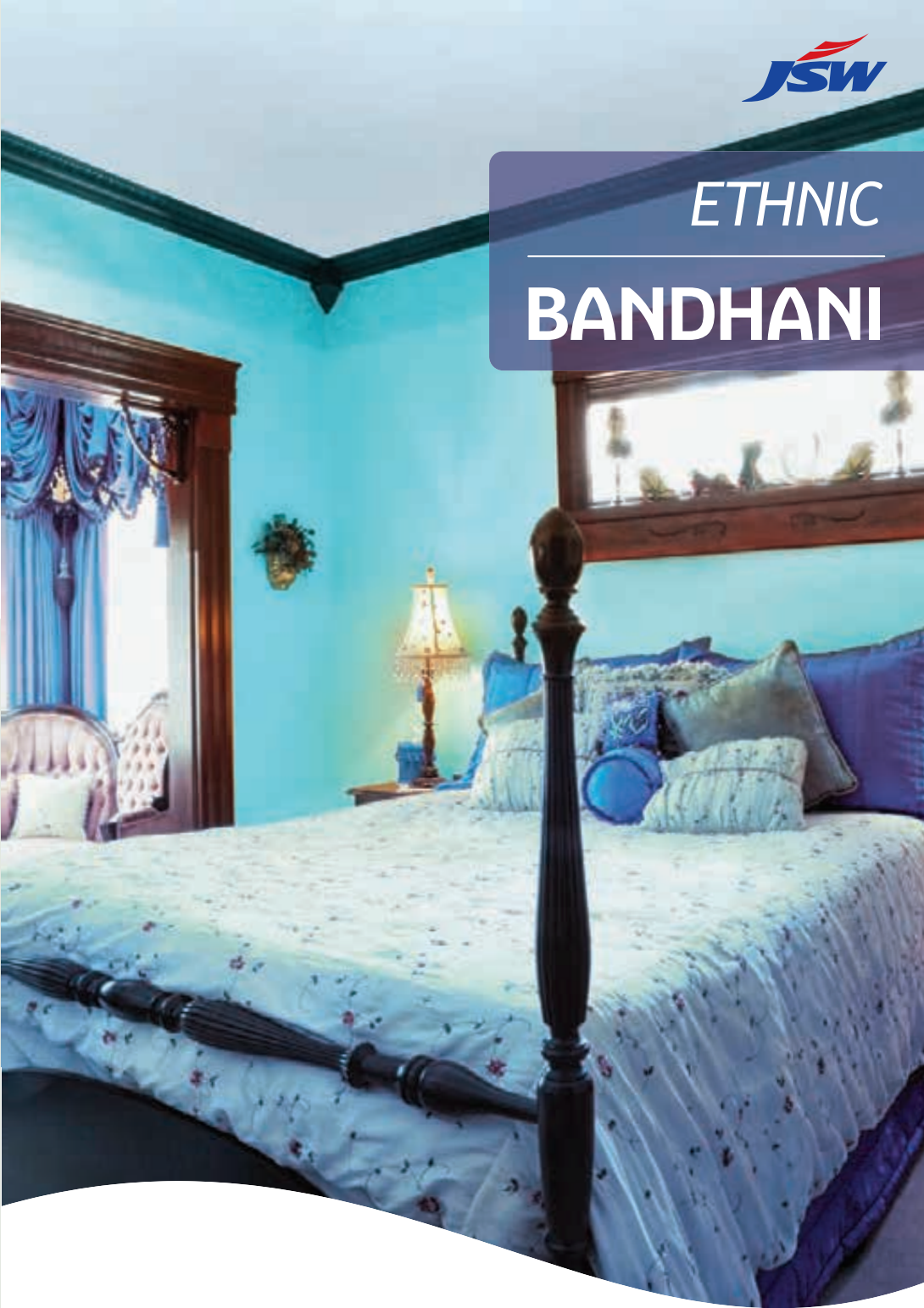




ETHNIC
BANDHANI



INTERIORS

JSW PAINTS



colourvista
Shade Portrait

Summer

This colour palette is an ode to our ethnic traditions that keep us rooted and help us pass on generational wisdom through a rich heritage of arts and crafts. This tonal arrangement draws from the vibrant blues so typical to the 5000 year old art of dyeing textile originating in Rajasthan and Gujarat. Consider this our way of celebrating an amalgamation of ethnic folk art and present day decor themes.





2197
Powdered Rouge



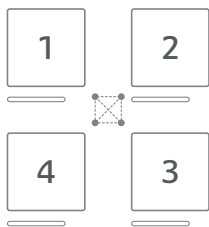
2413
Inner Chakra

Bandhani

Bring the sky indoors. Use multiple shades of blue, add contrast, try decorative painting techniques, add a classic stripe or subtle accents. Intersperse it with white wall trimmings. Install traditional tiles to compliment the walls. Add chinoserie elements with a hint of matt gold to give your interiors a look of elegant opulence, or settle for a serene space with softer shades. From minimal accents to indulgent mono-colour spaces, a hint of blue can add a whole lot of perspective to a room.

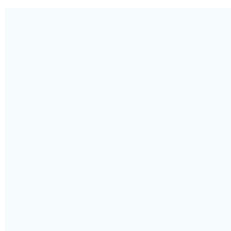
Bandhani

The Ethnic Range

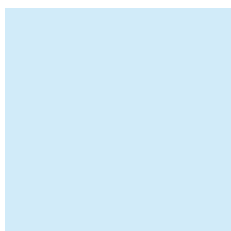


Pick a combination of 2 or more colours from any 4 adjacent colours from the set of 12 below. You will find that these colours go perfectly with each other!


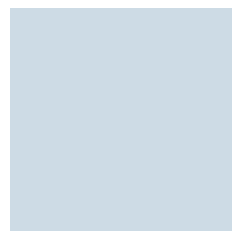
Go on, surround your living space with a beautiful ambience.



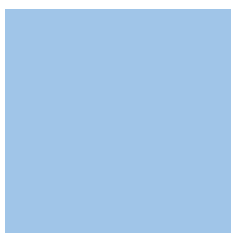
1171
Diamante



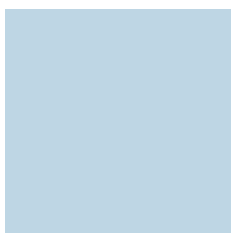
2404
Ski Slope




2412
Heavenly Skies



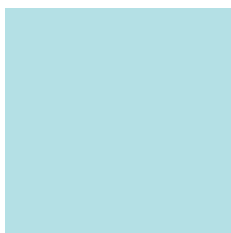
2411
Silent Space




2413
Inner Chakra




2197
Powdered Rouge



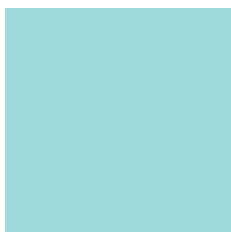
2463
Indian Roller Bird



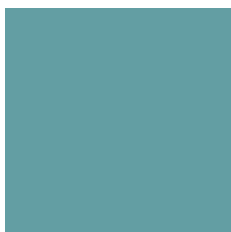
3362
Ashram Blue



3364
Ville Colonial



2465
Lake Side Light



3413
Promising View



3425
Upper Ganges

Interesting Trivia

Decorator Marie-Anne Oudejans's suite in Jaipur's heritage hotel - Narain Niwas Palace, features a master bedroom painted in exquisite blue and white by Vikas Soni, who also painted the portraits that adorn the walls.



3362
Ashram Blue



2465
Lake Side Light




Halõ

-  PAINT & PRIMER
-  ENDURES 7 YEARS*
-  STAIN RESISTANT
-  ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



Aurõs

-  PAINT & PRIMER
-  ENDURES 5 YEARS*
-  RICH MATT



"Thoughtfully designed for a rich matt finish"



Pixã

-  PAINT & PRIMER
-  ENDURES 3 YEARS*
-  BRIGHT FINISH

"For superior brightness & smoother walls"



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Shade Portrait

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V1 | 9TPA | SC

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EXPLORER
DRAVIDA



INTERIORS

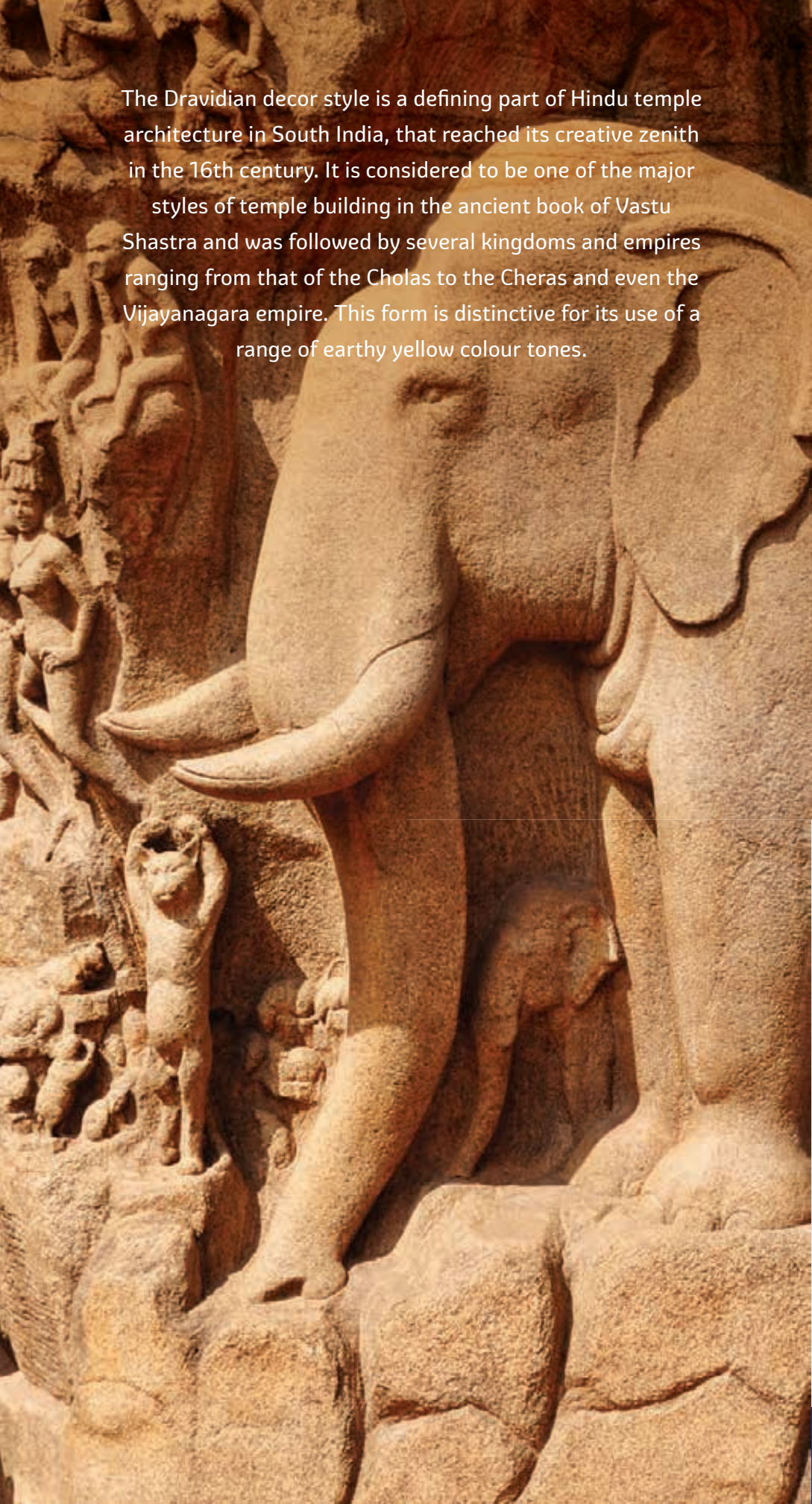
JSW PAINTS



colourvista
Shade Portrait

Summer

The Dravidian decor style is a defining part of Hindu temple architecture in South India, that reached its creative zenith in the 16th century. It is considered to be one of the major styles of temple building in the ancient book of Vastu Shastra and was followed by several kingdoms and empires ranging from that of the Cholas to the Cheras and even the Vijayanagara empire. This form is distinctive for its use of a range of earthy yellow colour tones.





2047
Sunshine Sparkle

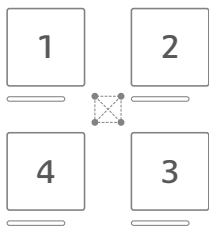
2097
Tea Shop

Dravida

Yellow signifies sanctity and it is considered to be one of the most auspicious colours. It is versatile and can take many forms - from a bright cheerful tone that evokes happy memories to richer, muted options that reflect an aura of quiet, classic sophistication. This lively colour palette lets you explore a whole new look for your interior walls that draws from tradition but is timeless in its appeal.

Dravida

The Explorer 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.



2045
Glazed Macaroon



2035
Corn Kernels



3031
Desert View



2047
Sunshine Sparkle



2067
Mango Shake



3011
Indus Valley



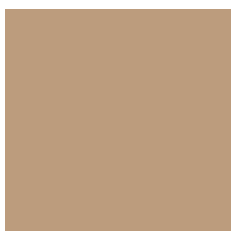
3055
Courtyard Yellow



2097
Tea Shop



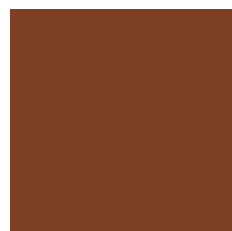
3096
Layered Clay



4351
Sunset Beige



4391
Living Green



4355
Deep Soil

Interesting Trivia

The ITC Chola Interiors are inspired by the magnificent Dravidian temple Thanjai Periyakovil - with its delicately carved ceilings. The work of traditional sculptors from Mahabalipuram drapes the hotel's walls, while 432 stucco columns in the shape of carved elephants and four petalled flower motifs stand tall.



2035
Corn Kernels

3011
Indus Valley



Halö

-  PAINT & PRIMER
-  ENDURES 7 YEARS*
-  STAIN RESISTANT
-  ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



Auřus

-  PAINT & PRIMER
-  ENDURES 5 YEARS*
-  RICH MATT

"Thoughtfully designed for a rich matt finish"



Piřa

-  PAINT & PRIMER
-  ENDURES 3 YEARS*
-  BRIGHT FINISH

"For superior brightness & smoother walls"



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NATURAL

GOOD
EARTH

INTERIORS

JSW PAINTS



colourvista
Shade Portrait

Summer

What was once limited to whimsical seasonal flower arrangements and earthen pottery collections adorning corners, has now made way for a full blown nature inspired organic look for the entire home. A burst of cheery pastel hues, pops of accent colours offsetting a soothing neutral backdrop. Creating the mood for the perfect setting to escape to when the mercury soars. Reminiscent of long lost summer holidays, new blades of grass, clear blue skies and settling down with a book and a bowl full of jamuns. This palette is all about exuding a cool summer vibe.





2708
Seek Solace

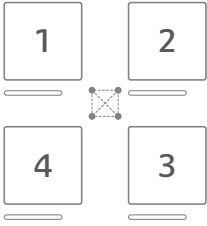
4182
Echo

Good Earth

Create an array of looks that make use of the play of white, ivory and neutral colours with bright pastel accents. Add a layer of elegance with botanical inspired framed prints or fabrics. Hang an ivory mat, throw in a display of corals or starfish, or add a lush verdant fern here and there. There are so many ways to bring this colour palette of vibrant summer hues alive.

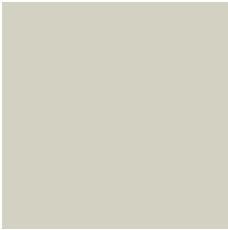
Good Earth

The Natural Range

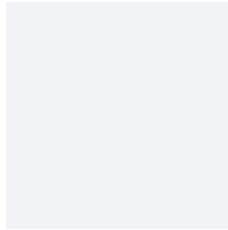


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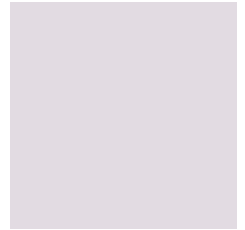
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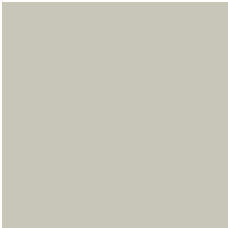
4011
Patience



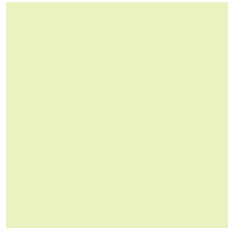
1154
Mountain peak



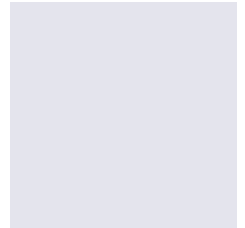
1155
River Rhyme



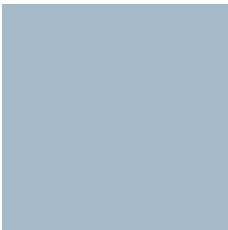
4012
Memory



2704
Coastal Glade



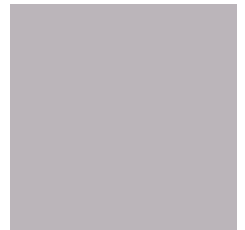
4181
Acoustic



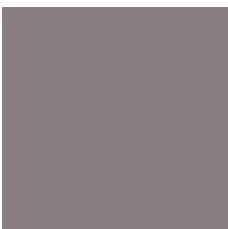
4212
Halo



2708
Seek Solace



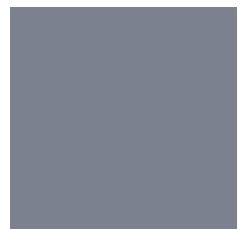
4182
Echo



4144
Aesthetic Gray



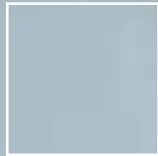
4372
Ancient Port



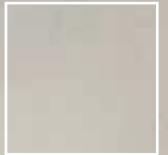
4184
Soundcloud

Interesting Trivia

The natural relationship between stone and water has inspired designers to create bathtubs of varying textures - from heavy stone to wood. Recreating organic landscapes within the space of the bath, thereby connecting you with nature in a primordial sense.



4212
Halo



4012
Memory



Halõ

- PAINT & PRIMER
- ENDURES 7 YEARS*
- STAIN RESISTANT
- ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



INTERIOR

Aurõs

- PAINT & PRIMER
- ENDURES 5 YEARS*
- RICH MATT



"Thoughtfully designed for a rich matt finish"



Pixã

- PAINT & PRIMER
- ENDURES 3 YEARS*
- BRIGHT FINISH

"For superior brightness & smoother walls"



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MODERN

ROOF
GARDEN

INTERIORS

JSW PAINTS



colourvista
Shade Portrait

Summer

The poet and philosopher Rumi said, "The garden of love is green without limits, and yields many fruits other than sorrow or joy." How fitting those words are even to describe a home filled with love? A place to nurture and tend to.

And adorn in colours that make it look vibrant, thriving and alive. So harness the tranquil beauty of calming summer hues, fresh from the Roof Garden. An interplay of muted green tones and soft pink blooms defines this decor theme, creating a modern look that is in trend.





2245
So Happy



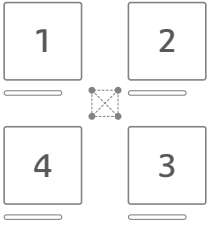
2515
Mountain Climb

Roof Garden

Decorate your home interiors in the colours of that perfect summer leaf you found on a walk, or a bouquet of the most gorgeous flowers from your spring garden. For a refined touch, add ornate ceramic pieces on walls and tables and neutral tonal drapes to create a modern Parisian look.

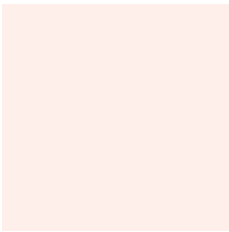
Roof Garden

The Modern Range

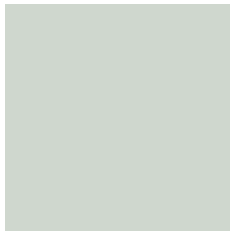


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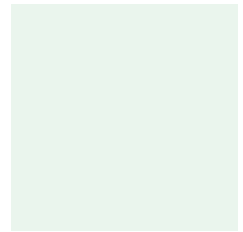
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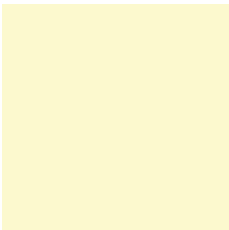
2241
Near Innocence



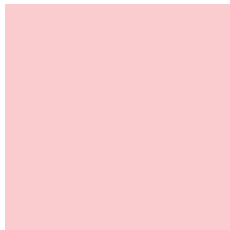
4221
Reflecting Crystal



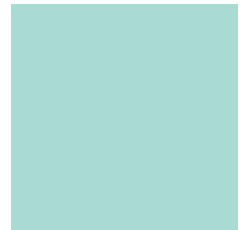
2511
Adventure Sky



3261
Mineral Hill



2245
So Happy



2515
Mountain Climb



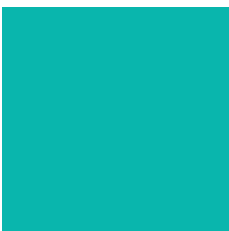
5221
Get Wet



5141
A Girl Like Me



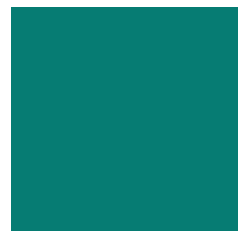
5224
Songs from a Room



5231
Born Free



4225
Lustrous Gray



5233
Viridian

Interesting Trivia

Terrarium gardens which date back to an 1827 invention, are now an interior decor range. Thanks to the convenience with which these micro eco-systems can be acquired and maintained. Terrariums have become a popular hobby for gardening enthusiasts and are in vogue as they can enhance the look of a space significantly.



4221
Reflecting Crystal




3261
Mineral Hill






Halö

-  PAINT & PRIMER
-  ENDURES 7 YEARS*
-  STAIN RESISTANT
-  ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



Auřus

-  PAINT & PRIMER
-  ENDURES 5 YEARS*
-  RICH MATT

"Thoughtfully designed for a rich matt finish"



Piřa

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CREATIVE
VIBRANT



INTERIORS

JSW PAINTS



colourvista
Shade Portrait

Summer

A violet colour scheme can be a novel idea to liven up the look of your home. From delicate subdued shades to vibrant pops of colour, violets can infuse any space with a personality ranging from neutral to bold. This colour palette when done right can lend your home a creative character that sets the mood and creates a distinguished look and feel. It's no wonder that violet tones have for long been the preferred colour of royalty across the world.





2294
Pinked Lips

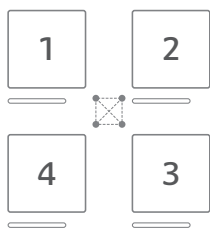
2014
Nargis Flower

Vibrant

Shades of violet harmonize together to create a space that exudes a powerful feminine softness balanced with an aura of glamour. Add to the space some animal patterned throws or soft furnishing fabrics to enhance that luxe appeal, or if you are in the mood for some more creativity and experimentation, commit to darker, dramatic hues and make a bold statement.

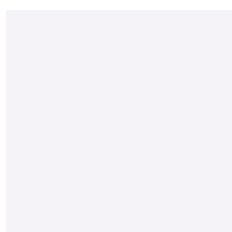
Vibrant

The Creative Range



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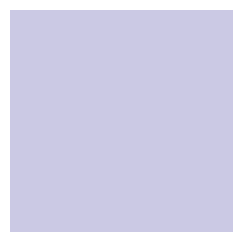
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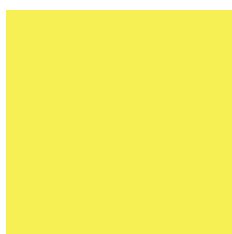
2351
Wind Chime



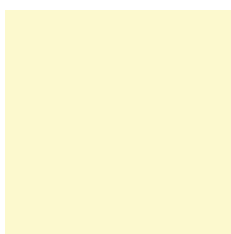
2291
Chic Lady



2354
Hyacinth Hymn



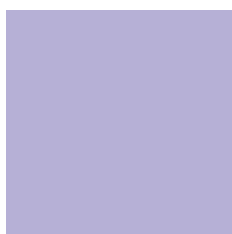
5312
Sunny Side



2014
Nargis Flower



2486
Tropical Palm



2357
Lyrical Lilac



2294
Pinked Lips



5131
Cupid's Power



5184
Keeper of Light



5072
Fiery Start



2316
Mauve Zinnia

Interesting Trivia

Designer Alexa Hampton's bedroom boasts a rich cabernet colour that makes the space look gorgeous and dramatic at night when the lights are dimmed. The lavish rugs, regal furnishing and oil painted landscapes adorning the wall complete the look.



2291
Chic Lady



2486
Tropical Palm




Halö

-  PAINT & PRIMER
-  ENDURES 7 YEARS*
-  STAIN RESISTANT
-  ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



Auřus

-  PAINT & PRIMER
-  ENDURES 5 YEARS*
-  RICH MATT



"Thoughtfully designed for a rich matt finish"



Piřa

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colourvista
Shade Portrait

JSW Paints Private Limited

Regd. Office: Jindal Mansion, 5A, Dr. G. Deshmukh Marg, Mumbai-400026.

For complaints, write to Customer Care Manager at above address or call 1800-121-5797

For more information, visit www.jswpaints.in | Email: ccpaints@jsw.in

V1 | 91PA | SC

Free Sample. Not for retail sale



TRADITIONAL

VIVAACH




INTERIORS

JSW PAINTS



colourvista
Shade Portrait

Summer



The colour red is commonly associated with love, vigour and passion in the Indian tradition. It is why red is the most significant colour in Indian weddings. The colour red is also associated with the rising sun. It stands for a promise of prosperity. It is also the colour of power, strength and valour. The Vivaah palette of reds exudes a spirit of energy and optimism that inspires, invigorates and energizes the space that it adorns.



3042
Screen Shade

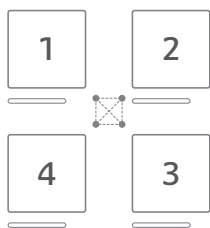
4022
Cryptic

Vivaah

Red tends to add a fanciful touch to any space. Be it rich oriental reds or muted hues of earthy reds, or velvety 1930s style old world glamour, this versatile palette can be used to create a plethora of ambient moods that range from intriguing to enticing, warm and inviting. When it comes to red, the less is more principle holds true. Even a single red accent can transform the look of an entire space.

Vivaah

The Traditional Range

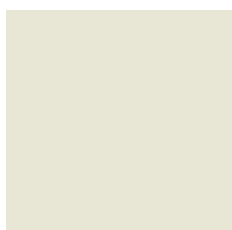


Pick a combination of 2 or more colours from any 4 adjacent colours from the set of 12 below. You will find that these colours go perfectly with each other!

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



1023
Frosted Rain



1025
Tranquil Moment



1027
Grey Whisper



3153
World of Play



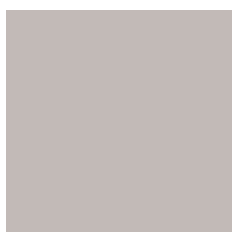
5094
Accidentally in Love



5091
A Time to be Happy



3042
Screen Shade



4022
Cryptic



3155
Folk Art



5083
Super Moon



4025
Enigma



5113
Red Jasper

Interesting Trivia

20th century Goan Portugese homes come with 'balcoes' or verandas facing the street, with a flight of stairs, or walls often adorned in red. An inviting feature of socially oriented Goan houses.



3153
World of Play



1025
Tranquil Moment



Halö

-  PAINT & PRIMER
-  ENDURES 7 YEARS*
-  STAIN RESISTANT
-  ANTI FUNGAL

"Carefully crafted for an incredibly smooth finish"



Auřus

-  PAINT & PRIMER
-  ENDURES 5 YEARS*
-  RICH MATT

"Thoughtfully designed for a rich matt finish"



Piřa

-  PAINT & PRIMER
-  ENDURES 3 YEARS*
-  BRIGHT FINISH

"For superior brightness & smoother walls"



"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 conglomerate is now ready to colour the nation with JSW Paints.

JSW Paints brings you Colourv^{ista} 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 family colour. These rich insights gained are the inspiration that make Colourv^{ista} a unique offering for all your colour related needs.

JSW PAINTS



colourv^{ista}
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