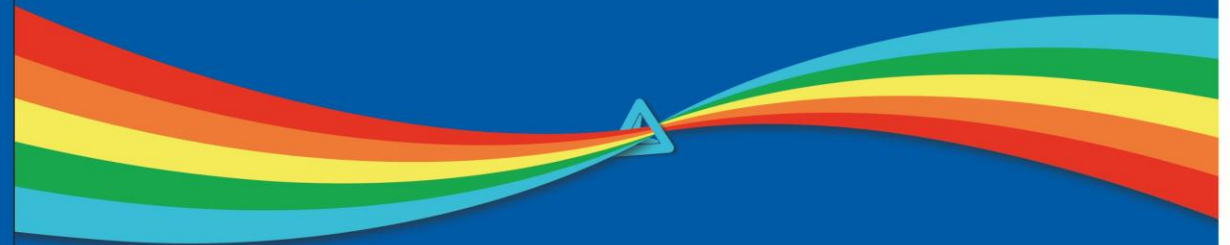


Astral Paints Brochure



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Astral Limited
'Astral House', 207/1, Behind Rajpath Club, Off S.G. Highway, Ahmedabad - 380 059, India.
Toll Free: 1800 309 9393 | E-mail: customercare@astralpaints.com



TRUST OF ASTRAL **NOW IN PAINTS**

ABOUT **ASTRAL**

Entrusted in India,
Making waves across the globe!

Started operations in 1998, Astral started manufacturing polymer piping systems for domestic and industrial applications. Known for introducing CPVC piping for the first time in India, Astral introduced a wide range of products in the Pipes category and at the same time diversified successfully into other business categories within the Building Materials Industry. The single-minded focus on quality and innovations across the product line earned Astral trust and enabled incessant growth. Today, Astral has grown to become a household name in the category of Building Materials.

Brand Astral stands for innovation and setting new trends in the industry. Astral is also known for its compromise-free quality which exceeds consumers' expectations. Right from introducing new technologies to innovative brand communications in the category, Astral's brand mission has been to maintain and grow a commanding presence in the minds of customers and to deliver promised values consistently.

BUSINESS IN FOCUS

Exploring New Horizons

Astral has been an established name in the category of Pipes and Adhesives with a strong foothold across the country. With our vision to be a leading manufacturer in the industry. We aim to expand our legacy of trust and innovation in other categories such as Bathware and Paints. This business consolidation helps us strengthen brand equity and reach a wider consumer base.

WHY ASTRAL?

We deliver quality products and services based on innovative technologies to our customers.



QUALITY

ASTRAL constantly strives to upgrade processes and materials, incorporating international developments in the building material industry to benefit the customers.



TRUST

ASTRAL aims to achieve the vision of earning consumer's trust and delight. Astral has been operational in India since 1998, striving to serve consumers with the best of abilities.



INNOVATION

ASTRAL offers innovative product designs, created using extensive industry know-how coupled with the latest technology to assure world-class quality.



CORPORATE VALUES

Values that we aim for

Astral is committed to global excellence, driven by customer needs and desires. Innovations and quality play an important role in achieving these goals. As an organisation, we seek to become leaders in every industry we are present in by offering quality products and services that are value for money.

Our vision defines our values and the manner in which we connect with our customers, partners, shareholders, employees, and society at large.



ABOUT ASTRAL PAINTS

Bringing colours to our business

Paints are more than just colours on walls – They are vital as protective wall coatings.

By acquiring Gem Paints Private Limited, Astral sets foot in another category of building materials, the paints. This strengthens the brand equity and enables to cater to the business with high consumer involvement. Gem Paints manufactures high-performance industrial and decorative coatings and has been offering a wide portfolio of 28+ brands and 100+ SKUs spanning across various price points. Gem Paints has been performing well in southern India through more than 3500+ dealers and 10 depots. Going forward, Astral Paints will have a competitive edge from its resin manufacturing capabilities and in-house research and development facilities.

Astral Paints will manufacture a wide range of paints from state-of-the-art manufacturing facilities in Bangalore (Karnataka) with an Annual Capacity of 36,000 kL. Astral Paints adheres to its highest quality standards with compliance to all required regulations around lead content and VOC.

Currently we are serving customers in southern states through Gem Paints. Astral Paints' range of products shall be launched in phases in all India, starting from Gujarat & Karnataka, followed by rest of the states in South and West.

Astral has plans to put up manufacturing facilities in West & North in next 1-2 years, to service customers of West, North & East.

Highly Experienced Sales & Service Team

Astral Paints with its existing 10 branches /depots and upcoming 3 branches in Gujarat, has more than 100 experienced sales team members regularly serving its decorative and industrial customers. Very soon Astral Paints will be launching its painting service to provide complete painting experience to the customers.

MANUFACTURING

Manufacturing Research

Astral Paints with its offerings in both brands, i.e. Astral & Gem, will continue to strive to deliver highest quality assurance to our customers. Our industrial products are formulated according to the client's exact specifications & decorative range ensures consistent quality delivery for aesthetics and beauty for interior and exterior walls of consumers. Prior to manufacturing, each formulation is lab tested to ensure optimal quality. The control department ensures that every product receives appropriate verification testing for high-performance.

Raw Materials

The choice & cost of raw materials is of paramount importance. It directly impacts product property, process efficiency, coating durability & cost to the client. We have partnered with worldwide suppliers to source high-quality raw materials at competitive rates with extensive material testing to achieve the desired formulation.

Pre-mixing Process

We ensure accurate weighing & correct mode of addition of raw materials which help in improved dispersion, better product consistency and production efficiency.

Dispersion Stage

We adopt modern milling technology that ensures excellent dispersion, colour development & higher coverage of the final coating.

Stabilization Stage

We ensure accurate stabilization and let-down of the mill base to achieve the final paint formulation. Stabilization is done prior to blending so that the dispersed particles do not re-agglomerate.

Blending

Stabilized mill base is let-down into a slow speed mixer to attain a final formulation. Our coatings are held for 24 hours prior to packing to adjust the final formulation parameters.

Filtering + Packaging

Filtered media is chosen based on specific paint type to ensure no foreign particle is present in the final product. This helps maintain an even film appearance.



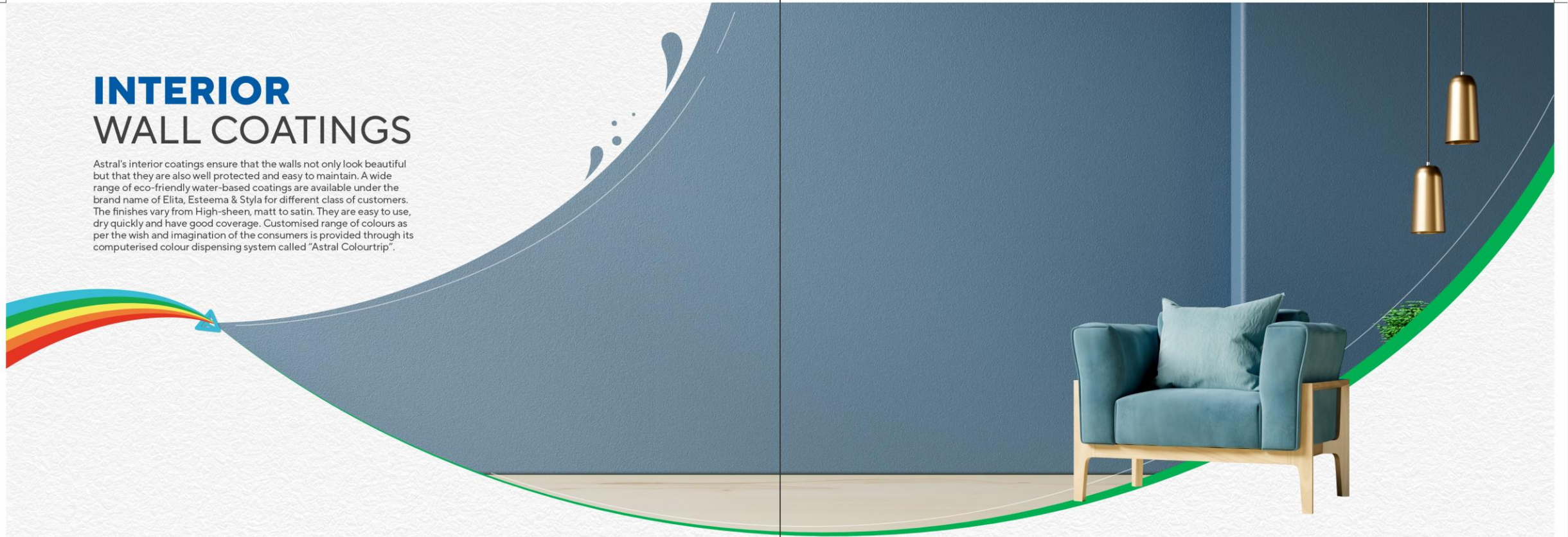
PRODUCT PORTFOLIO

Astral Paints offer a diversified portfolio in decorative paints for all the paint needs. Step into a world of boundless creativity with our captivating paints portfolio. Designed to inspire and empower, our collection boasts a spectrum of hues and finishes to ignite your imagination. From vibrant primaries to subtle neutrals, each pigment is crafted with precision and passion to deliver unparalleled quality and performance. Whether you're a seasoned artist or a DIY enthusiast, our portfolio offers something for everyone. Explore the possibilities and transform your vision into reality with our irresistible array of colours and product range. With our paint's portfolio, every stroke tells a story, every shade evokes emotion and every project becomes a masterpiece.



INTERIOR WALL COATINGS

Astral's interior coatings ensure that the walls not only look beautiful but that they are also well protected and easy to maintain. A wide range of eco-friendly water-based coatings are available under the brand name of Elita, Esteema & Styla for different class of customers. The finishes vary from High-sheen, matt to satin. They are easy to use, dry quickly and have good coverage. Customised range of colours as per the wish and imagination of the consumers is provided through its computerised colour dispensing system called "Astral Colourtrip".



CATEGORY	LUXURY	PREMIUM	ECONOMY	EXCLUSIVE
Interior Emulsion	Elita •Luxury	Esteema •Premium •Premium Sheen	Styla •Popular •Smart Sheen •Hi-sheen	Kitchen •Special

LUXURY

ELITA

LUXURY
INTERIOR EMULSION

Astral Elita Luxury Interior Emulsion is a best-in-class luxury emulsion that gives a silky-smooth classy finish with superior washability, excellent stain-resistance, low-odour and long-lasting durability.



Available In: 1L, 4L, 10L & 20L



PREMIUM

ESTEEMA

PREMIUM
INTERIOR EMULSION

Astral Esteema Premium Interior Emulsion is a premium quality washable emulsion that gives high-coverage, smooth finish along with stain-resistant and anti-bacterial properties.



Available In: 1L, 4L, 10L & 20L



ESTEEMA

PREMIUM SHEEN
INTERIOR EMULSION

Astral Esteema Premium Sheen Interior Emulsion is a premium quality washable emulsion that gives high-coverage, smooth glossy finish along with stain-resistant and anti-bacterial properties.



Available In: 1L, 4L, 10L & 20L



ECONOMY

STYLA

SMART SHEEN
INTERIOR EMULSION

Astral Styla Smart Sheen Emulsion is an interior emulsion that provides value for money and a smooth finish.



Available In: 1L, 4L, 10L & 20L



STYLA

POPULAR
INTERIOR EMULSION

Astral Styla Popular Emulsion is an interior emulsion that brings a perfect balance between beauty and price, provides smooth durable finish.



Available In: 1L, 4L, 10L & 20L



STYLA

HI-SHEEN
INTERIOR EMULSION

Astral Styla Hi Sheen Emulsion is an interior emulsion that brings a perfect balance between beauty and price, provides smooth durable finish with added gloss.



Available In: 1L, 4L, 10L & 20L



EXCLUSIVE

KITCHEN

SPECIAL
INTERIOR EMULSION

Astral Special Kitchen Paint is a high-performance emulsion that gives a silky smooth finish with superior washability, excellent stain-resistance, low-odour and long-lasting durability.



Available In: 1L, 4L, 10L & 20L



EXTERIOR WALL COATINGS

Astral's exterior coatings protect buildings in all weather conditions. A wide range of eco-friendly, water-based coatings is available under the brand name of Extura Plus, Extura & Raga for different proposition. The finishes vary from matt to satin. Benefits include ease of use, quick drying, good coverage, excellent UV durability & weather resistance. Astral Exterior range is built to last for many years & it comes with various years of protection and beauty retention warranty. Customised colour can be created through its computerised colour dispensing system "Astral Colourtrip".



CATEGORY	LUXURY	PREMIUM	ECONOMY
Exterior Emulsion	Extura Plus	Extura	Raga
	• Luxury	• Premium	• Popular • Smart

LUXURY

EXTURA PLUS

— LUXURY —
EXTERIOR EMULSION

Astral Extura Plus Luxury Exterior Emulsion is a best-in-class, high-performance exterior wall finish based on pure acrylic co-polymers technology that gives superior washability, excellent levelling, gloss, adhesion, years long durability, anti-algal and anti-dust properties.



Available In: 1L, 4L, 10L & 20L



PREMIUM

EXTURA

— PREMIUM —
EXTERIOR EMULSION

Astral Extura Premium Exterior Emulsion is a premium quality exterior wall finish based on modified acrylic co-polymers that gives high-washability, long-term durability and dust-proof properties.



Available In: 1L, 4L, 10L & 20L



ECONOMY

RAGA

— SMART —
EXTERIOR EMULSION

Astral Raga Smart Emulsion is an exterior wall finish that brings a perfect balance between protection and price, suitable for dry to moderately humid climatic conditions.



Available In: 1L, 4L, 10L & 20L



RAGA

— POPULAR —
EXTERIOR EMULSION

Astral Raga Exterior Emulsion is an exterior wall finish suitable for dry to moderately humid climatic conditions.



Available In: 1L, 4L, 10L & 20L



UNDERCOATS

Astral offers different types of primers for epoxy, wall, wood to give you a better finish. Astral also offers wall putty that comes under acrylic, cement based & cement-based-waterproof for giving an even top coat surface.

ASTRAL ACRYLIC WALL PUTTY is a smooth paste used to fill dents and ensure levelling of primed walls.

Available In: 5Kg



ASTRAL WATER PROOF WALL PUTTY is a cement-based premium quality powdered putty used to fill dents/pinholes and ensure levelling of plastered surfaces. Suitable for interior and exterior use.

Available In: 20Kg, 40Kg



ASTRAL SMOOTH WALL PUTTY is a cement-based powdered putty used to fill dents/pinholes and ensure levelling of plastered surfaces. Suitable for interior and exterior use.

Available In: 20Kg, 40Kg



WALL PUTTY

WATER THINNABLE

ASTRAL DUAL PRIMER ensures deep penetration and sealing of porous plastered surfaces. It can be used on interior as well as Exterior surfaces.

EXCELLENT WHITENESS GOOD COVERAGE

Available In: 1L, 4L, 10L & 20L



ASTRAL PREMIUM INTERIOR PRIMER ensures deep penetration and sealing of porous plastered surfaces. Reduces the absorption of more expensive topcoat.

EXCELLENT WHITENESS GOOD COVERAGE

Available In: 1L, 4L, 10L & 20L



ASTRAL PREMIUM EXTERIOR PRIMER ensures deep penetration and sealing of porous plastered surfaces. Reduces the absorption of more expensive topcoat.

EXCELLENT WHITENESS GOOD COVERAGE

Available In: 1L, 4L, 10L & 20L



ASTRAL POPULAR INTERIOR PRIMER ensures deep penetration and sealing of porous plastered surfaces.

EXCELLENT WHITENESS

Available In: 1L, 4L, 10L & 20L



SOLVENT THINNABLE

ASTRAL PREMIUM RED OXIDE METAL PRIMER provides protection against corrosion to mild steel surfaces and good adhesion to subsequent topcoats.

Available In: 500ML, 1L, 4L, 10L & 20L



ASTRAL PREMIUM YELLOW OXIDE METAL PRIMER is a chrome-free primer that provides excellent protection against corrosion to mild steel surfaces and good adhesion to subsequent topcoat.

Available In: 1L, 4L, 10L & 20L



ASTRAL PREMIUM EPOXY METAL PRIMER is a two-component zinc phosphate-containing primer that provides excellent adhesion, abrasion resistance, chemical and corrosion protection to mild steel surfaces.

Available In: 1L, 4L



SOLVENT THINNABLE

ASTRAL PREMIUM INTERIOR PRIMER (Solvent Thinnable) provides superior adhesion to concrete and subsequent enamel-based topcoats.

Available In: 1L, 4L, 10L & 20L



DISTEMPER, ENAMEL & ANCILLARIES

CATEGORY	PREMIUM	COMMON
Distemper	Styla Premium	
Enamel	Synthetic Premium	
Ancillaries		<ul style="list-style-type: none"> • Machine Colourants • Universal Stainer • Rollers, Brush

STYLA PREMIUM ACRYLIC DISTEMPER

Astral Styla Premium Acrylic Distemper offers a smooth washable matt finish at economical price.



Available In: 1Kg, 2Kg, 5Kg, 10Kg & 20Kg



SYNTHETIC ENAMEL PREMIUM

Astral Premium Synthetic Enamel is a solvent-based high-gloss alkylid enamel suitable for interior and exterior surfaces.



Available In: 200ml, 500ml, 1L & 4L



MACHINE COLOURANTS

Astral Machine Colourants are high-strength colourants specially designed to tint Astral range of Interior/Exterior decorative Paints.

Available In: 1L



UNIVERSAL STAINER

Astral Universal Stainer is a high-strength colour concentrate used to tint base paint.

Available In: 50ml, 100ml & 200ml



ROLLER PAINTING TOOL EXTERIOR

Astral Paints Roller is made with superior fabric ensuring premium finish. It can be used for all paint application.



Available In: 4 Inch, 6 Inch & 9 Inch
Available In - Combo Pack: 2inch, 4inch, 6inch



PAINT BRUSH PAINTING TOOL



Available In: 4 Inch



PAINTING TOOLS

Astral offers fantastic range of painting tools for application purpose by fine fabric Rollers in different sizes and packs along with premium quality Paint Brush to paint walls with superior finish.

COLOUR SHADES

Astral offers attractive shades inspired from nature, to give customers a wide range of colours to choose from. Various shade cards and Colour Fandec are available to choose from the variety of colours. Astral's Colourtrip provides best tinting solution to the paints with exact tone match with ease at dealer's point, so customer is satisfied.



SHADES OF SUCCESS

BECOME A DEALER

Ready to amplify your business? Look no further. Become a dealer with us and unlock a world of opportunities. Our dealer program offers unparalleled support, resources and incentives to help you thrive in today's competitive market. Whether you're a seasoned distributor or just starting out, partnering with us means gaining access to premium products, dedicated account management and innovative marketing tools. Take the next step towards success and become a dealer today. Together, we'll paint a brighter future for your business. For dealership enquiry call: 1800 309 9393

PAINTER TRAINING & LOYALTY APP

We are continuously training our painters on paint application and conduct painter meets at regular intervals to make them aware about our new product offerings.

To create a pool of experienced and loyal painters for Astral & Gem range of products, so that customers can get the best experience in painting. We have introduced a perfect companion for painters, 'Unnati' - a fantastic loyalty program app designed for painters. Say goodbye to scattered loyalty cards and cumbersome point systems. Our app streamlines the rewards process, offering painters fair incentives for their dedication and purchases. Whether you're a seasoned professional or an aspiring artist, our loyalty program recognizes and appreciates your contributions to the craft. With each stroke of your brush or swipe of your palette knife, **you're earning points towards exclusive rewards tailored to enhance your artistic journey.** Join us and experience a loyalty program that paints a brighter future for every artist.

