



THE LP GROUP®

LP BIRLA
PRIVATE LIMITED



It's not just paint.
It's personal.



STEP
ONE

CHOOSE YOUR
PAINT

DampXX Multipurpose Waterproofing Roofcoat is the perfect pick if you are looking for stylish finish for your walls. The paint radiates a higher sheen and gives a smooth and luxurious finish.



DampXX

MULTIPURPOSE
WATERPROOFING
ROOF COAT & EXTERIOR / INTERIOR

- ✓ Crack Bridging
- ✓ Mechanical Strength
- ✓ Surface Heat Reduction



CHOOSE YOUR
PAINT

In the case of dry to moderately humid weather, choose Exterior Emulsion. It is a water-based exterior wall finish that comes with silicon additives.



Axion™

Exterior Emulsion

- ✓ Weather Guard
- ✓ Best in class washability
- ✓ Superior Microbial Resistance



STEP
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The One Interior & Exterior Emulsion is the perfect pick if you are looking for stylish finish for your walls.
The paint radiates a higher sheen and give a smooth and luxurious finish.



THE ONE[®]

Emulsion
EXTERIOR / INTERIOR

- ✓ Smooth finish
- ✓ Good washability
- ✓ Among distempers
- ✓ Anti-Chalking



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The One Interior & Exterior Emulsion is the perfect pick if you are looking for stylish finish for your walls.
The paint radiates a higher sheen and give a smooth and luxurious finish.



the **ONE**
EMULSION
EXTERIOR MATT FINISH

- ✓ Smooth finish
- ✓ Good washability
- ✓ Among distempers
- ✓ Anti-Chalking





CHOOSE YOUR
PAINT

LP Prime Interior & Exterior Dual Wall Primer is water based primer that provides superior adhesive to all exterior top coats.



prime

Dual Primer

WATERBASE PURE ACRYLIC
EXTERIOR / INTERIOR MATT FINISH

- ✓ Opacity and Whiteness
- ✓ Topcoat Adhesion
- ✓ Resists Peeling
- ✓ Anti-Chalking



STEP
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Wow Distemper cum Emulsion is a water based, interior Distemper. It is a value for money product that makes it possible for consumers to have beautiful walls at affordable prices.



wow

DISTEMPER Ka Daam EMULSION Ka Kaam

- ✓ Smooth finish
- ✓ Good washability
- ✓ Among distempers



STEP
ONE CHOOSE YOUR
PAINT



B^{NO}irlla[®]

THE
WALLPUTTY
WHITE CEMENT BASED PUTTY



EXCELLENT STAIN
RESISTANCE



QUICK, EASY
APPLICATION



ULTRA SMOOTH
FINISH



TRUEST WHITE
WALL PUTTY



CHOOSE YOUR
PAINT

LP BIRLA
PRIVATE LIMITED

GOLDWALLPUTTY

WHITE CEMENT* BASE INTERIOR & EXTERIOR

B^{NO}irlla[®]



GREATER
RESISTANCE
TO WATER



PERFECT
BONDING WITH
THE SUBSTRATE



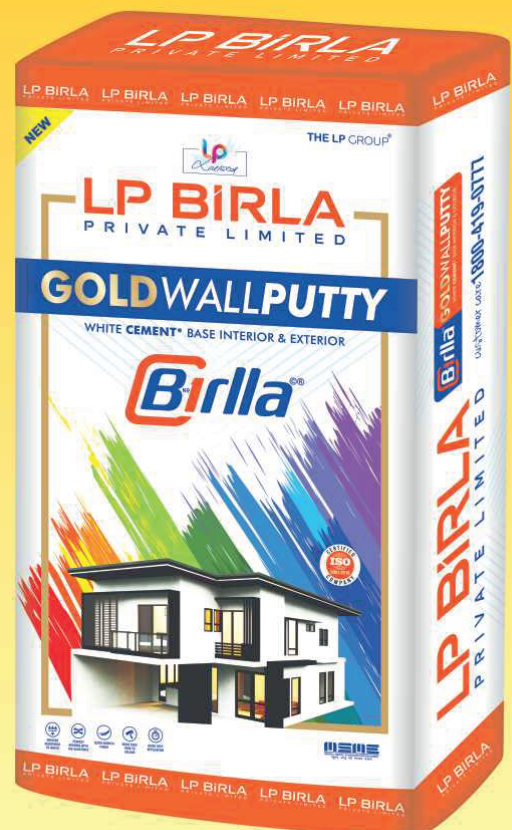
ULTRA SMOOTH
FINISH



GIVES TRUE
TONE TO
COLOUR



QUICK EASY
APPLICATION



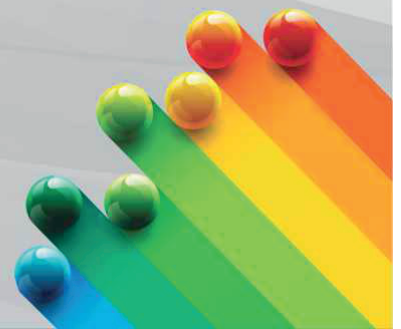
STEP
ONE

CHOOSE YOUR
PAINT

LP BIRLA
PRIVATE LIMITED



HD
FINISH
UNIVERSAL
STAINER
GERMAN QUALITY



CHOOSE YOUR
PAINT

LP Birla LPW+ is specially formulated integral liquid waterproofing compound composed of surface active plasticine agents, polymers & additives. It is used as an additive for cement concrete, mortar & plasters. It makes concrete cohesive and prevents segregation.

Cement
BOOSTER

3 3 WATERPROOF
CRETE LXXY

Super Se Bhi...
Upar Jodi...





CHOOSE YOUR
PAINT



India's Most Preferred Decorative White Cement
Polymer Modified Decorative
White Cement Compound* White Wash

INTERIOR EXTERIOR



TRUEST
WHITE CEMENT



GREATER
RESISTANCE
TO WATER



PERFECT
BONDING WITH
THE SUBSTRATE



ULTRA SMOOTH
FINISH



GIVES TRUE
TONE TO
COLOUR

**STEP
ONE**

CHOOSE YOUR
PAINT



3X Higher
Strength



Unmatched
Whiteness



No Cracking
No Flaking



THE LP GROUP®



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