

  
THE LP GROUP®

**LP BIRLA**  
PRIVATE LIMITED



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Inspired by Design.  
Backed by Technology

LP Birla is an oriented and dynamic range of wall decorative products  
with an international technology know-how

Our Collocation is a result of research that extends beyond the  
norms and explores design, emotion, architectures, art,  
technology and craftsmanship.

Through this we achieve wall paints and wall coverings that  
add comfort, harmony and functionality to your space.  
With infinite possibilities for variation experience a lap of luxury  
and dive into the galaxy of imagination that these  
paints bring out.

Discover our range of products Emulsions, Primers, Distemper, Stainer,  
Putty, Lime Wash and WallProofing.

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



**THE LP GROUP®**



# LP'BIRLA

## GOLD WALL PUTTY

### WHITE CEMENT AND POLYMER BASED

LP Birla gold wall putty is known to be sabse badiya putty. It is a white cement-based, water-resistant, white wall putty that ensures a strong binding with building surfaces, A smooth finish, extensive coverage, superior refractive index, and paint-friendliness. Its unique formula has extra hp polymers, which keep the moisture away and also avoid flaking. So, you are assured of aesthetic interiors for your dream home for years to come.

- ✓ Superior Whiteness
- ✓ Enhanced Adhesion And Durability
- ✓ Water-resistant Due To Extra Hp Polymers
- ✓ Easy To Apply & Quick Drying
- ✓ No Curing Required After Application
- ✓ Anti-carbonation Property



SMOOTH  
FINISH



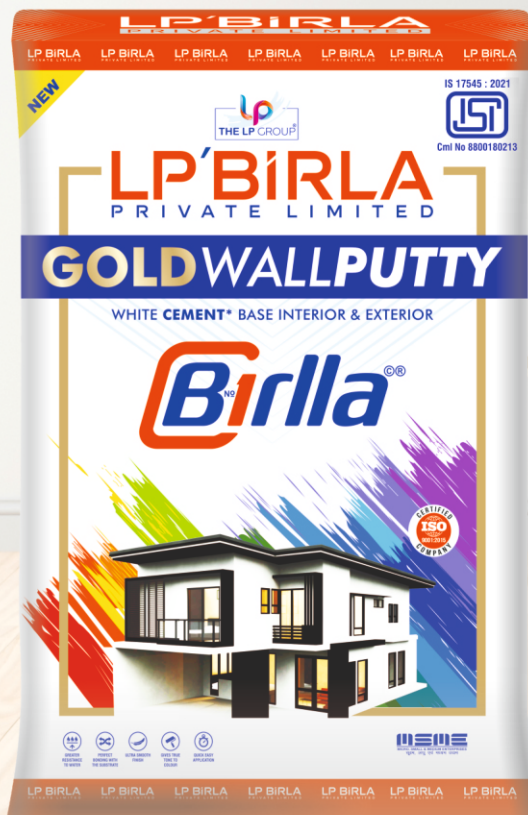
TOP-NOTCH  
QUALITY



SUPERIOR  
TECHNOLOGY



TOP CLASS  
PLANTS



PUBLIC WORKS DEPARTMENT  
MADHYA PRADESH



# LP'BIRLA CONSTRUCTION WHITE WASH

ULTIMATE LIME WASH FOR LONG-LASTING BRIGHTNESS  
& SMOOTH FINISHES

Give your walls a fresh, clean, and bright look with our High-Quality White Wash. Designed for both interior and exterior surfaces, this white wash provides excellent coverage, a smooth finish, and long-lasting durability. Ideal for homes, commercial spaces, and renovation projects, it enhances the appearance of your walls while protecting them from moisture and wear.

- ✓ Bright & Smooth Finish
- ✓ Excellent Coverage & Durability
- ✓ Easy to Apply & Quick Drying
- ✓ Suitable for Interior & Exterior Walls.

सफ़ेदी दमदार  
चले सालो साल



SMOOTH  
FINISH



TOP-NOTCH  
QUALITY



SUPERIOR  
TECHNOLOGY



TOP CLASS  
PLANTS

WHITE WASH  
COVERAGE IN 25KG BAG  
**3800\***  
SQ. FT/ COAT





## LP BIRLA PRO LITE INSIDE WALL PRIMER INTERIOR

Get excellent coverage with a wall primer that doesn't disappoint. It is a perfect and easy to use primer for water-based wall finishes like distempers and plastic emulsions. It can be thinned to application viscosity by adding an appropriate amount of water. It is specially fortified with fungicides.

- ✓ SUPERIOR WHITENESS
- ✓ ALKALI RESISTANCE
- ✓ MOISTURE RESISTANCE
- ✓ INCREASE TOP COAT COVERAGE



## LP BIRLA PREMIUM WALL PRIMER EXTERIOR

Get excellent coverage with a wall primer that doesn't disappoint. It is a perfect and easy to use primer for water-based wall finishes like distempers and plastic emulsions. It can be thinned to application viscosity by adding an appropriate amount of water. It is specially fortified with fungicides.

- ✓ SUPERIOR WHITENESS
- ✓ ALKALI RESISTANCE
- ✓ MOISTURE RESISTANCE
- ✓ INCREASE TOP COAT COVERAGE







## LP'BIRLA PRO LITE THE ONE EMULSION INTERIOR

Your home deserves to look and feel as beautiful as you. The One Emulsion helps with that. With 1.5 times more coverage than your average distemper, it provides a superior finish at an affordable cost. Additionally, it is a lead-free matt paint. A wide range of shades makes this water-based emulsion paint an upgrade from distemper. Do away with distemper and get beautiful walls right away!

- ✓ SUPERIOR WHITENESS
- ✓ ANTI FADE
- ✓ SUPERIOR WASHABILITY
- ✓ ECO FRIENDLY



## LP'BIRLA PRO LITE AXION EMULSION EXTERIOR

Looking for an exterior paint that saves time, effort and money during application? Opt for Axion Exterior Emulsion - a water-based exterior wall finish with unique water resistance technology. It's the perfect outdoor paint as it has a first-rate resistance to chalking, cracking, and weathering as opposed to cement paints.

- ✓ VALUE FOR MONEY
- ✓ ANTI-ALGAL
- ✓ WEATHER GUARD
- ✓ ECO FRIENDLY







## LP'BIRLA PREMIUM QUALITY THE ONE EMULSION INTERIOR

The next revolution in interior paints, The One gives all-round protection, protecting you and the beauty of your walls.  
This product is available in both matt and shyne variants.

- ✓ SUPERIOR WHITENESS
- ✓ LOTUS EFFECT TECHNOLOGY
- ✓ FLAME RETARDANCY
- ✓ ECO FRIENDLY



## LP'BIRLA PREMIUM QUALITY AXION EMULSION EXTERIOR

Axion Exterior Emulsion provides a 10% higher coverage and ultra finish. It is a smooth, water-based, exterior wall finish. It spreads better, covers more and ensures lasting beauty.  
The Dust Proof Technology resists dust from settling onto the walls.

- ✓ EXCELLENT UV PROTECTION
- ✓ LEAD FREE GUARANTEE
- ✓ LOW VOC
- ✓ DUST PROOF TECHNOLOGY
- ✓ ECO FRIENDLY





# DISTEMPER KA DAAM EMULSION KA KAAM



## LP'BIRLA ACRYLIC WASHABLE WOW DISTEMPER

LONG-LASTING BRIGHTNESS & SMOOTH FINISHES

Wow Acrylic Washable Distemper is a water-based, interior wall paint. It gives walls a smooth and matt finish. It's fortified formulation delivers a combination of good looks and durable performance.

- ✓ Breathability
- ✓ Cost-Effective
- ✓ Ease of Application
- ✓ Eco-Friendly



## LP'BIRLA UNIVERSAL STAINER

LONG-LASTING BRIGHTNESS & SMOOTH FINISHES

Universal Stainer is a water soluble high tint, non-toxic and non-fading pigment that gives colours to your plastic emulsions, enamels, oil paints, and distempers. It is available in twelve different colours including fast yellow, fast red, and fast violet and can be combined to make a variety of shades.

- ✓ Superior Tinting Strength
- ✓ Cost-Effective
- ✓ Ease of Application
- ✓ Eco-Friendly
- ✓ Non-Fading Pigments
- ✓ Water-Soluble and Non-Toxic







## LP BIRLA WEATHER PROOF DAMPXX EMULSION EXTERIOR

Dampxx Emulsion is the only Lamination Paint powered by Graphene. It's an ultra-durable exterior paint that will help you bid farewell to dampness, algae, cracks, colour fading and fungus on walls. Dampxx Emulsion keeps walls looking vibrant even through the severe weather conditions – rain, dust, or harsh sun. This advanced exterior paint, powered by the wonder material – Graphene and equipped with Lamination Guard and Fiber technology.

- ✓ CRACK BRIDGING
- ✓ RICH SHEEN
- ✓ DUST PICK-UP RESISTANCE
- ✓ ANTI-ALGAL



## LP BIRLA SPARKLE EFFECTS METALLIC PAINT GOLDEN - SILVER - COPPER

Elevate your space to a whole new dimension with LP Birla Effect Metallic. This exceptional finish introduces stunning, high-definition design patterns infused with opulent metallic tones. The water-resistant formula protects your artistic vision while the mesmerising 3D effects add depth and an undeniably luxurious touch.

- ✓ Bright & Smooth Finish
- ✓ Rich Metallic Look
- ✓ Easy to Apply & Quick Drying
- ✓ Suitable for Interior & Exterior Walls.







## LP'BIRLA EMULSION BASE RUSTIC TEXTURE

DESIGNER COATINGS SPECIAL EFFECT FOR WALLS.

Walls Set The Tone Of Your Home.

Adding Texture Brings Depth, Richness, And Personality To Any Room.

Whether You Want Sophistication, Modern Style, Or Artistic Flair, Textured Wall Designs Can Transform Your Space Into A Stylish And Unique Sanctuary.

- ✓ Bright & Smooth Finish
- ✓ Excellent Coverage & Durability
- ✓ Easy To Apply & Quick Drying
- ✓ Suitable For Interior & Exterior Walls.



ALL WEATHER  
DURABILITY



HIGH  
BONDING



HIDES  
CRACKS



PLASTER  
PROTECTION



## LP'BIRLA OIL BASE PAINT

PU ENAMEL - RED OXIDE PRIMER - WOOD PRIMER

If you are looking for a finish that will always make your metal surfaces look new, look no further. LP Birla forms a tough, highly stain-resistant film that imparts a high shine to surfaces painted with this finish. With this high gloss you've got a paint that is one of the toughest and also highly durable.

- ✓ High Gloss Finish
- ✓ Stain Guard
- ✓ Tough And Durable
- ✓ Good Opacity
- ✓ Good Coverage
- ✓ Good Adhesion
- ✓ Flow And Levelling Properties



SMOOTH  
FINISH



TOP-NOTCH  
QUALITY



TOP CLASS  
PLANTS



# EMULSIONS SHADES

					
Beacon Lp3109	Magnolia Lp0387	Tinge of Rose Lp8084	Sky Mimic Lp7420	Cashmere-N Lp3119	Autumn Day Lp8252
					
Summer Dew Lp7867	Orange Frost Lp7978	Romance Lp0010	Alliance Lp1203	Green Whisper Lp2425	Crusade-N Lp0684
					
Wild Yellow Lp7865	Corel Beach Lp7969	Baby Blush Lp8138	Bali Blue Lp8266	Paddy Field Lp7570	Steel Lp6142
					
Sunlit Sand Lp7896	Martian Sky Lp7952	Candy Lp0478	Summer Sky Lp7274	Forest Hike Lp7625	Grey Flannel Lp8331
					
Tons of Sun Lp7895	Orange Spark Lp7951	Rosy Coral Lp8031	Gauguin Blue Lp7344	sultry Lp9383	Aluminium Lp8337
					
Sporty Yellow Lp0104	Orange Appeal Lp7949	Sunrise Lp0526	Piece of Sky Lp7304	Green Gold Lp0342	Smoke-N Lp0616
					
Mustard Field Lp0102	Glorious Sunset Lp0111	Rodeo Lp0117	Smooth Sapphire Lp7236	Mehendi-N Lp2361	Stone Path Lp8255

## DISTEMPER SHADES

		
Pale Cream Lp184	Ivory Lp826	Daffodil Lp3503
		
Meripink Lp5802	Promise Lp827	Pale Rose Lp0421
		
Pastel Green Lp2593	Light Green Lp2595	Aquamarine Lp2594
		
Deep Aqua Lp2596	Wile Lilac Lp1479	Electric Blue Lp1478

## COLOURS COMBINATIONS

Bashful Beige  
Lp8002

Morning Frost  
Lp7361

Meadow Path  
Lp7541

Lemon Souffle  
Lp7773

Hushed Hue  
Lp7771

Crisp Lettuce  
Lp7665

Farm Land  
Lp9532

Light Ochre  
Lp7926

Dash of Purple  
Lp7160

Morning Dream  
Lp7804

Corel Rediance  
Lp2015

Dew Drop  
Lp0299



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

# LP BIRLA TILE ADHESIVE

TILE & STONE EXPERT POLYMER MODIFIED

POLYMER MODIFIED ADHESIVE TO FIX MARBLE SLABS & MOSAIC,  
STONE & TILE ON INTERNAL & EXTERNAL WALLS & FLOOR SURFACES.



Registered Office:-

**LP BIRLA PVT LTD.**

H.No.3, Kh. No. 409, 1 G.T. Karnal Road, Industrial Area, Delhi-110033 (India)

LP Birla Advice Centre for Expert Advice & Consumer Complaints at The Registered Address

customer care 1800-419-0777 [lpbirla@gmail.com](mailto:lpbirla@gmail.com) [www.lpbirla.com](http://www.lpbirla.com)

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MADE IN INDIA

एक कदम आराम की ओर

सुखी, मजबूत, लंबे समय तक चलने वाला

