

The image is a full-page advertisement for Asian Paints' Apex Ultima Protek Duralife paint. It features a modern, two-story house at night. The house has a curved, minimalist design with large glass windows and doors. The interior lights are on, showing a living area with a sofa and a potted plant. The exterior is lit with warm, ambient lighting, including a set of stairs on the left and a small tree in the foreground. In the sky above the house, there is a large, abstract sculpture made of many thin, glowing lines that form a large, flowing shape, resembling a stylized flower or a comet's tail. The background is a dark blue night sky with some stars.

ap asianpaints

APEX
ULTIMA PROTEK
DURALIFE

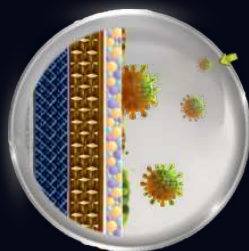


APEX ULTIMA PROTEK **DURALIFE** TOP COAT



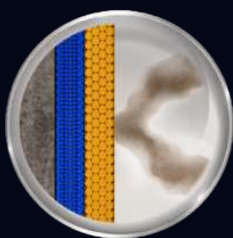
Performance Warranty*

Duralife comes with a first of its kind 15-year performance warranty which includes shade fading and film integrity.



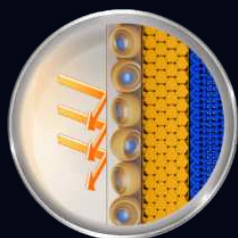
Anti-algal Triad

Duralife with the power of three biocides keeps microbes away and offers you an unmatched 15-year anti-algal warranty.



Dustproof Technology

Duralife prevents dust from settling on the walls and thereby retains the initial beauty.



Rich Colour Stay™

Duralife has the highest pure pigment concentration & offers excellent UV protection against shade fading.

*Conditions apply. Please refer to the product warranty guide for conditions and information on the warranty or visit www.asianpaints.com

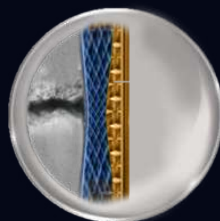


APEX ULTIMA PROTEK DURALIFE BASECOAT



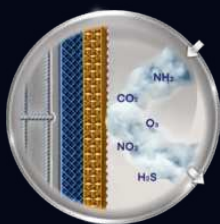
Waterproofing Warranty*

Duralife creates an effective barrier against water penetration and offers you a 15-year waterproofing warranty.



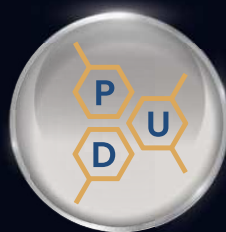
Crack Bridging Ability

With superior elongation and unique fibre reinforcement, Duralife offers you one-of-a-kind crack bridging ability.



Anti Carbonation

With excellent CO_2 diffusion (carbonation) resistance, Duralife protects your structures from corrosion.



Advanced PUD Formula

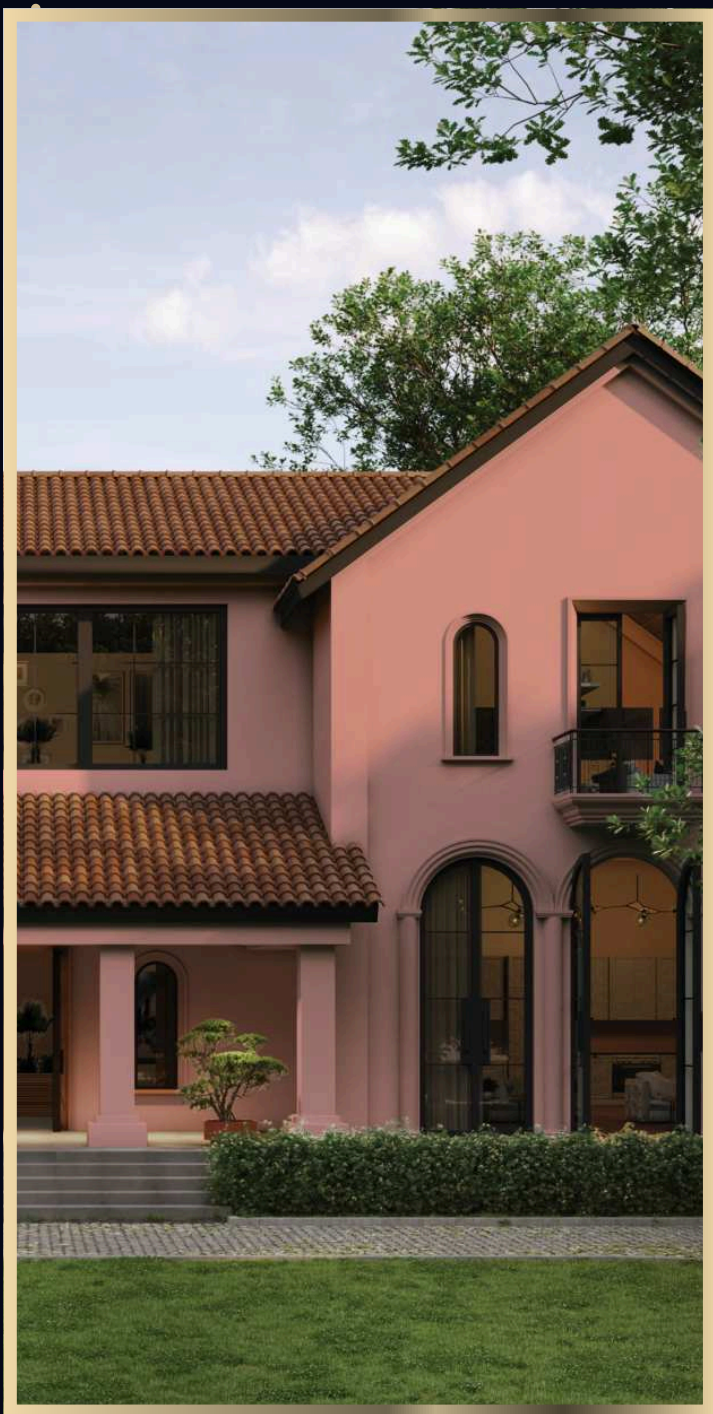
Duralife with its unique elastomeric PUD chemistry, ensures high flexibility with high tensile strength.

*Conditions apply. Please refer to the product warranty guide for conditions and information on the warranty or visit www.asianpaints.com

These architectural marvels
inspire lofty aspirations
and dreams of grandeur.







In luxury housing, exterior aesthetics reign supreme, embodying elegance and sophistication.

Interstellar Inspirations

Inviting you to explore the infinite possibilities of technology and colour, just as one might explore the vastness of the universe, embark on a creative voyage fuelled by the wonders of the cosmos.



Ultima Book of Colours

An Exterior Colour Guide with house styles from all across India and carefully curated colour palettes that cater to every aesthetic.



LuxIndica

Ultima Designer Palette with shades of luxurious Indian heritage inspired from The Timeless Taj, Regal Hawa Mahal, & many more.



Ultima Allura

Premium range stone textures by Asian Paints, drawn from inspirations across the world.

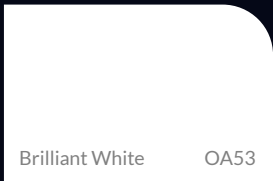
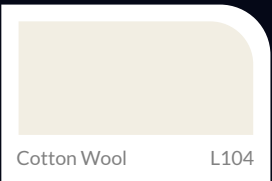
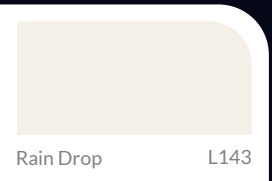
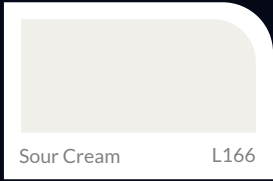
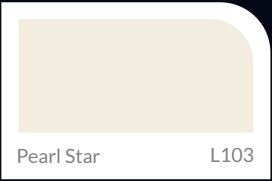
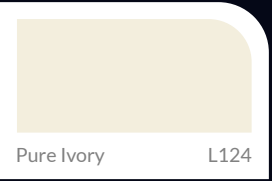
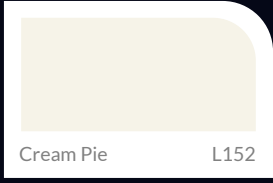
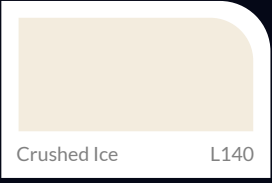
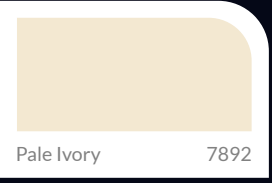
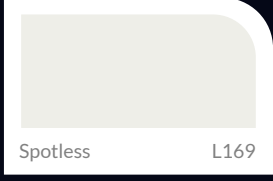
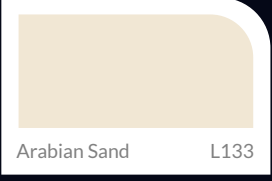
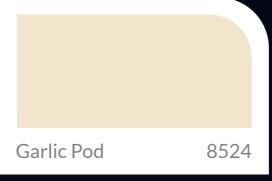
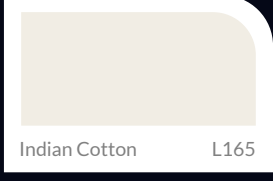
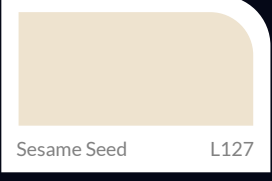
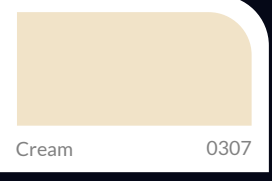
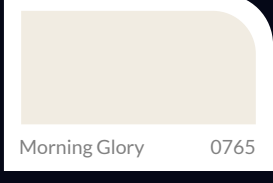
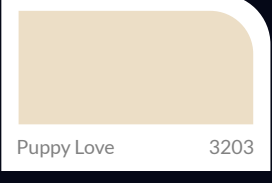
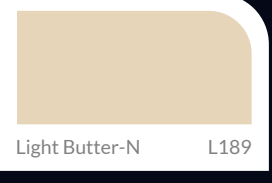
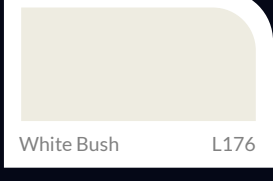
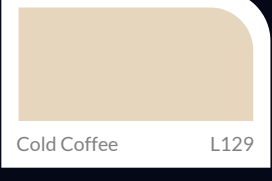
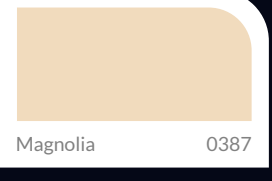
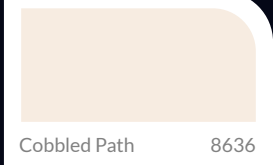
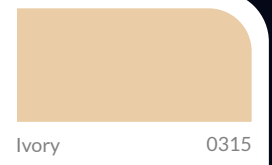


Duralife Website

For more information about Duralife, application method, and conditions on the warranty, please refer to the website.

Starlight Glow

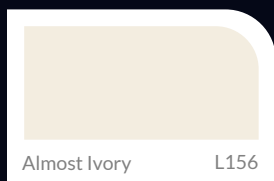
Whites and Off Whites

 Brilliant White OA53	 Cotton Wool L104	 Rain Drop L143
 Sour Cream L166	 Pearl Star L103	 Pure Ivory L124
 Cream Pie L152	 Crushed Ice L140	 Pale Ivory 7892
 Spotless L169	 Arabian Sand L133	 Garlic Pod 8524
 Indian Cotton L165	 Sesame Seed L127	 Cream 0307
 Morning Glory 0765	 Puppy Love 3203	 Light Butter-N L189
 White Bush L176	 Cold Coffee L129	 Magnolia 0387
 Cobbled Path 8636	 Dawn Dew-N L190	 Ivory 0315

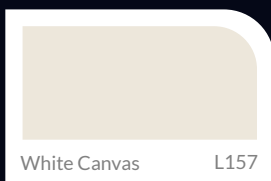
Shades are for representation purpose only; original shades may vary.

Stardust Taupe

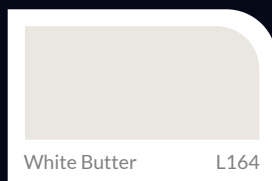
Browns, Beiges and Greys



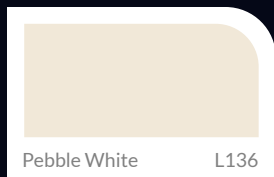
Almost Ivory L156



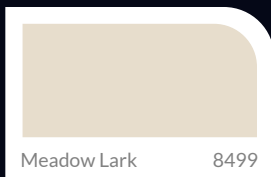
White Canvas L157



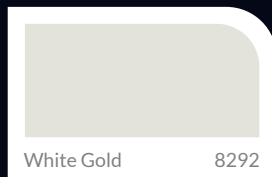
White Butter L164



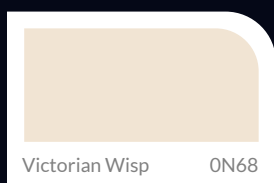
Pebble White L136



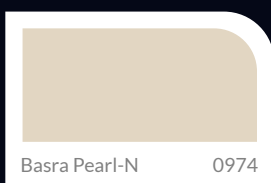
Meadow Lark 8499



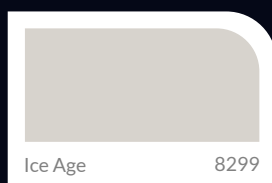
White Gold 8292



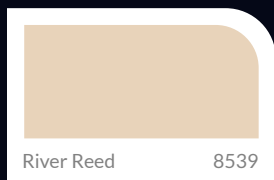
Victorian Wisp 0N68



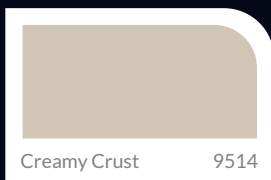
Basra Pearl-N 0974



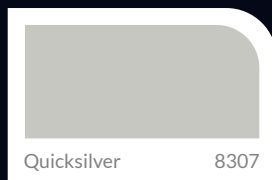
Ice Age 8299



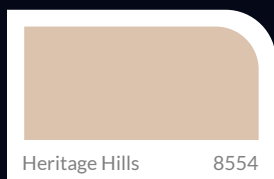
River Reed 8539



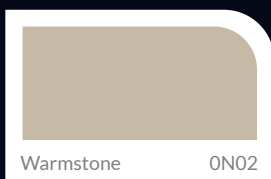
Creamy Crust 9514



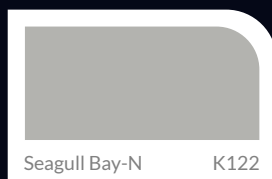
Quicksilver 8307



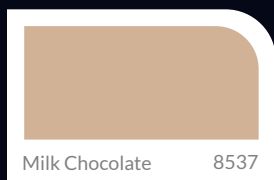
Heritage Hills 8554



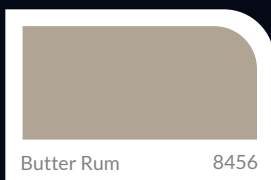
Warmstone 0N02



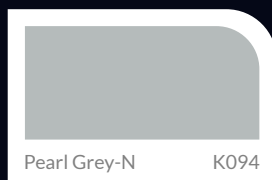
Seagull Bay-N K122



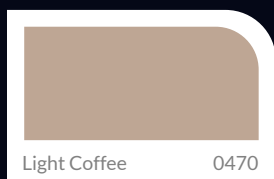
Milk Chocolate 8537



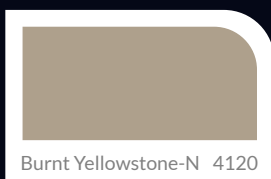
Butter Rum 8456



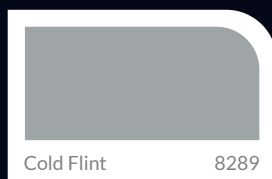
Pearl Grey-N K094



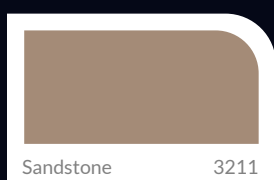
Light Coffee 0470



Burnt Yellowstone-N 4120



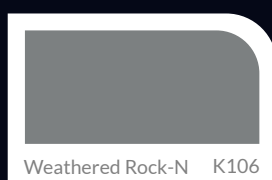
Cold Flint 8289



Sandstone 3211



Highland Grass 8495

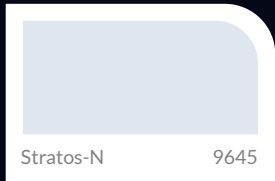
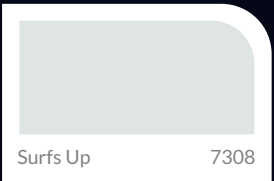
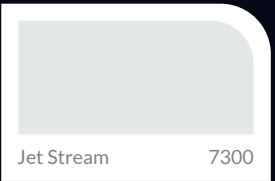
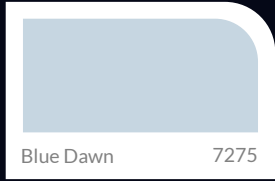
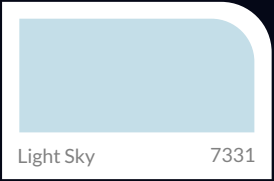
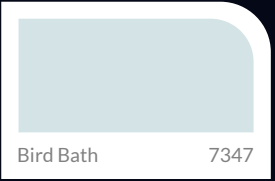
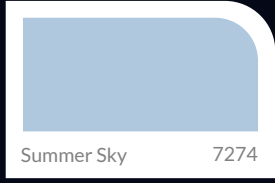
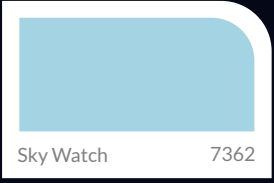
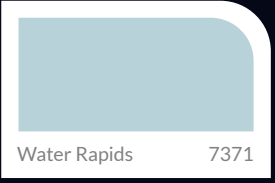
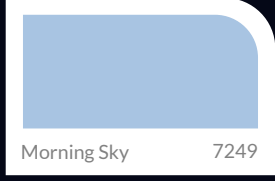
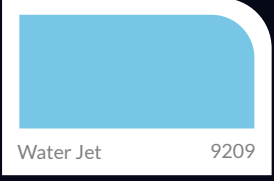
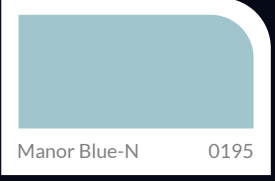
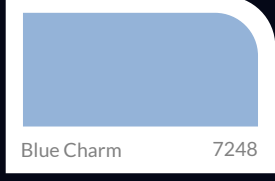
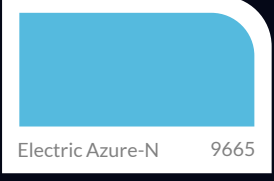
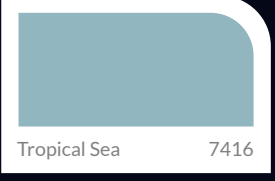
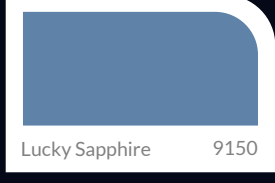
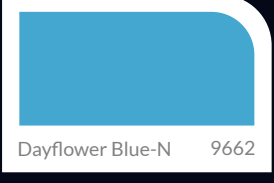
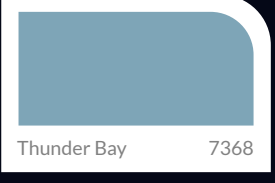
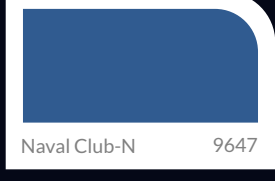
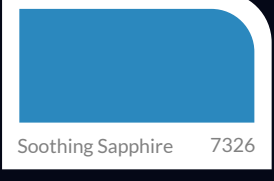
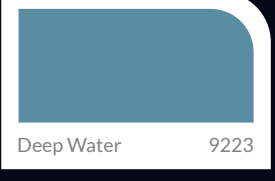
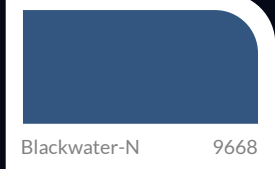
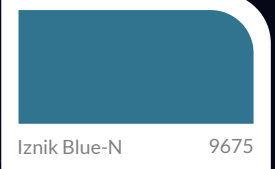


Weathered Rock-N K106

Shades are for representation purpose only; original shades may vary.

Midnight Cosmos

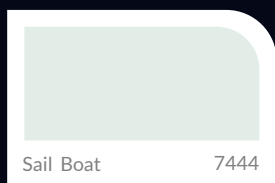
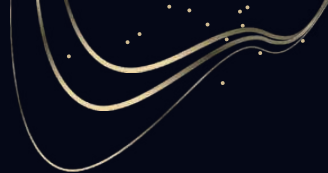
Blues and Grey Blues

 Stratos-N 9645	 Surfs Up 7308	 Jet Stream 7300
 Blue Dawn 7275	 Light Sky 7331	 Bird Bath 7347
 Summer Sky 7274	 Sky Watch 7362	 Water Rapids 7371
 Morning Sky 7249	 Water Jet 9209	 Manor Blue-N 0195
 Blue Charm 7248	 Electric Azure-N 9665	 Tropical Sea 7416
 Lucky Sapphire 9150	 Dayflower Blue-N 9662	 Thunder Bay 7368
 Naval Club-N 9647	 Soothing Sapphire 7326	 Deep Water 9223
 Blackwater-N 9668	 Jodhpur Walls-I X195	 Iznik Blue-N 9675

Shades are for representation purpose only; original shades may vary.

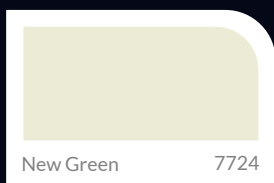
Emerald Eclipse

Greens and Grey Greens



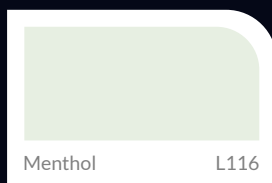
Sail Boat

7444



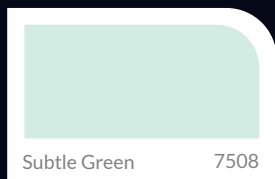
New Green

7724



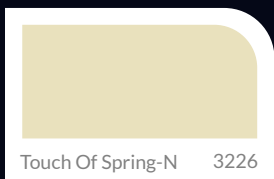
Menthol

L116



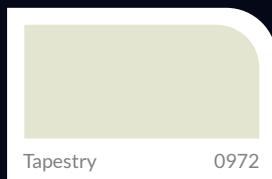
Subtle Green

7508



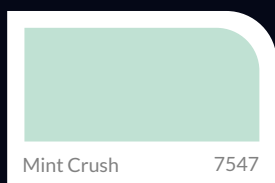
Touch Of Spring-N

3226



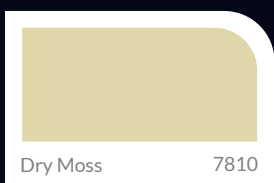
Tapestry

0972



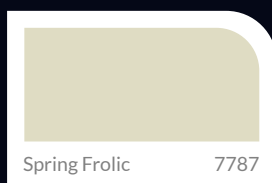
Mint Crush

7547



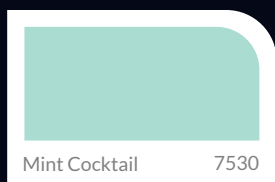
Dry Moss

7810



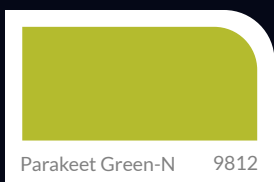
Spring Frolic

7787



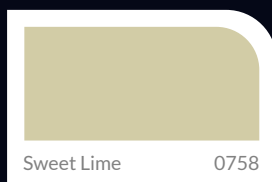
Mint Cocktail

7530



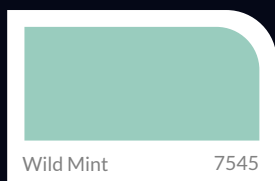
Parakeet Green-N

9812



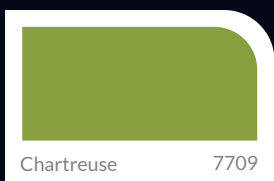
Sweet Lime

0758



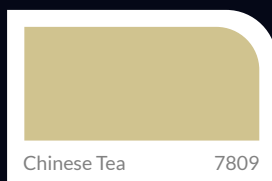
Wild Mint

7545



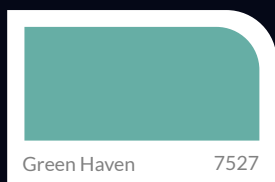
Chartreuse

7709



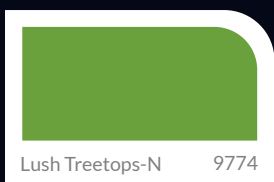
Chinese Tea

7809



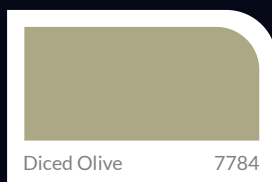
Green Haven

7527



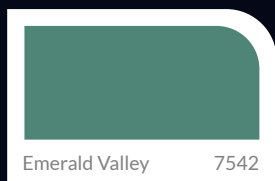
Lush Treetops-N

9774



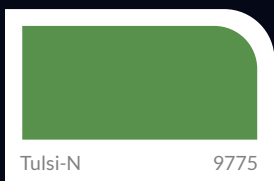
Diced Olive

7784



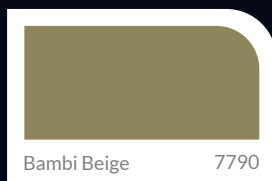
Emerald Valley

7542



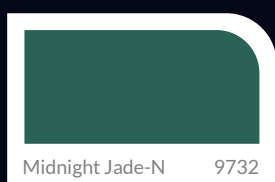
Tulsi-N

9775



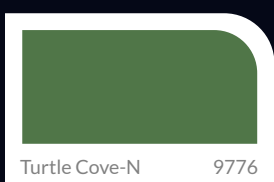
Bambi Beige

7790



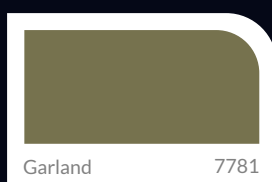
Midnight Jade-N

9732



Turtle Cove-N

9776



Garland

7781

Shades are for representation purpose only; original shades may vary.

Solar Flare

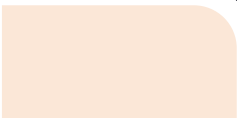
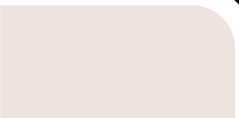
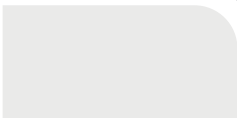
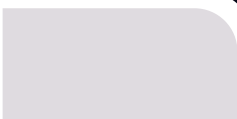
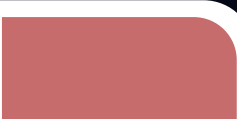
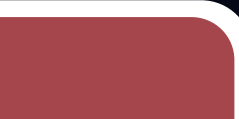
Yellows and Oranges

 Moon Year 7924	 Crescent 7948	 Sand Bed 7980
 Desert Sun 7938	 Apricot Illusion 7979	 Coral Shell 0951
 Yellow Iris 7937	 Dreamsicle 7954	 Nacho Cheese 7970
 Hacienda Clay 7936	 Mango Duet 7977	 Fossil 7985
 Casablanca 7927	 Martian Sky 7952	 Sunset Cloud 7976
 Chandan-N 9891	 Mango Shake 7960	 Canyon Sun 7983
 Yellow Charm 7935	 Afternoon Glow-N 9897	 Deccan Earth-N 9920
 True Ochre 7925	 Hobakjuk Yellow-N 9893	 Gerua-I X196

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Aurora Rouge

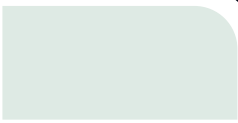
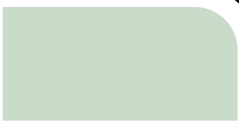
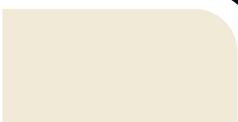
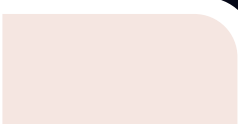
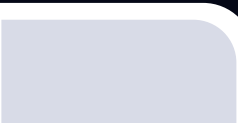
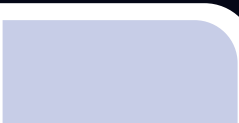
Reds, Pinks and Purples

 Touch Of Paprika 8027	 Zinnia Bloom 8716	 Innocent White L180
 Bashful Beige 8002	 Tinge Of Mauve 8107	 Soft Ballad 7196
 Peach Beach 8010	 Early Bloom 9408	 Gypsy Queen 0719
 Perfect Peach 8000	 Fruit Pink 9407	 Italian Iris 7144
 Rosy Coral 8031	 Pink Accent 8079	 Princess Purple 7193
 Raspberry Souffle 8054	 Rose Meadows 9406	 Purple Illusion 7143
 May Fair 8078	 Heady Wine-N K004	 Vibrant Mauve 7142
 Ketchup Red-N K001	 Burnt Burgundy-N K011	 Midnight Interlude X141

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Stellar Whisper

Pastels

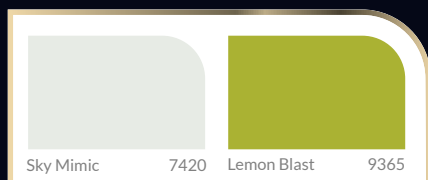
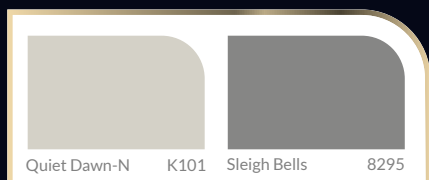
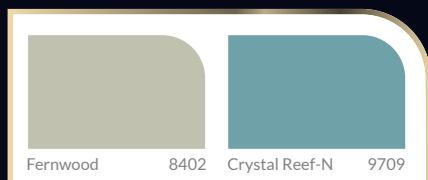
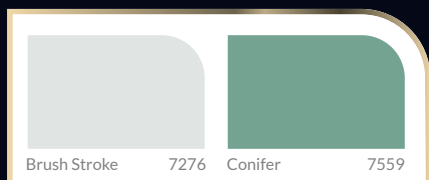
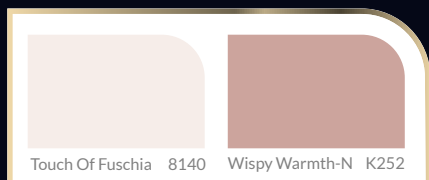
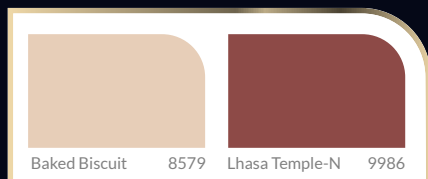
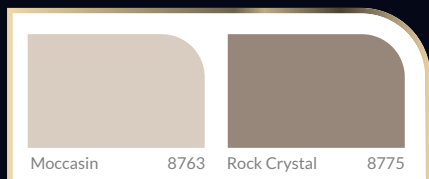
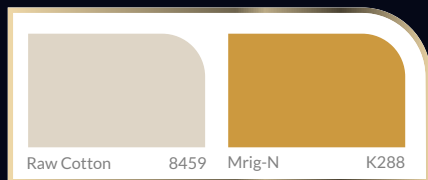
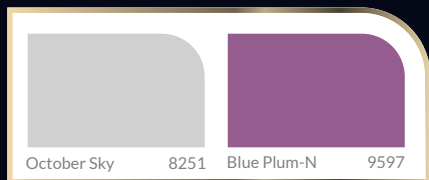
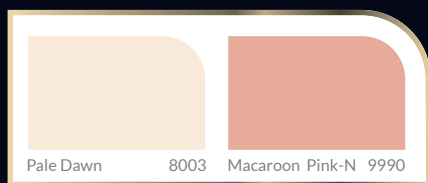
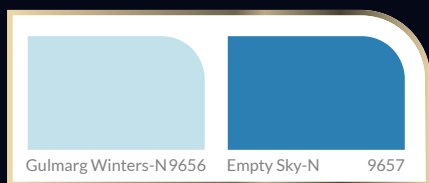
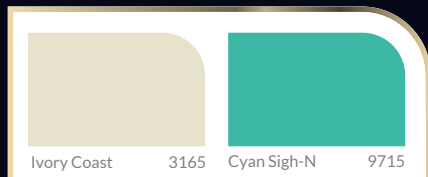
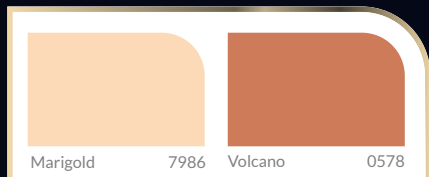
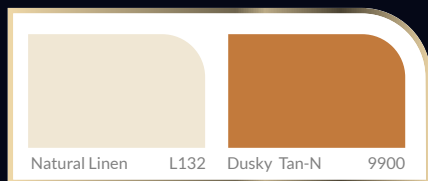
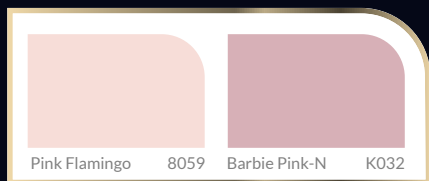
 Star Gaze 7364	 Solitude 9228	 Nautilus 7411
 Bay Breeze 7476	 Valley Mist 7532	 Aqua Fusion 7506
 Green Republic 7676	 Green Whisper 2425	 Dew Drop 0299
 Jasmine Wisp-N 0943	 Cashmere-N 3119	 Banana Cream 7850
 Milkshake 8012	 Peach Rose 7994	 Exotic Spice 8018
 Tinge Of Rose 8084	 Pink Eternity 8139	 Peach Blossom 8122
 Gem Stone 7172	 Lavendar Secret 7163	 Lilac Tint-N 9609
 First Ray 7204	 Innocence 7211	 Lilac Ribbon-N 9632

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Cosmic Kaleidoscope

Colour Combinations



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