



An ISO 9001: 2015 Company



खुशियाँ आपकी, रंग हमारे

Your Vision, Our Colours,  
Endless Possibilities.

DECORATIVE PRODUCTS CATALOGUE 2023-2024



## About Rajyog

Rajyog Paints is an Indian Paint manufacturing company, headquartered in Pune with extensive knowledge of over 20 years. The company has always been a family-owned business that has professionally managed for delivering excellence in offering high quality paints at affordable pricing.

Established in 2004, it started by manufacturing water-based paint to cater to the decorative paint market, used especially in homes. The initial phase spanning a few years posed a challenge to create the perfect range of paint. However, with relentless quality testing and performance tuning, Rajyog successfully designed its portfolio of high quality paint that offers great value for money.

From 2007, Rajyog Paints witnessed unprecedented growth in its demand, brand and portfolio mix. Products such as primers, interior emulsions and exterior emulsions were added to diversify its offerings. Backed by a skilled workforce and empowered by an experienced sales team, it expanded its footprints in several territories.

At present, Rajyog operates in Maharashtra, Karnataka, Madhya Pradesh, Telangana, and Goa. It has around 20,000 MT annual production capacity of liquid paints & 1200 MT annual capacity of powder coating powders.

Rajyog Paints is ISO 9001:2015 certified, which is a worldwide standard that sets requirement for a strong quality management system.



# Our Products



## Primers

Rajyog Primers ensures better adhesion of paint to the surface, increases paint durability, and provides additional protection for the material being painted.



## Interior Emulsions

Rajyog offers Interior Emulsions with superlative qualities ranging from durability to aesthetics. Our emulsion paints have low levels of VOCs and are free from unpleasant odour.



## Exterior Emulsions

Our Exterior Emulsion Paints are resistant to peeling and tough enough to not chip or become dull due to sunlight. Moreover, they also offer an appealing appearance to your exterior walls.



## Water Proof Coatings

Rajyog Damp Proof Exterior Coatings are perfect outdoor coatings made from elastomeric emulsions with acrylic fiber. These provide long-lasting waterproofing for walls.



## Acrylic Distempers

Rajyog offers Distemper Paint with Low VOC, thereby reducing the release of harmful organic compounds. It is available in a wide range of colours in packs of 1 kg, 5 kg, 10 kg, and 20 kg.



## Texture Finish Plaster

Rajyog Texture Finishes are easy to apply and offer good breathability. Moreover, due to its high raw material superiority, it does not catch fire easily. With excellent life expectancy, it gives a permanent, desired finish to the walls.



## Metallic Emulsions

Metallic Emulsion is a premium high performance coating for exterior walls, temples dome, MS structures, wood etc. Based on pure acrylic emulsion which gives tough adhesion, flexibility and controls fungal and algae growth.



## Powder Coating Powders

Rajyog offer good quality powders consistently at affordable prices. We have 1200 MT yearly production capacity.



## Other Offerings

We offer other additional paints and accessories, such as premium metallic emulsions, textures, oil based products, spray paints, painting rollers.



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# Primers

Durable | High-Coverage | Superwhite

A primer or undercoat is a preparatory coating put on materials before painting. Rajyog Primers ensure better adhesion of paint to the surface, increases paint durability, and provides additional protection for the material being painted. Our wall primer levels the gaps in the drywall and smooths out the rough surface. It also acts as a barrier between the porous surface and the paint, so minimum paint is required to cover the surface.

Moreover, it helps to neutralise the base colour of the wall, which enables easy changing of colours and eliminates the need for multiple coats. Rajyog's top-quality primers ensures that the paint stays longer and doesn't peel off.

Perfect Primers for picture perfect walls.



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## Rajyog Premium

Exterior / Interior  
Primer



**Description & Usage** Made from acrylic co-polymer emulsion which gives higher strength & whiteness. Can be used for all priming requirements for exterior and interior walls.

**Apply On** Plasters, Concrete, Gypsum Walls, etc

**Thinnig by Volume** 40%

**Coverage per litre per coat** 110 / 120 sq.ft.

**Size** 20L, 10L, 4L, 1L

## Rajyog

Exterior / Interior  
Primer



Made from acrylic co-polymer emulsion. Can be used for all priming requirements with smoother finish.

Plasters, Concrete, Gypsum Walls, etc

40%

100 / 110 sq.ft.

20L, 10L, 4L, 1L

## Rittal

Exterior / Interior  
Primer



Made from acrylic co-polymer emulsion. Can be used for all priming requirements for exterior and interior walls.

Plasters, Concrete, Gypsum Walls, etc

40%

100 / 110 sq.ft.

20L, 10L, 4L, 1L

## Project

Exterior / Interior  
Primer



Made from acrylic co-polymer emulsion. Can be used for all priming requirements for exterior and interior walls.

Plasters, Concrete, Gypsum Walls, etc

40%

100 / 110 sq.ft.

20L, 10L, 4L, 1L

## Rajyog

Interior Primer



Interior primer used for distemper and emulsions. For interior use only.

Plasters, Concrete, Gypsum Walls, etc

30%

90 / 100 sq.ft.

20L, 10L, 4L, 1L

# Interior Emulsions

Eco-Friendly | Anti-Microbial | Stain Resistant

Interior Emulsion Paints are the de facto standard when it comes to painting your interiors. Rajyog offers interior emulsions with superlative qualities ranging from durability to aesthetics. Our emulsion paints have low levels of VOCs and hence are eco-friendly too since they do not release harmful organic compounds into the air while drying. They are free from any unpleasant odour.

Rajyog offers interior emulsions that offer an aesthetic impression to the interior walls.

Interior Emulsions that create a unique impression.



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## Rajyog Luxury Emulsion



## Rajyog Pearl Lustre



## Rajyog Shine Emulsion



## Rajyog Spring Emulsion



## Rajyog Refresh Emulsion



**Description & Usage** Luxury Emulsion Paint is made of top quality acrylic co-polymers that provides a luxurious & silky finish with high gloss to walls.

Rajyog Pearl Lustre is made of top quality acrylic co- polymers that provides lustre finish to walls with good gloss.

Shine Emulsion Paint that provides a smooth and high shine to walls.

Spring Emulsion Paint made of top quality acrylic co-polymers that provides a smooth and silky finish to walls.

Refresh Emulsion Paint that provides a smooth and matt finish to walls.

**Features** Low VOC & Odourless, Good Washability, Anti Bacterial, 5 years Performance Warranty

Low VOC & Odourless, Good Washability, Anti Bacterial, 5 years Performance Warranty.

Provides 50% more coverage compared to distempers, 3 years Performance Warranty.

Provides 50% more coverage than distemper Odourless, Good Washability, Anti Bacterial, 3 years Performance Warranty.

Provides 50% more coverage compared to distempers, 3 years Performance Warranty.

**Apply On** Plasters, Concrete, Gypsum Walls, etc

Plasters, Concrete, Gypsum Walls, etc

Plasters, Concrete, Gypsum Walls, etc

Plasters, Concrete, Gypsum Walls, etc

Plasters, Concrete, Gypsum Walls, etc

**Method of Application** 2 coats putty, 1 coat primer, 2-3 coats paint

2 coats putty, 1 coat primer, 2-3 coats paint

2 coats putty, 1 coat primer, 2-3 coats paint

2 coats putty, 1 coat primer, 2-3 coats paint

2 coats putty, 1 coat primer, 2-3 coats paint

**Primer** Rajyog Premium Exterior-Interior Primer

Rajyog Premium Exterior-Interior Primer

Rajyog Premium Exterior-Interior Primer

Rajyog Exterior-Interior Primer

Rajyog Exterior- Interior Primer

**Thinning by Volume** 30%

30%

30%

30%

30%

**Coverage per litre per coat** 130 / 140 sq.ft.

130 / 140 sq.ft.

110 / 120 sq.ft.

110 / 120 sq.ft.

110 / 120 sq.ft.

**Size** 20L, 10L, 4L, 1L

20L, 10L, 4L, 1L

20L, 10L, 4L, 1L

20L, 10L, 4L, 1L

20L, 10L, 4L, 1L

# Exterior Emulsions

Resists Peeling | Eco-Friendly | Long Lasting

Rajyog Exterior Emulsion Paints are perfect outdoor paints with long-lasting life and a beautiful finish. They have all the benefits of emulsion paints ranging from durability to aesthetics. Emulsion paints have low levels of VOCs and hence are eco-friendly too since they do not release harmful organic compounds into the air while drying.

Our paints are resistant to peeling and tough enough to not chip or become dull due to sunlight. Besides, protection from environmental factors, the exterior emulsions also offer an appealing appearance to your exterior walls. For high-performance protection for your exterior walls, Rajyog Exterior Emulsion is a great solution.

Exterior Emulsions with good durability and finish.



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## Rajyog Elegance Emulsion (High Gloss)



## Rajyog Rivola Emulsion (High Gloss)



## Rajyog Olive Emulsion (Satin)



## Rajyog Onyx Emulsion



## Rajyog Cruise Emulsion



**Description & Usage** Elegance Emulsion is a premium high performance coating for exterior walls, based on pure acrylic emulsion which gives tough adhesion, flexibility & controls fungal and algae growth.

**Features** Premium High gloss finish  
5 years Performance Warranty.

**Apply On** Plasters, Concrete, etc

**Method of Application** 1 coat primer, 2-3 coats paint  
**Primer** Rajyog Premium Exterior-Interior Primer

**Thinning by Volume** 30-40%

**Coverage per litre per coat** 110 / 120 sq.ft.

**Size** 20L, 10L, 4L, 1L

Rivola Emulsion is a premium high performance coating for exterior walls. It is based on pure acrylic emulsion which gives tough adhesion, flexibility & controls fungal and algae growth.

Rich finish with gloss finish  
5 years Performance Warranty.

Plasters, Concrete, etc

1 coat primer, 2-3 coats paint  
Rajyog Premium Exterior-Interior Primer

30-40%

110 / 120 sq.ft.

20L, 10L, 4L, 1L

Olive Emulsion is a high performance coating for exterior walls, readily available in dark shades.



Rich matt finish  
5 years Performance Warranty.

Plasters, Concrete, etc

1 coat primer, 2-3 coats paint  
Rajyog Premium Exterior-Interior Primer

20%

80 / 100 sq.ft.

20L, 4L, 1L, 500ml

Onyx is an acrylic co-polymer emulsion. It's formula ensures that the product has good adhesion.

Smooth matt finish  
3 years Performance Warranty.

Plasters, Concrete, etc

1 coat primer, 2-3 coats paint  
Rajyog Premium Exterior-Interior Primer

30-40%

100 / 110 sq.ft.

20L, 10L, 4L, 1L

Cruise is an acrylic co-polymer emulsion. It's formula ensures that the product has good adhesion.

Smooth matt finish  
3 years Performance Warranty.

Plasters, Concrete, etc

1 coat primer, 2-3 coats paint  
Rajyog Premium Exterior-Interior Primer

30-40%

100 / 110 sq.ft.

20L, 10L, 4L, 1L

# Water Proof Coatings

Excellent Durability | Crack-Bridging Ability | Bonding Strength

Rajyog Damp Proof Exterior Coatings are perfect outdoor coatings made from elastomeric emulsions with acrylic fiber. These provide long-lasting waterproofing for walls. The primary advantage of this is the crack bridging benefit achieved due to elastomeric emulsion.

Adding waterproof coatings to exterior surfaces enhances the structural integrity of the house. In the event of seepage or pressure, waterproofing effectively prevents cracks and damage.

Waterproof coatings for complete protection.





## Damp Proof (Exterior Coating)

Upto 8 Years      Upto 10° C

### Description & Usage

Rajyog Damp Proof Exterior Coatings are perfect outdoor coatings made from superior quality elastomeric emulsions with acrylic fiber. These provide long lasting water-proofing due to thick and durable water proof membrane. Ideal for walls, terraces and parapet walls.

### Features

Low VOC & Odourless, Good Washability, Anti Bacterial, upto 8 years Performance Warranty.

### Apply On

Vertical walls, terraces, parapet walls and building roofs.

### Method of Application

#### Vertical:

Apply 1st coat diluted with water in ratio of 3:1  
Apply 2nd coat without dilution

#### Horizontal:

Apply 1st coat diluted with water in ratio of 3:1  
Apply 2nd and 3rd perpendicular coats without dilution  
Apply coating on complete terrace surface including parapet wall

### Coverage per litre per coat

Vertical: New painting surfaces: 2.15 - 2.25 sq.mtr/ltr/coat  
Re-painting surfaces: 2.75 - 3.0 sq.mtr/ltr/coat  
Horizontal: 0.8 - 1.0 sq.mtr/ltr/coat

### Size

20L, 10L, 4L, 1L

### Important Note

Please do not apply coating when raining or during high temperatures



## Damp Sheath (Exterior Coating)

Upto 3 Years      Upto 10° C

New plasters should be allowed to dry for minimum of 30 days. Surfaces should be clean from dust, grease and loose paints before coating. If required use Jet spray machine or vaccum cleaners to clean surface thoroughly. Fill cracks upto 3 mm by Rajyog Crack Seal. Fill bigger cracks with cement mortars. Do not apply Coating during rains or high temperatures. Apply coating on parapet walls also for better results.

Acrylic Fiber, Strong Bonding, Elastomeric Polymers, upto 3 years Water Proofing Warranty.

Exterior vertical walls, terrace, parapet walls.

#### Vertical:

Apply 1st coat of Rajyog Damp sheath exterior coating. (10% volume / 100 ml water to 1 ltr damp sheath).  
Apply 2nd coat of Rajyog Damp sheath without dilution.

#### Horizontal:

Apply 1st coat diluted with water in the ratio of 3:1 as a self priming coat.  
Apply 2nd perpendicular coats of Rajyog Damp sheath coating without dilution of water.  
Apply coating on complete terrace surface including parapet walls

Vertical: 2 coats: 08 Sq.mtr/ltr - 08.25 Sq.mtr/ltr/coat  
Effective Coverage: 4.15 sq.mtr/ltr

Horizontal: 1st self priming coat: 4.7 Sq.mtr/ltr/coat  
2nd coat: 3.25 sq.mtr/ltr/coat  
3rd coat: 3.25 sq.mtr/ltr/coat

20L, 10L, 4L, 1L

Please do not apply coating when raining or high temperature.

# Acrylic Distempers

Smooth Emulsion Finish | Easy to Apply | Eye Soothing Matt Finish

Distemper paints are water-based paints that provide great value for money while providing a delightful, attractive matt finish to interior walls. This is most suitable for tenancy and economical painting. Distempers were the standard choice a few years back. However, interior emulsions offer several benefits over distempers including smooth finish and better washability. Distemper Paints doesn't need any primer quoting and can be directly applied on cement surfaces without any preparations.

It is available in a wide range of colours in packs of 1 kg, 5 kg, 10 kg, and 20 kg packs.

Distempers that offer affordable solutions.



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## Rajyog Acrylic Distemper



## Moti Acrylic Distemper



## Rittal Acrylic Distemper



## Vega Acrylic Distemper



## Project Acrylic Distemper



### Description & Usage

Rajyog acrylic distemper is made from acrylic co-polymer emulsion that provides a rich and silky finish to walls.

Moti acrylic distemper is made from acrylic co-polymer emulsion that provides a smooth matt finish to walls.

Rittal acrylic distemper is made from acrylic co-polymer emulsion that provides a smooth matt finish to walls.

Vega acrylic distemper is made from acrylic co-polymer emulsion that provides a smooth matt finish to walls.

Project acrylic distemper is made from acrylic co-polymer emulsion that provides a smooth matt finish to walls.

### Apply On

Interior plasters, brick work, gypsum walls, etc

Interior plasters, brick work, gypsum walls, etc

Interior plasters, brick work, gypsum walls, etc

Interior plasters, brick work, gypsum walls, etc

Interior plasters, brick work, gypsum walls, etc

### Method of Application

1 coat primer, 2-3 coats paint

1 coat primer, 2-3 coats paint

1 coat primer, 2-3 coats paint

1 coat primer, 2-3 coats paint

1 coat primer, 2-3 coats paint

### Primer

Rajyog Exterior-Interior Primer

Rajyog Exterior-Interior Primer

Rajyog Exterior-Interior Primer

Rajyog Exterior-Interior Primer

Rajyog Exterior-Interior Primer

### Thinning by volume

30%

30%

30%

30%

30%

### Coverage per litre of coat

70 / 80 sq.ft.

65 / 75 sq.ft.

60 / 70 sq.ft.

60 / 65 sq.ft.

60 / 65 sq.ft.

### Size

20kg, 10kg, 5kg, 1kg

20kg, 10kg, 5kg, 1kg

20kg, 10kg, 5kg, 1kg

20kg, 10kg, 5kg, 1kg

30kg

# Texture Finish Plaster

Exterior / Interior

## Properties



### Fire Resistant

**RAJYOG Texture** does not burn or easily catch fire. In fact, its properties actually help to prevent fire from spreading.



### Breath-Ability

**RAJYOG Texture** unique breathing property allows moisture trapped inside a surface to evaporate outside, but it will never allow external humidity to penetrate inside. This effectively prevents blistering of surface coated with **RAJYOG Texture**.



### Superiority

**RAJYOG Texture** is developed from the finest quality synthetic fibers and chemicals. Its unsurpassed superiority over all other types of cladding materials has made **RAJYOG Texture** an enduring name in interior and exterior decor. The synthetic fibres present in **RAJYOG Texture** provide effective reinforcement to any surface and prevent crack (with the exclusion of starc crache) formation.



### Durability

Once applied, **RAJYOG Texture** retains the elegance and premium looks for years. It enhances the surface appearance and gives it a decorative finish and look. What's more, unlike similar applications, **RAJYOG Texture** is a one-time application that requires only seasonal rains or periodic wash to retain brightness of surface.



### Water Repellant

Special waterproofing materials go into the making of **RAJYOG Texture** to give the product optimum water repellence. It is superior to actual stone cladding, as it does not retain moisture like natural stone. This prevents growth of fungus mildew and moss on surfaces. Moreover, in stone and tile cladding there are several joints in between due to which there are chances of water seepage in monsoon. But **RAJYOG Texture** is applied in layers, with no joints hence it does not allow water penetration. Hence **RAJYOG Texture** can be used extensively in coastal areas.



### Easy Application

Base coat should be 1.2 to 2.0 mm thick and applied when the temperature is above 10 degree Celsius. Finish the base coat with a plastic trowel in vertical, horizontal or circled patterns. Allow it to dry completely. This will take 24 hours in an equitable climate of 20 degree Celsius and will become rain proof. After 24 hours, apply two final coats of your Acrylic Emulsions desired shades to complete the process.



### Permanent Finish

**RAJYOG Texture** is not attacked nor destroyed by calcium salt. It does not blister. These unique features make **RAJYOG Texture** longer lasting and obviously value for money.

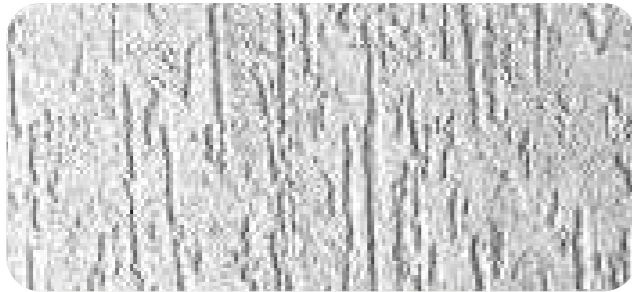


### Life Expectancy

**RAJYOG Texture** can be warranted up to 07 years or more. **RAJYOG Texture** should be applied with recognized applicator with guidelines. However, defect in construction or seepage-leakage due to improper plumbing cannot be covered.

# Types of Textures

PRODUCT - RUFF TUFF | PATTERN - VERTICAL | TOOL- 🖌️



PRODUCT - RUFF TUFF | PATTERN - CIRCULAR | TOOL- 🖌️



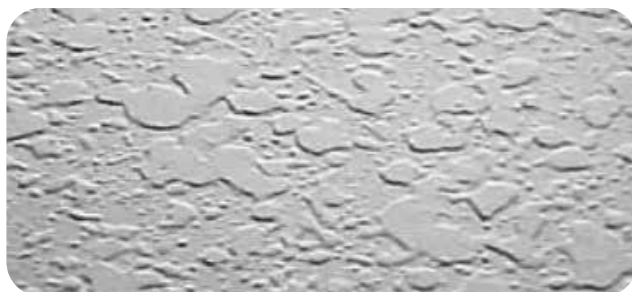
PRODUCT - DHOLPUR | PATTERN - STONE | TOOL- 🖌️



PRODUCT - DHOLPUR | PATTERN - BRICK | TOOL- 🖌️



PRODUCT - ROLLER SCAPE | PATTERN - PRESSED | TOOL- 🖌️



PRODUCT - ROLLER SCAPE | PATTERN - UNPRESSED | TOOL- 🖌️



## Rajyog Premium Exterior Textures



### Description & Usage

RAJYOG Premium Exterior Textures, is made from high quality acrylic emulsion which retains the elegance & premium looks for years.

- Fire resistance.
- Water repellent.
- Upto 7 years warranty.

### Apply On

Exterior-Interior Plasters, Concrete

### Primer

Rajyog Exterior-Interior Primer

### Finish

Rich matt finish

### Coverage per litre of coat

3-3.5 Sq. ft. per kgs. depending on surface

### Packing available

25kg. bag  
25kg. bucket



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# Metallic Emulsions

Long-Lasting | Resistant to Sunlight | Resistant to Fungal & Algal Attack

Metallic emulsions are a shiny water-based emulsions that gives a sparkling metallic appearance to the wall. Metallic emulsions provide an attractive and durable option for achieving metallic or pearlescent finishes in various applications. They offer aesthetic appeal, UV protection, reflectivity, enhanced durability, versatility, and customization, making them popular in industries where visually appealing surfaces are desired. Rajyog's metallic emulsion paints have low levels of VOCs and hence are eco-friendly too since they do not release harmful organic compounds into the air while drying. They are free from any unpleasant odour.

**Metallic emulsions that adds depth, richness, and a touch of luxury to walls.**



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# Metallic Emulsion



## Description & Usage

Metallic Emulsion is a premium high performance coating for Exterior walls, Temples dome, MS structures, Wood etc. Based on pure acrylic emulsion which gives tough adhesion, flexibility and controls fungal and algae growth.

## Features

Premium high gloss finish with 5 years Performance Warranty

## Apply On

Plasters, Concrete, MS structures, Wooden Surface, etc

## Method of Application

1 coat primer, 1 base coat (Rajyog Luxury Emulsion), 2-3 coats of paint

## Primer

Rajyog Premium Primer

## Thinning by Volume

10-20 %

## Coverage per litre of coat

100 – 170 sq.ft.

## Size

20L, 4L, 1L, 500ml, 100ml



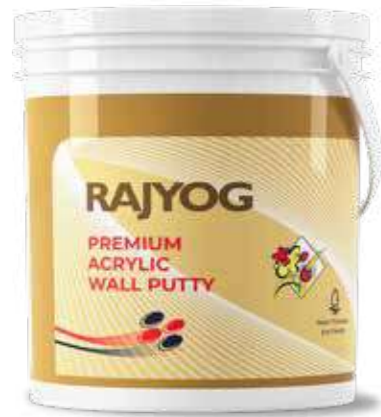
# Other Offerings

Easy-to-Use | Quick Solutions | Better Accessories

Our other offerings include premium metallic emulsions, textures, oil based products, spray paints, painting rollers.



## Acrylic Putty



## Cool Homes



## Spray Paints



## Oil Based Products



- Black oil paint
- Red oxide metal primer (Glossy / Matt)
- Aluminium paint
- Golden paint
- Paint remover
- Synthetic enamel paint



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Your Vision, Our Colours, Endless Possibilities.



An ISO 9001: 2015 Company

**Rajyog Paints**

GAT No. 626, Pune Saswad Road, Wadki, Near Hotel Vijay,  
Pune - 412308, Maharashtra, India

+91 9960 299 299 | [info@rajyogpaints.com](mailto:info@rajyogpaints.com) | [www.rajyogpaints.com](http://www.rajyogpaints.com)

