



DESIGN YOUR  
HOME WITH  
LUXTURE'S  
COLLECTION







### *Where building beautification and creativity matters*

Luxture Surface Coatings Pvt. Ltd. is an ISO 9001:2015 certified company and developer of innovative coatings in India for relishing the dreams of house owners. Luxture Surface Coatings Pvt. Ltd. was incorporated in the year 2003 with exclusive range of European, Italian and Japanese, textured & decorative paints, with multicolored and special effects. The company is managed by a group of technocrats and professionals. We emphasized on investing in continuous research and developments and bringing new ideas in the form of new products.

Build on the foundation of our business creed **“Sincerity and Creativity”** we will pursue the infinite possibilities for development and creation in building beautification Product. By creating innovative products, which bring a sense of satisfaction to people we intend to meet and exceed your expectations.

Luxture's philosophy is **“Quality Must and Never be Compromised”**. So following this philosophy company is manufacturing different quality products which are long lasting and durable with distinct look and feel at affordable price.

Luxture's vision is **“Innovation of new Ideas”**, keeping this vision in mind we are relishing the dreams of house owners with our breathtaking extensive ranges and patterns of surface coatings & beautification products. We have created countless moods and styles to home in various sizes and designs giving each its distinct look and feel, reflecting the house owner's unique personality and individuality. Our entrepreneurial spirit has made us the first of our kind with the largest range of products in the segment of decorative building material.

#### **OUR MISSION**

Our mission is **“To achieve leadership position and become major player in decorative paint industry & architect recommendation products”**. According to our mission we have a team of professionals and technocrats to serve in the best way they can. As a result of constant growing we have the strong dealer and distributor network in PAN India and it is increasing continuously on timely basis. We have very diligent and professionally educated marketing team to control marketing and sales event.

### *We are approved vendors of leading organizations as below in India & Abroad*



Delhi Metro Rail Corporation (DMRC)



Military Engineering Service (MES)



CPWD and PWDs of Various States



Airport Authority of India (AAI)



Engineers India Limited



Power Grid Corporation of India Limited



Dubai Properties (UAE)



Landmark Group (UAE)

Lulu Group (UAE)



Reliance Industries



Indian Railways Construction Company (IRCON)



National Thermal Power Corporation (NTPC)



Rail India Technical & Economic Services (RITES Ltd.)



Housing and Urban Development Corp'n. Ltd. (HUDCO)



National Building Construction Corporation Companies (NBCC)



Employees State Insurance-Hospitals and Medical Colleges (ESIC)



Harley Davidson

Port Trust in India



Adidas



Adidas (UAE)



L & T



MG Motors



Mercedes



Emaar (UAE)



Lacoste



Al Hamra (UAE)



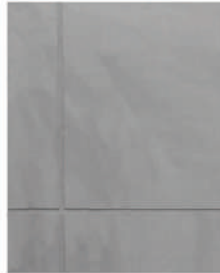
# ////// Luxtire's Concrete Concept

**Luxtire's Concrete Facades** the exposed or visual concrete is a new revolutionary building material which is applied with a thickness of 2-4 mm. Luxtire Concrete Facades replicates like original concrete which can take on any shape and size which is perfect and without undulation.

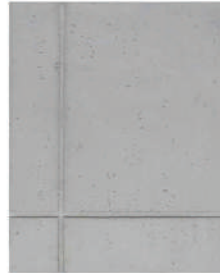
- For Interior & Exterior
- Physical Form- Dry
- Dirt & Dust Proof
- Standard Colour- 4
- Fungus & Fade Resistant



## Regular Patterns



Smooth



Honey Combed



Fox Effect



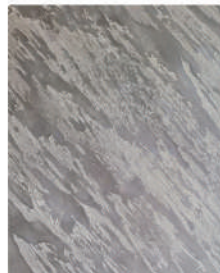
Trowel Marked



Rough Cast



Moroccan Plaster



Orgento



Dune Cast

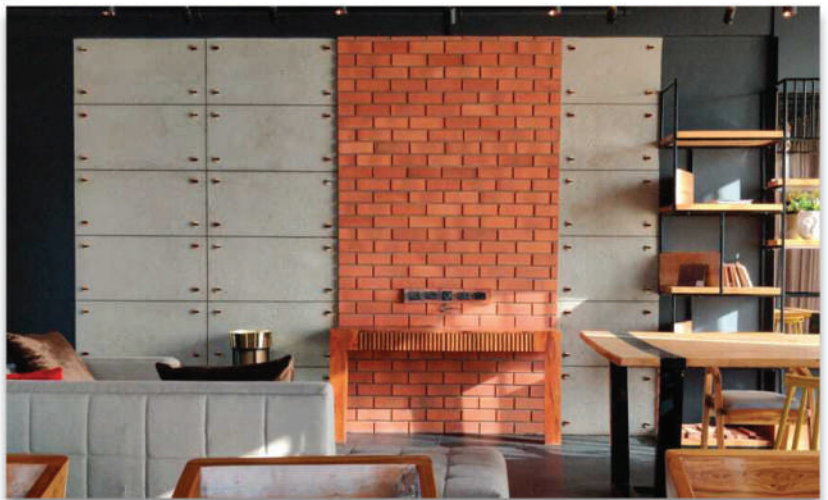


Ceratex

## Antique Patterns



Travertino







# Luxture's Concrete Concept

Luxture's®

## CONCRETONE

**CONCRETONE** is an urban range of concrete imitation plaster available in a wide range of colors. It's a low and high thickness micro fiber reinforced, nanocement, dispersed in an aqueous medium. It can be applied on new to existing walls of indoors and outdoors to give an appearance of fresh to antique concrete specifically in contemporary projects.

It enables designers to create a concrete aesthetic where it would not normally be possible, and at a fraction of the cost of using the traditional material.

**Field of application:** **CONCRETONE** is an ideal solution for those who desire or create a wall or substrate mimic like original concrete that to without ugly joints and undulations. Concretone is available in a standard base color of cement which can be tinted to obtain various options of colors of earth tone.

**Product form:** Viscous Paste.

**Colour:** available in a base colour of cement, can be tinted to obtain various earthy colours.



Luxture's®

## PolishedPlaster

**PolishedPlaster** is the first low and high thickness Nano cement based aqueous mixture of rare earth clays. The **PolishedPlaster** is a common term for the finishes of some plasters or the upgraded terms of traditional Italian plasters. The term covers the whole range of decorative cemented plasters from the very high polished venetian plasters to the rugged look of textured polished plasters.

**PolishedPlaster** is a two tone plaster with satin to glossy looks, and the outcome of the aesthetics very much depends on the workers hard work in buffing, playing strokes and the method of application.

**Product form:** Viscous Paste.

**Colour:** available in a base colour of cement, can be tinted to obtain various earthy colours.





Luxture's Lime-N-Clay "Heritage Plaster" was born from a love of nature and belief in natural, sustainable building practices. It was the result of over a decade of building and restoring with natural materials, travelling the world to learn about the traditions of Lime & Clay as a building material.

The company has always believed in design being holistic and respectful of the needs of people and planet. We understand that buildings are a leading contributor to greenhouse gas emissions and our mission is to create materials that can do less harm, release less carbon and that are healthier.

From our workshop in India, Luxture Surface Coating Pvt. Ltd. manufacture readily available, affordable and easy to use natural clay & lime based plasters for interiors & exterior.

That Manufactured in Rajasthan - India from abundant raw materials, there are amongst the most sustainable wall finish available.

**Lime-N-Clay "Heritage Plasters"** are 100% natural and non-toxic, with zero VOC emission and no synthetic or concrete additives, made from readily available naturally abundant materials. They require no processing, only blending. Lime N Clay, our unique blend of Natural Hydraulic Lime (NHL) with mineral aggregates and colourful clays to provide a healthy, breathable finish for interior & exterior walls.

**Lime-N-Clay "Heritage Plasters"** are recyclable repairable and compostable. They allow buildings to breathe, attenuate acoustics and help regulate, humidity and temperature.

**Luxture's Lime-N-Clay Plasters** offer high-performance with low environmental impact.

**Available in 3 versions**

- Heritage Plaster- Coarser Aggregate (HPC)
- Heritage Plaster- Fine Aggregate (HPF)
- Heritage Plaster with Straw (HPS)



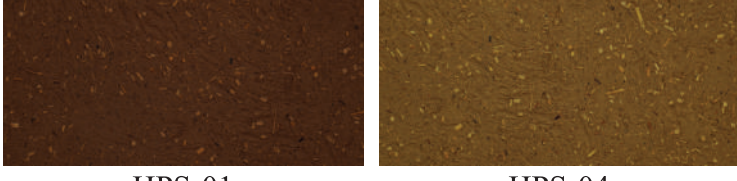
HPF-0 HPF-02 HPF-03



HPF-05 HPF-07 HPF-10



HPC-04 HPC-WHITE HPC-09



HPS-01 HPS-04



For more details, please visit our website [www.luxture.com](http://www.luxture.com)

\* PICTURES ARE SHOWN HERE ONLY FOR REFERENCE PURPOSE ONLY. ACTUAL APPLICATION WILL BE DIFFERE EVERY TIME.



# Iconic Walls

//// Create Your Own Masterpiece

**Iconic Walls** is a microporous decorative coating based on natural minerals like hydraulic lime, purified clay & special additives like micro fibres which add to its durability. The presence of micro fibres strengthens and reinforces the structure, thus contributing to the realisation of greater thicknesses in synergy with the other components. Iconic Walls allows the attainment of top quality finishes, with soft and warm colours, at the same time providing an elegant decoration for interior & exterior surfaces.

- Can be applied on all type of absorbent Surface
- 2-6 mm thick - can take on any shape
- For interior & exterior



IW:006



IW:009



IW:013



IW:017



IW:020



IW:023



Luxture's®

# Metal Line

*The Liquid Metal*

////// The Real Metal Coating for Architectural Sculptures

## PURE INDUSTRIAL STYLE

"Filling" the spaces with furnishing and accessories is a fairly common and simple undertaking. Today we need to conceive and interpret the environment to support and enhance their purest architectural vocation, transforming them into spaces that are not only luxurious and refined, but also habitable, comfortable and practical.

Add an elegance to almost any object by using the world class technology brought to you by luxture, "Luxture's Metal Line" Liquid Metal coatings are an ideal solution to seamless craft with metal.

The material, composed almost entirely of real natural metal, retains the inherent properties of metal like texture, lustre, heat conductivity and reflection, once it's applied and polished.

"Luxture's Metal Line" coating can be applied in numbers of finishes like textured, smooth & bespoke using stencils.

"Luxture's Metal Line" now a hot choice of architects to bring an element of real metal to walls, furniture, home accessories, garden piece, etc which is not only luxurious but even durable & adaptable to atmospheric conditions.

"Luxture's Metal Line" is the first low and high thickness micro-coating for interior and exterior walls & furniture.

Thanks to its chemical-physical characteristics, which allows to obtain the exact version of real metal with & without natural oxidation exposed to the elements in just a few minutes.

Unlimited rust effect tones can be achieved by combining the various bases (Iron Oxidation, Iron with Copper, Copper with Aluminium or with Bronze, etc.) with over three varieties of activators. The natural chemical reactions, together with the various combinations possible mean that truly unique and individual results can be obtained.



*Iron rust effect*



*Iron rust effect*



*Bronze patina effect*



*Copper patina effect*

For more details, please visit our website [www.luxture.com](http://www.luxture.com)





## Cloudy

Luxture's Cloudy is a water-based, single-component, perfumed metalized decorative finish with a sandblasted effect containing metallic pigments and crystals microsphere, easy to apply and with excellent workability, stain-resistant and anti-mold. It is ideal for interiors and exterior without final protection.



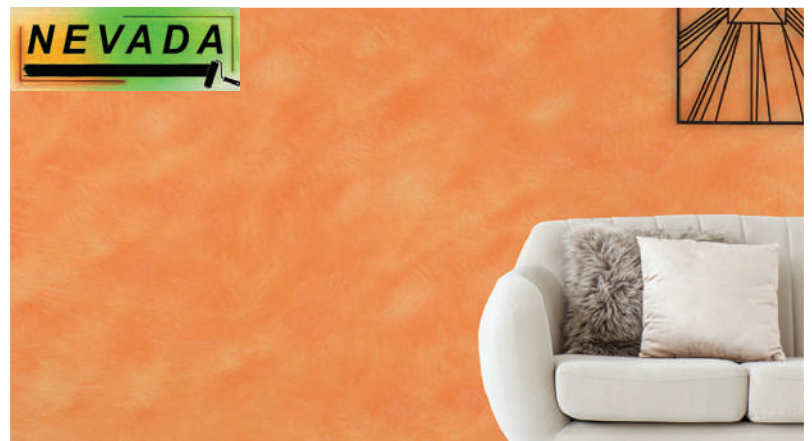
## Magnum

Luxture's Magnum is a Decorative wall covering, non-yellowing, permeable to water vapor, perfumed during application, resistant to fungi and bacteria. It's elegant and refined finish is embellished with micro crystals that give the product the preciousness of ancient wall fabrics, soft to the touch with a notable refraction of light and dark lights.



## Marmo

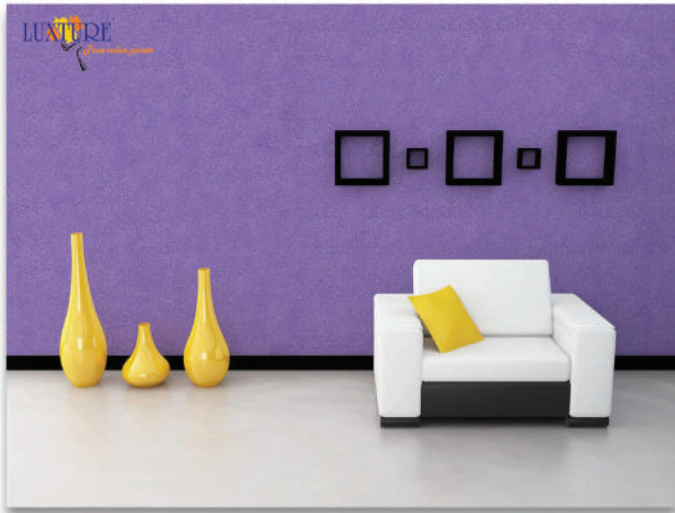
Luxture's Marmo is a natural lime based, decorative stucco that makes it possible to recreate a finish with an effect similar to marble. The special formulation of the product, made up of lime, selected marble powder and special additives, gives it an excellent adhesion to the support and a smooth flow in application making it easy and quick to achieve a perfect marble effect.



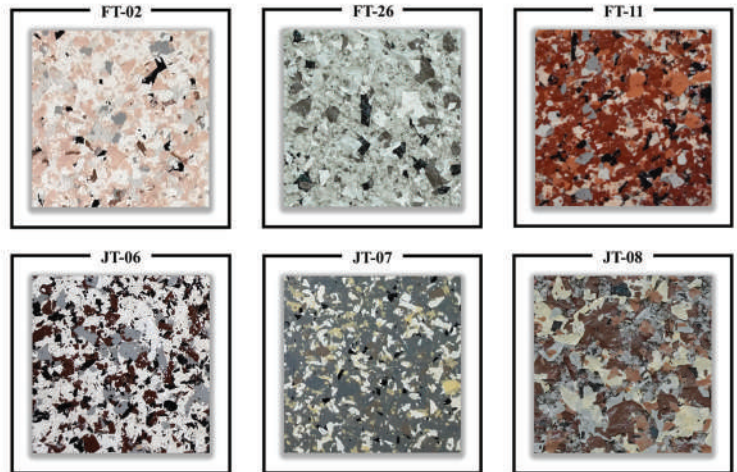
## Wall Decor

Luxture's Wall Decor with its decorative blends, is the result of study and experience acquired from dedicated research into the antique decorative techniques to take into the third millennium. Wall Decor is available in a vast range of colours. The product's decorative potential, can be seen in the perfect fusion of the shades that create a unique effect that resembles a work of art. The chromatic blends in an extraordinary and vivacious triumph of tones, give rise to a surface charged with energy. The application, on the indicated base coat, is easy and quick to use giving no problems of joints. Wall Decor is washable guaranteeing an elegant decoration that lasts over time. It is highly vapour permeable, has a low odour level is non inflammable and friendly to both humans and environment.

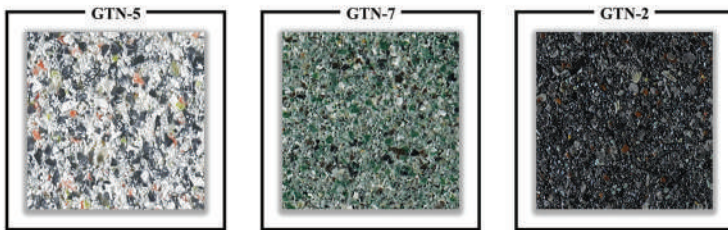




*Multi Color*

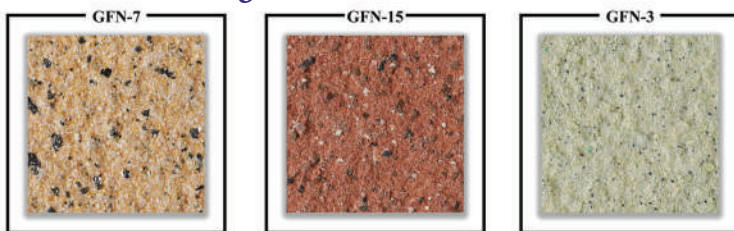


*Granitone*



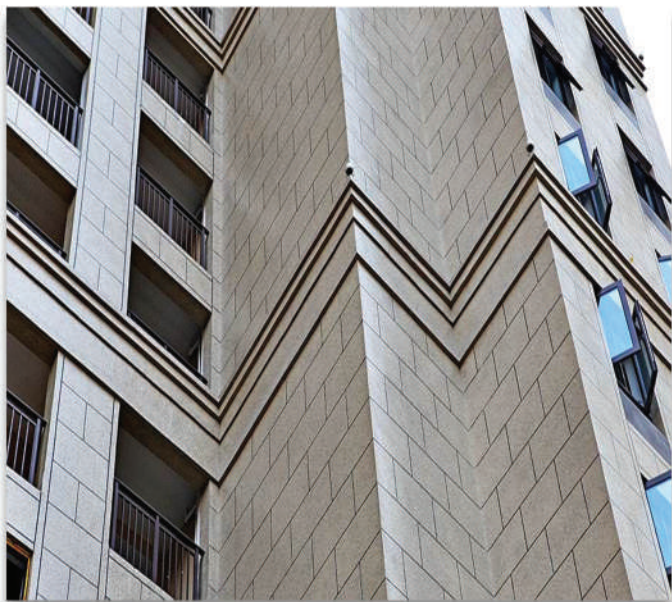
Luxture's offers various designer & decorative coatings that replicates like original stone, Granite & Marble. Luxture's Stone Imitation coatings can be applied on all type of absorbent surfaces at the Indoor & Outdoor of any building.

*Granite Finish*

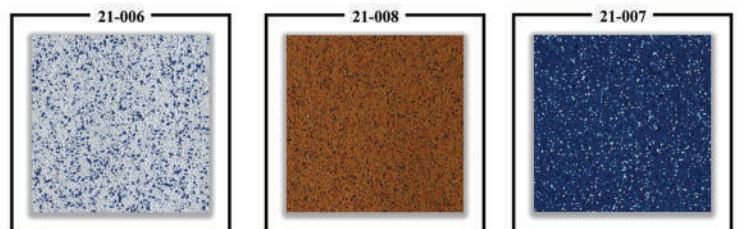


**Features :**

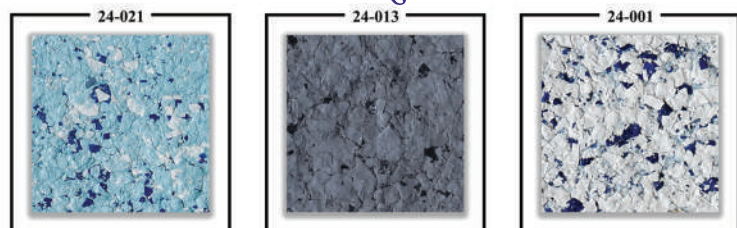
- Indoor & outdoor application
- Fungus & fade resistance
- Dirt & dust resistance
- Glossy to matt finish
- Can adhere to wood, ply board, cement plaster & other absorbent surfaces.



*Granules*



*Flakes*







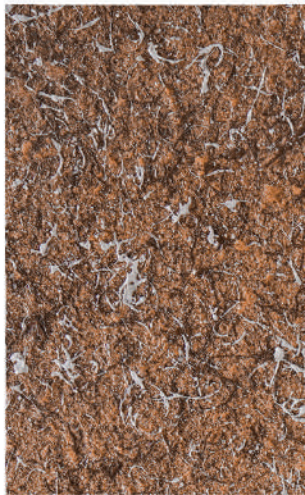
Roller Coat



Antique Coat



Luxture Rock



Multi Fancy



Spray Coat



Prulina



Rustic



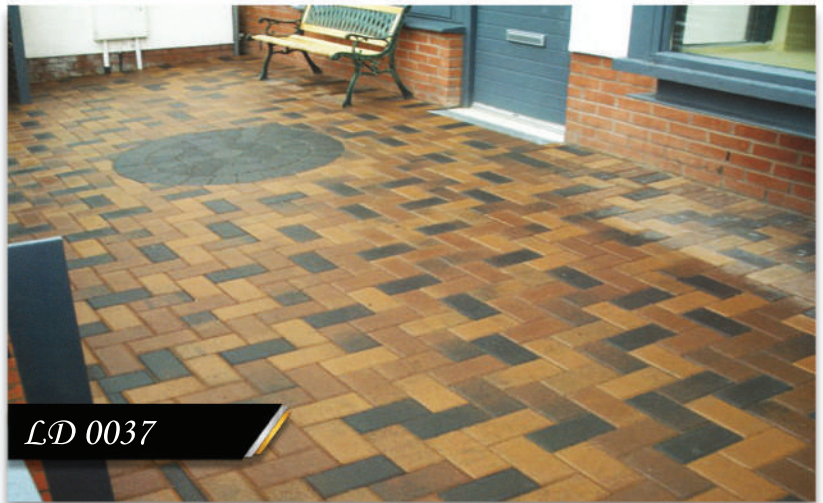




# ////// The Stamped Concrete

## For Walls & Floors

**Decorcem** is an on site application involving plastering, stamping, coloring, antiquing, etc. Decorcem can be installed virtually on any kind of absorbent surfaces and bonds strongly with even the most difficult surface. It is a unique decorative concrete product which create deep wall and floor textures with a very realistic natural stone, brick and wood look.



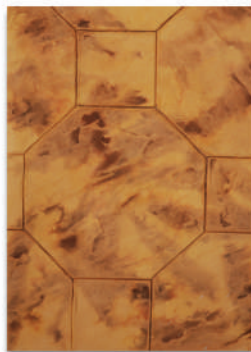
*LD 0037*

Floor Stamping



*LD 0033*

Wall Stamping



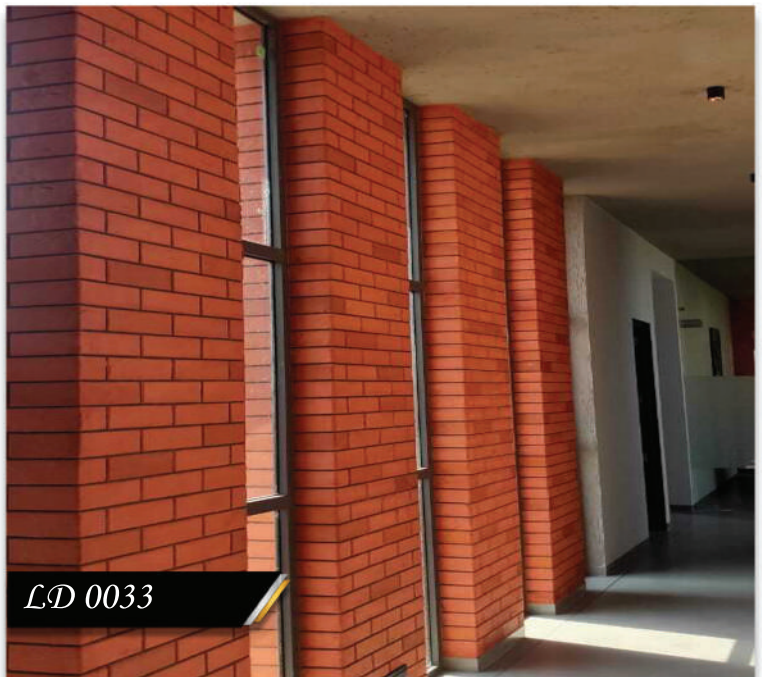
F-LD007-04-W24-W02  
Floor



LD001-01-I-C01-02-05-08-13-W05  
Wall



LD0028-01-IC18  
Wall



*LD 0033*

Wall Stamping



The Manufactured Stone Veneers

**LuxStone** is a collection of stone and bricks products has everything you need for innovative and unique interior and exterior residential, commercial and landscape application.

- Manufactured stone Replicates like natural Stone
- Made up of light weight aggregates
- Fungus & algae resistant
- For interior & exterior application
- Easy & Quick installation



*Village Brick*



**Hand Made Brick**  
 67 X 205 X 12 mm



**European Castle Stone**  
 475 X 475 X 22 mm



**Oregon Stone**  
 495 X 100 X 30 mm



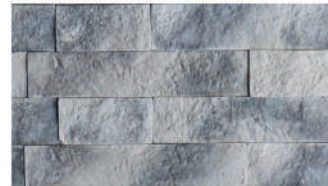
**Sand Stone**  
 600 X 290 X 30 mm



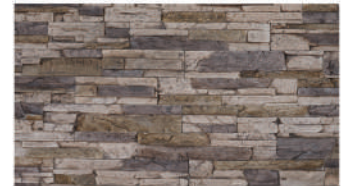
**Jordanian Stone**  
 755 X 510 X 30 mm



**Victorian Stone**  
 470/280/190 X 90 mm



**Classical Ledge**  
 44/225/185 X 85 X 20 mm



**Quarry Stone**  
 Multi Dimension



**Iceland**  
 470/280/190 X 90 mm



**Rinsed Stone**  
 610 X 450 X 25 mm



*Quarry Stone*





**Sleaper Wood**  
1150 X 235 X 35 mm



**Village Wood**  
750 X 75 X 25 mm



**Stakced English Oak**  
600 X 290 X 35 mm



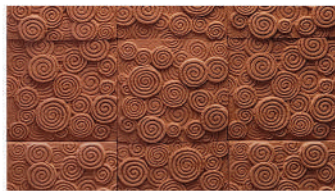
**Stakced Oak**  
600 X 290 X 30 mm



The Manufactured Stone Veneers



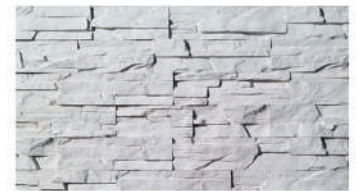
**Nexa Stone**  
260 X 100 X 20 mm



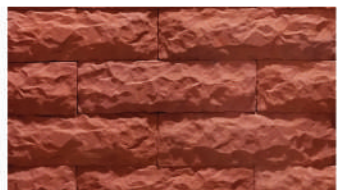
**Turkish Stone**  
260 X 100 X 20 mm



**Sand Stone Brick**  
280/250 X 95 X 25 mm



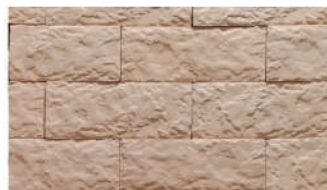
**Amazon Stone**  
455/270/185 X 90 X 30 mm



**Lime Stone Brick**  
255 X 100 X 15 mm



**French Brick**  
255 X 100 X 15 mm



**Sand Stone Brick**  
260 X 100 X 20 mm



**Amsterdam Brick**  
75 X 230 X 15 mm





Luxture  
**ABSTRACT**  
Wall Art

## //// 3D Wall Art

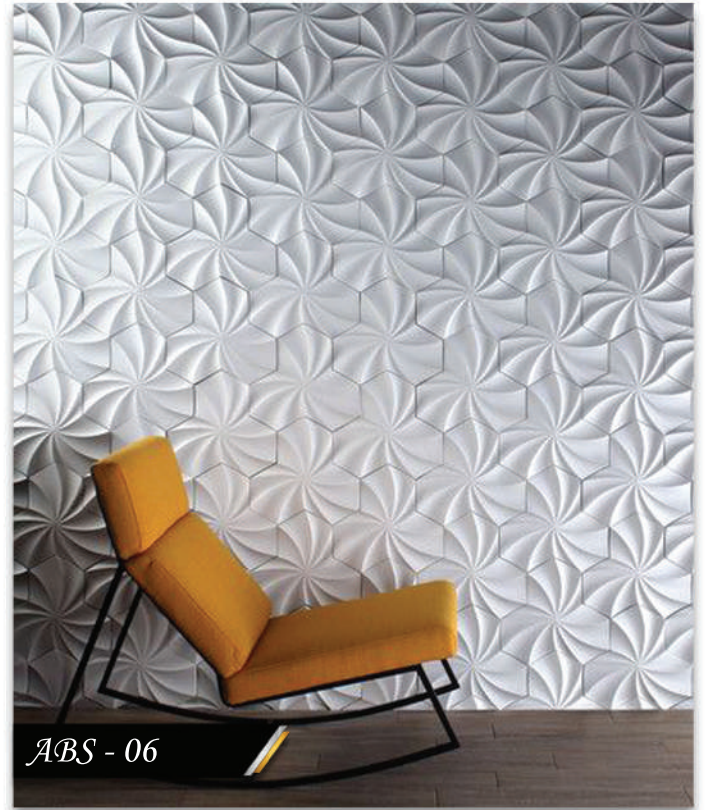
Luxture's Abstract Wall Art is a collection of nesting sculptural tiles casting from concrete. Cast reimagines concrete

as flowing and gentle. Capturing the magic of the toy we all loved as kids the Kaleidoscope 3D Concrete sculptural Tiles mimic the interaction of pattern and shape creating a living wall that seems to move and change right in front of your eyes.

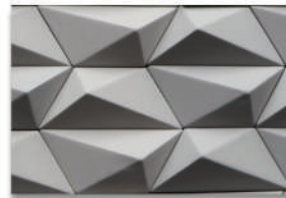
- Made up of light weight aggregate
- For indoor and outdoor installation
- Can be installed dry or with Luxture's tile adhesive
- Can be painted with colour of your choice



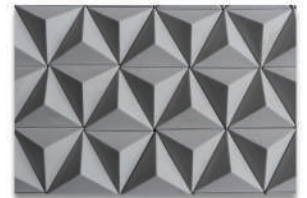
*ABS - 01*



*ABS - 06*



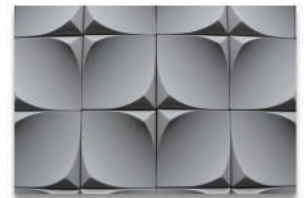
**ABS - 2**  
200X90X50 mm



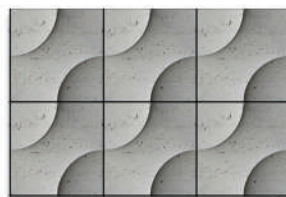
**ABS - 5**  
150X175X50 mm



**ABS - 3**  
200X120X25 mm



**ABS - 12**  
205X205X50 mm



**ABST - 18**  
280X280X50 mm



**ABST - 20**  
210X70X50 mm



Luxture's Signature 3D concrete panels are the effect of intensive work of Italian designers. Owing to typical of Italian natural elegance as well as their courage to make unconventional patterns, you will create stylish space.

- Made up of light weight concrete
- For indoor and outdoor installation
- Can be installed dry or with Luxture's tile adhesive
- Can be painted with colour of your choice



SG-02



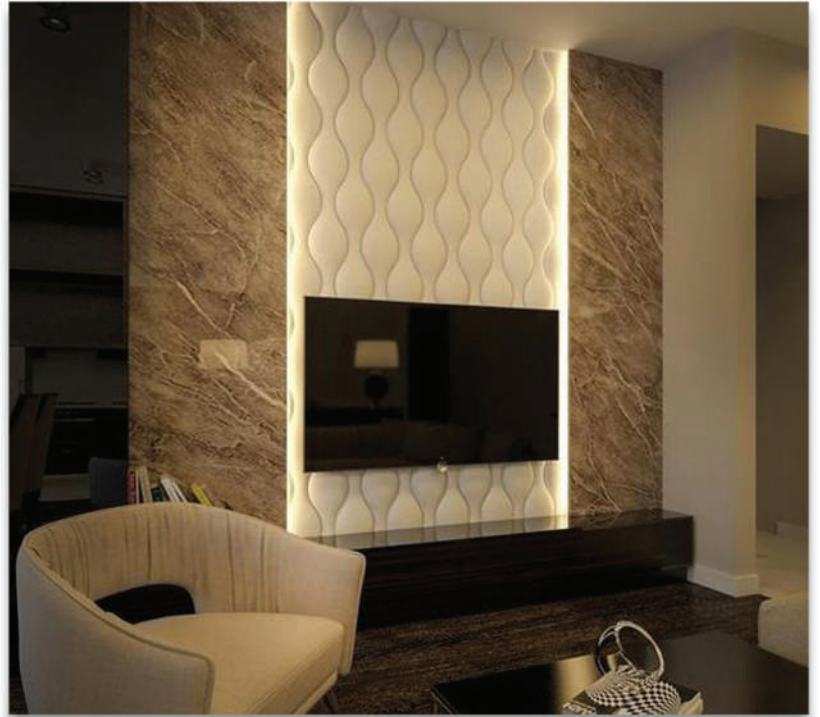
SG-04



SG-06



SG-08



SG-09



SG-10



SG-11



SG-12

Size 500 X 500 X 30 mm

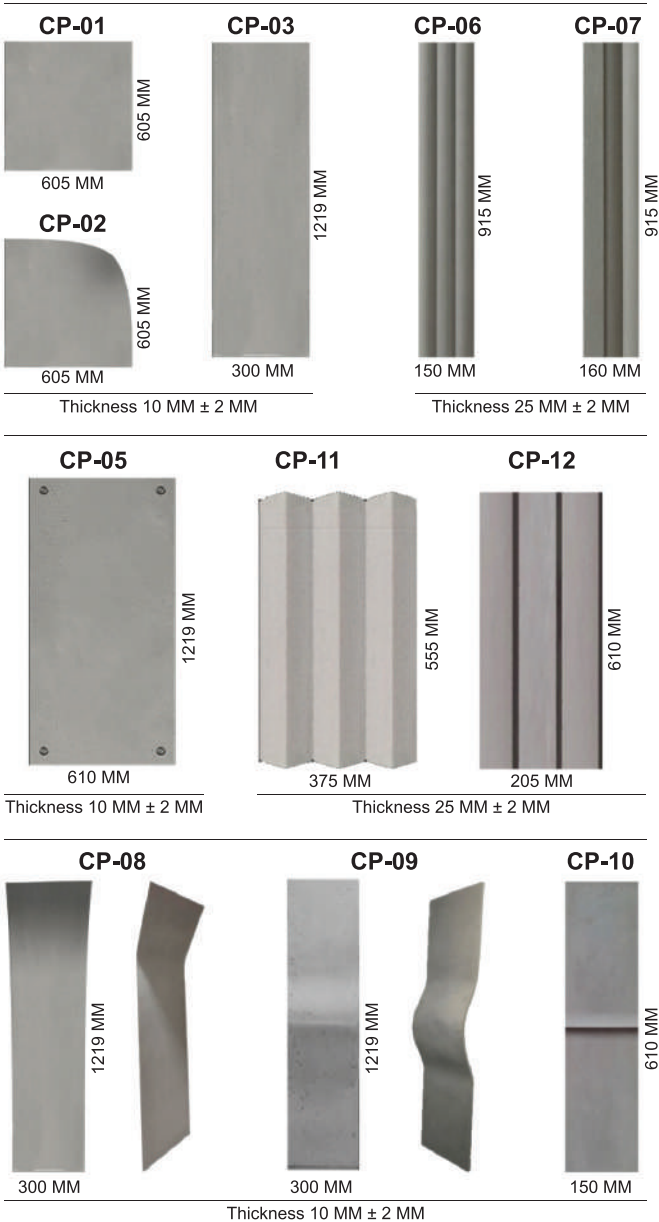
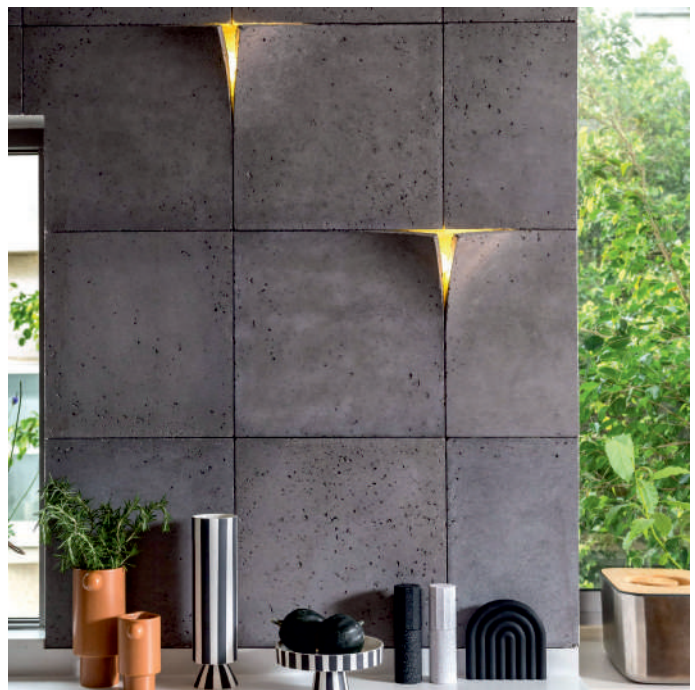


# Culture Concrete

## ////// The premium Concrete Panel

**Luxture's Culture Concrete** Born out of wonder culture concrete explore the unlimited possibilities of natural tailor made concrete. The culture concrete version of concrete is super strong aesthetically pleasure adding an organic and natural views on interior & exterior. Culture concrete is made up of ultra-high performance concrete with highly dense material, low porosity, water and stain resistance.

- For Interior & Exterior
- Dirt & Dust Proof
- Fungus & Fade Resistant
- Can be installed dry cladding







## Decorative Micro Cement Topping



Cemento Flooring



Cemento Flooring



Cemento Flooring

**CEMENTO:-** A blend of polymer, Micro cement & high performance additive & a complete methodology to create seamless, joint free, micro decorative concrete finish specially designed to decorate and renovate interior floors and objects such as furniture's. **CEMENTO** is available with unbeatable features which makes it ideal to enrich the decorum of your dream house.

### Features:-

- Self leveling
- Faster Application
- High-end performance
- Suitable for interior application
- Available in many colours
- Tintable, option of wide range of colours
- Can be applied on furniture, table tops, washroom, kitchen platform
- Green building material '0'VOC
- Suitable for high traffic areas



Cemento Table Top



Cemento Flooring





Shekh's Majlis (UAE) - Product : Stone Finish



Mercedes (New Delhi) - Product : Floor Fashion  
Chennai, Kochi, Mumbai & PAN India



LED World (UAE) - Product : Floor Fashion & Luxture Concrete Facades



Silver Radiance (Ahmedabad) - Product : Luxture Concrete Facades



Corporate office:- JSW Jindal (Gurugram) - Product : Luxture Concrete Facades



Reebok (pan India) - Product : Luxture Concrete Facades





IT Office (Bangaluru) - Product : Luxture Concrete Facades



Bakes Kitchen, Jumeira, Dubai (UAE)  
Product : Luxture's Concrete Facades



Adidas (UAE) - Product : Luxture Concrete Facades



Ison Jewells (Ahmedabad) - Product : Decorcem



Adidas (Pan India & UAE) - Product : Luxture Concrete Facades



Vidhan Sabha (Jharkhand) - Product : Decorcem Floor



# LUXTURE'S®



## CONTACT



**Contact Number**  
+91 8003197741



**Mail Us At**  
mail@luxture.com



**Visit Our Website**  
www.luxture.com



**Corporate Office**  
**Luxture Surface Coatings Pvt. Ltd.**  
H-114, Near Godrej Agrovet, New RIICO Ind. Area  
Makhupura, Ajmer (Raj) Pin Code -305001, INDIA

**Overseas Distributor**  
**Luxture International FZE**  
Al Hulaila Industrial Park Zone, Free Zone Warehouse  
Shed-13, Warehouse No. 2, Ras Al Khaimah (UAE)  
+971581918599 Email: enquiry.uae@luxture.com

**Sales Office**  
**Delhi**  
70/A-20, Rama Road, New Delhi - 110005, INDIA  
Phone : +91-11-45025946

**Jaipur**  
Near Anand Chouraha, Plot No. 60/I, Opposite K.S. Mahindra  
Service Center, Jhotwara Industrial Area, Jaipur (Raj) INDIA



**Follow Us On**

