



**TARALAC<sup>®</sup>**

DECORATIVE  
**PRODUCT CATALOGUE**





# about us




Express your love for design and take your home transformation a step further with wide range of decorative paints from **TARALAC**.

**TARALAC** decorative range includes crack seal, putties, primers, acrylic distemper's & interior emulsions, exterior emulsions, metallic emulsions, damp proof, roof & tile guard, enamels, universal stainers, and wood finishes.



# CRACK SEAL



PRODUCTS	CRACK SEAL
PRODUCT BENEFITS	<ul style="list-style-type: none"><li>• Useful for both Interior &amp; Exterior. Excellent crack filling capacity for cracks up to 3mm width.</li><li>• Provides superior mechanical strength due to reinforced fiber glass Pliability is high. Water resistant film stops water ingress through cracks.</li><li>• Provides superior mechanical strength due to reinforced fiber glass</li></ul>
PACKGING IMAGE	
USAGE AREA	Plaster, wood, gypsum, POP, asbestos etc.
DILUTION RATIO	Not Required
COVERAGE	70-80 running ft/kg/2 coat (For plaster cracks of 3mm width and 5mm depth recommended system/It may vary on depth of crack)
RECOMMENDED COAT	Min:2, Max: 3
RECOATING PERIOD	6-8 HRS
APPLICATION TOOLS	Putty Knife
APPLICATION SHADES	White
AVAILABLE PACKS	0.5 Lit, 1 Lit




# TARALAC WALL PUTTY



PRODUCTS	TARALAC ACRYLIC WALL PUTTY	WHITE CEMENT BASE WALL PUTTY
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>• Ready-to-use putty meant for filling and smoothening out cracks and dents on the plastered wall or similar interior surfaces.</li> <li>• Alkali resistance</li> <li>• Increase adhesion to primer/top coat</li> </ul>	<ul style="list-style-type: none"> <li>• Useful for both Interior &amp; Exterior wall surfaces</li> <li>• Cost Effective</li> <li>• Good Workability</li> <li>• It is free from any heavy metals like lead, mercury &amp; chromium</li> </ul>
PACKGING IMAGE		
USAGE AREA	Priming plastered walls, asbestos, brick work, concrete, etc	All types Exterior & Interior Cement Plasters, Asbestos Sheet Concrete etc.
DILUTION RATIO	IF REQUIRED	40 – 50 % by weight
COVERAGE (By putty knife)	1st Coat: 35-45 sq. ft/KG 2nd Coat: 25-35 sq.ft/Kg	On rough masonry surface 9-10 sq.ft for 1.5-2 mm thickness in 2 coats.
Drying Time	20 min ( To Touch)	30 min (to touch)
RECOATING PERIOD	4-6 HRS	
APPLICATION TOOLS	Putty Knife	Putty Knife/Trowel
APPLICATION SHADES	White	
AVAILABLE PACKS	1 KG, 5 KG, 20 KG	20,25,40 Kg

## TEXTURE FINISH








PRODUCTS	TEXTURE FINISH
PRODUCT BENEFITS	<ul style="list-style-type: none"><li>• Synthetic Grooved Finish Texture</li><li>• Useful for decoration and long term protection</li><li>• All Weather Durable</li></ul>
PACKGING IMAGE	
USAGE AREA	Cement Plaster, Concrete Bricks, Masonry, Gypsum Board, Lime Cement Plaster for Exterior Use
DILUTION RATIO	3.5% of fresh water
COVERAGE	2.3 sq./Kg/Coat (Will vary depending on sites conditions)
RECOMMENDED COAT	Single Coat
RECOATING PERIOD	16-18 HRS
APPLICATION TOOLS	Trowel
APPLICATION SHADES	White
AVAILABLE PACKS	20,25,40 Kg





# WALL PRIMER



PRODUCTS	MARVEL WALL PRIMER	CLASSIC WALL PRIMER PRO	SUPER INTERIOR WALL PRIMER	CLASSIC WALL PRIMER	SYN SB CEMENT PRIMER WHITE
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>• Suitable for Exterior Wall.</li> <li>• Excellent whiteness &amp; opacity.</li> <li>• Does not chalk. Gives excellent adhesion to topcoat.</li> <li>• Prevents peeling off of topcoat.</li> </ul>	<ul style="list-style-type: none"> <li>• Suitable for both Interior &amp; Exterior Wall.</li> <li>• Easy Brushing, Excellent Covering.</li> <li>• Alkali Resistance. Good sealing property.</li> </ul>	<ul style="list-style-type: none"> <li>• Suitable for Interior Wall.</li> <li>• Easy Brushing, Excellent Covering, whiteness &amp; Opacity.</li> <li>• Alkali Resistance, Quick drying &amp; good sealing property</li> </ul>	<ul style="list-style-type: none"> <li>• Suitable for Interior Wall.</li> <li>• High Whiteness, Easy brushing, Excellent Covering, Quick drying &amp; good Sealing property.</li> </ul>	<ul style="list-style-type: none"> <li>• Solvent Base Primer Easy settling.</li> <li>• Good healing properties.</li> <li>• Good resistance to wall alkalinity, Fungus &amp; moisture etc.</li> </ul>
PACKGING IMAGE					
COVERAGE	12-13 sq.m/lit/coat		12-14 sq.m/lit/coat		7-8 sq.m/lit/coat
DILUTION RATIO	80-100%				200-250 ml thinner / Lit of paint
RECOATING PERIOD	4-6 HRS				
AVAILABLE PACKS	1 lit, 4 lit, 10 lit, 20 lit				
APPLICATION TOOLS	Brush / Roller				
SHELF LIFE	3 years from date of manufacturing in original packed container				









PRODUCTS	CLASSIC ACRYLIC DISTEMPER	MARVEL ACRYLIC DISTEMPER
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>• Low Cost Acrylic Distemper</li> <li>• Formulated to provide beautiful finish</li> <li>• Useful for Interior Walls High Whiteness</li> </ul>	<ul style="list-style-type: none"> <li>• Premium Acrylic Distemper.</li> <li>• Formulated to provide beautiful finish</li> <li>• Wash your stain with wet cloth</li> <li>• High Whiteness</li> </ul>
PACKGING IMAGE		
FINISH	Smooth Matt Finish	
DILUTION RATIO	60 % by Weight	
COVERAGE	16-17Sq.m/Kg/Coat	17-18 Sq.m/Kg/Coat
RECOMMENDED PRIMER	Classic Wall Primer, Super Int. Primer, Classic Wall Primer Pro	
RECOATING PERIOD	4-6 HRS	
AVAILABLE PACKS	2 KG, 5KG, 10KG, 20KG	
APPLICATION TOOLS	Brush / Roller	
APPLICATION SHADES	As per Shade Card	
SHELF LIFE	3 years from date of manufacturing in original packed container	

# INTERIOR EMULSION







PRODUCTS	PREMIUM GLOW INTERIOR EMULSION	TARALAC PREMIUM INTERIOR EMULSION	CLASSIC GLOW INTERIOR EMULSION	CLASSIC INTERIOR EMULSION
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>• Longer life</li> <li>• Silky feel on touch</li> <li>• Hi sheen smooth finish</li> <li>• Best in class stain resistance, Anti fungal Surface slip technology, Low VOC</li> <li>• 5 years performance warranty</li> </ul>	<ul style="list-style-type: none"> <li>• Rich &amp; Matt Finish</li> <li>• Stain guard technology</li> <li>• Fungus resistance</li> <li>• Low VOC</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable emulsion for interior walls</li> <li>• Provides luxurious sheen in low cost</li> <li>• Better upgradation to distemper in terms of coverage, finish and smoothness</li> <li>• 3 years performance warranty</li> </ul>	<ul style="list-style-type: none"> <li>• Higher coverage in affordable cost.</li> <li>• Offers finish of plastic paint.</li> <li>• Rich matt look.</li> <li>• Long lasting.</li> <li>• 3 years performance warranty.</li> </ul>
PACKING IMAGE				
FINISH	Hi Sheen Smooth Finish	Smooth	Smooth	Matt (Smooth)
DILUTION RATIO	40 % by volume	60-70% by volume	40 % by volume	40 % by volume
COVERAGE	150-160 sq.ft/lit/2coat	1 <sup>st</sup> Coat: 225-275 sq.ft/lit, 2 <sup>nd</sup> Coat: 120-140 sq.ft/lit	1.5X Distemper	130-150 sq.ft/lit/2Coat
RECOMMENDED PRIMER	Classic Wall Primer, Classic wall Primer Pro			
RECOATING PERIOD	6-8 HRS			
AVAILABLE PACKS	1 Lit, 4 Lit, 10 Lit, 20 Lit			
APPLICATION TOOLS	Brush / Roller / Spray			
APPLICATION SHADES	As per Shade Card			
SHELF LIFE	3 years from date of manufacturing in original packed container			



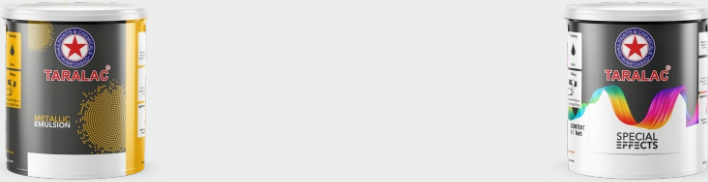


# EXTERIOR EMULSION

PRODUCTS	MARVEL EXTERIOR EMULSION	GLOW EXTERIOR EMULSION	MARVEL PLUS WEATHER PROOF EXT EMULSION	ULTIMATE EXTERIOR EMULSION
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>Marvel offers excellent resistance to cracking chalking and weathering</li> <li>Better anti algal protection in dry weather condition Value for money Clean Shades</li> <li>3 years Performance Warranty Superior film integrity</li> </ul>	<ul style="list-style-type: none"> <li>Excellent resistance to chalking and cracking.</li> <li>Film integrity is better Shades do not fade last longer Weather resistance technology 3 years performance warrenty</li> </ul>	<ul style="list-style-type: none"> <li>Weather Guard Excellent protection against UV attack Excellent Anti algal formula Dust Free</li> </ul>	<ul style="list-style-type: none"> <li>Truly durable Water Repellent</li> <li>Dirt pick up resistance</li> <li>No black streaks</li> <li>Advance anti fungal &amp; anti algae protection</li> <li>High Sheen</li> </ul>
PACKGING IMAGE				
FINISH	Smooth (Matt)	Smooth (Best in Class)	Soft	High Sheen
DILUTION RATIO	40 % by volume	75 % by volume	40-45 % by volume	35 % by volume
COVERAGE	1st Coat: 5-6 sq.ft/lit, 2nd Coat: 10-12 sq.ft/lit			60-70 Sq.ft/lit/2Coat
RECOMMENDED PRIMER	Marvel Wall Primer & Classic Wall primer Pro			
RECOATING PERIOD	6-8 HRS			
AVAILABLE PACKS	1 Lit, 4Lit, 10 Lit, 20 Lit			
APPLICATION TOOLS	Brush/Roller/Spray			
APPLICATION SHADES	As per Shade Card			
SHELF LIFE	3 years from date of manufacturing in original packed container			



# METALLIC EMULSION & SPECIAL EFFECTS




PRODUCTS	METALLIC EMULSION & SPECIAL EFFECTS
<b>PRODUCT BENEFITS</b>	<ul style="list-style-type: none"> <li>• Multi surface Paint</li> <li>• 100% acrylic emulsion paint</li> <li>• Greater open time</li> <li>• Low VOC</li> <li>• Provides high glittering effect with smooth finish</li> <li>• Different types of special effects such as</li> </ul>
<b>PACKGING IMAGE</b>	
<b>SPECIAL EFFECTS</b>	Crinkle, Dapple, Weaving, Canvas, Spatula, Color wash, Ragging, Sponging, Combing, Brushing can be created using a variety of tools on Tara Paints Metallic special effects paint.
<b>BASE COAT</b>	PREMIUM INT GLOW EMULSION ( 2 Coats)
<b>DILUTION RATIO</b>	100 ml water per 1 litre for Roller/brush Application. No dilution for design
<b>COVERAGE</b>	Direct application : 100-175 sq.ft / Lit / Coat (Coverage may vary due to factors such as application methods, nature of substrate, conditions etc.)
<b>RECOATING PERIOD</b>	6-8 HRS
<b>APPLICATION TOOLS</b>	Brush/Roller
<b>APPLICATION SHADES</b>	As per Shade Card
<b>AVAILABLE PACKS</b>	50 gm, 100gm, 200 gm, 500 gm, 1 Lit

# DAMP PROOF



# DAMP PROOF



PRODUCTS	MARVEL DAMPROOF PRIMER	DAMP PROOF PRO	DAMP PROOF
PRODUCT BENEFITS	<p>Suitable for Exterior wall. High Whiteness Gives excellent adhesion to top coat Elastomeric film</p>	<ul style="list-style-type: none"> <li>• Excellent resistance to water, UV rays and ageing crack bridging ability</li> <li>• Anti carbonation formula</li> <li>• Elastomeric film</li> <li>• Excellent anti-fungal and anti-algal properties</li> <li>• Reinforced with fibers to improve mechanical properties and abrasion resistance</li> <li>• Surface Temp Reduction</li> </ul>	<ul style="list-style-type: none"> <li>• High sheen brilliant white color</li> <li>• crack bridging ability</li> <li>• Anti carbonation formula</li> <li>• Elastomeric paint</li> <li>• Excellent anti-fungal and anti-algal properties</li> <li>• Reinforced with synthetic fibers for superior abrasion resistance</li> </ul>
PACKGING IMAGE			
WARRANTY	NR	10 Years	08 Years
DILUTION RATIO	45-55 %	1st Coat: 33% self priming, 2nd Coat: Without Dilution, 3rd Coat: Without dilution	
COVERAGE	150-220 sq.ft/lit/coat	<p><u>Vertical wall</u> :- (a) Fresh Paining- 25 sq.ft / lit / coat (b) Repainting- 25-32 sq.ft / lit / coat</p> <p><u>Terrace</u> :- 10 sq.ft / lit/ coat</p>	
RECOATING PERIOD	4-6 HRS	6 - 8 HRS	
AVAILABLE PACKS		1 lit, 4 lit, 10 lit, 20 lit	
APPLICATION TOOLS		Brush / Roller / Spray	
APPLICATION SHADES		WHITE	
SHELF LIFE		3 years from date of manufacturing in original packed container	



**WATER BASE (WB) ROAD MARKING PAINT /  
ADVERTISING WALL PAINT**



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ADVERTISING WALL PAINT**



PRODUCTS	WB ROAD MARKING PAINT/ ADVERTISING WALL PAINT
PRODUCT BENEFIT	<ul style="list-style-type: none"> <li>• Abrasion resistance</li> <li>• Anti – algal</li> <li>• Vibrant color</li> <li>• Superior Adhesion</li> <li>• Soft Sheet</li> </ul>
DILUTION	25-30 %
COVERAGE	120 - 140 sq.ft/lit/coat
RECOATING PERIOD	After 6 HRS
AVAILABLE PACKS	1 Lit, 4 lit, 10 Lit, 20 Lit
APPLICATION TOOLS	BRUSH/ROLLER
AVAILABLE SHADES	Black, White,Golden Yellow
SHELF LIFE	1 years from date of manufacturing in original packed container

# ROOF AND TILE GAURD

PRODUCTS	ROOF AND TILE GAURD
PRODUCT BENEFITS	<ul style="list-style-type: none"> <li>• Better Adhesion on tiles, Crack bridging ability &amp; tough film</li> <li>• Strong water repellent</li> <li>• Excellent Sheen</li> <li>• Anti algal</li> <li>• Long lasting</li> </ul>
FINISH	SMOOTH
DILUTION	30% by volume
COVERAGE	4.5-5.5 sq.m/ltr
RECOATING PERIOD	4-6 HRS
APPLICATION TOOLS	Brush / Spray
AVAILABLE SHADES	As per shade card
AVAIL. PACKS	1 Lit, 4 Lit, 10 Lit, 20 Lit
SHELF LIFE	3 years from date of manufacturing in original packed container

# UNIVERSAL COLORANTS

These are highly universal colorants, formulated from superior materials. They can be used to color Enamel and plastic paints without affecting the features of paints. They can be characterized by high concentration which gives the needed color with the least possible amount.

## AVAILABLE COLORANTS

1) Yellow Oxide

2) Red Oxide

3) Brown

4) Turkey Umber

5) Burnt Sienna

6) Jet Black

7) Fast Blue

8) Fats Green

9) Fire Red

10) Fast Yellow

11) Fast Red

12) Fast Violet

13) Sea Green

14) Bright Green

15) Bright Orange

16) Medium Yellow

17) Thick Yellow Fast Orange

18) Fats Yellow Green





# TARALAC®

**TARA PAINTS & CHEMICALS**  
**SINCE 1977**

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OHSAS 18001 : 2007  
CERTIFIED COMPANY

