

www.skorapaints.com



Smart
Brand Brochure

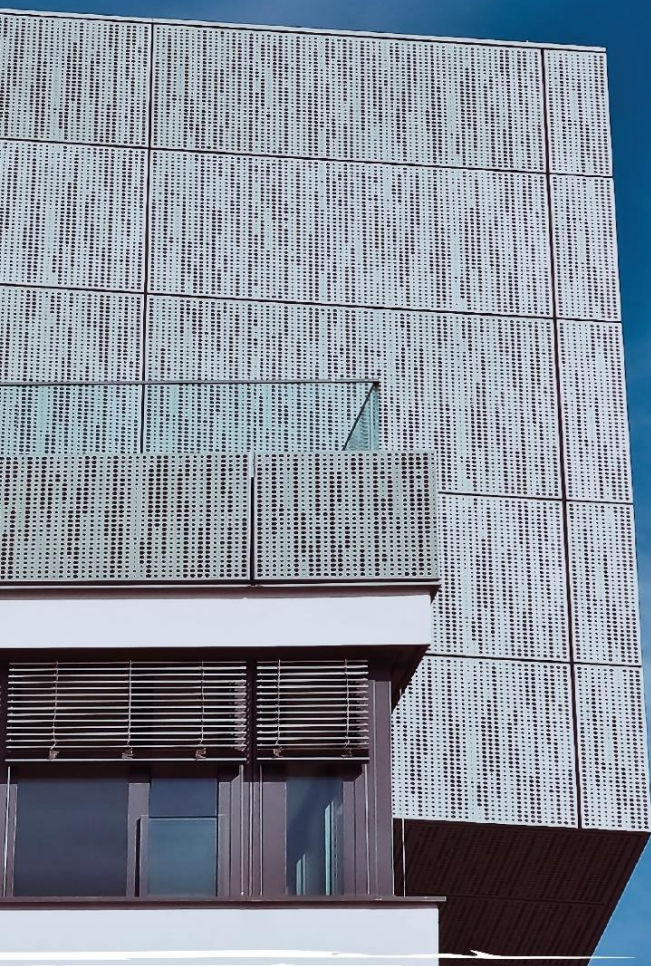


introducing —

Smart Quartz Paint

With Skora, we bring to the forefront a revolutionary offering – a state-of-the-art Smart Quartz Paint.

This Smart Quartz Paint technology has been developed by Skora through rigorous research and development that finally resulted in a coating system that possesses a unique set of attributes like no other in the industry. A product that is all set to turn from only so much so as a dream to a sustained and dynamic demand.



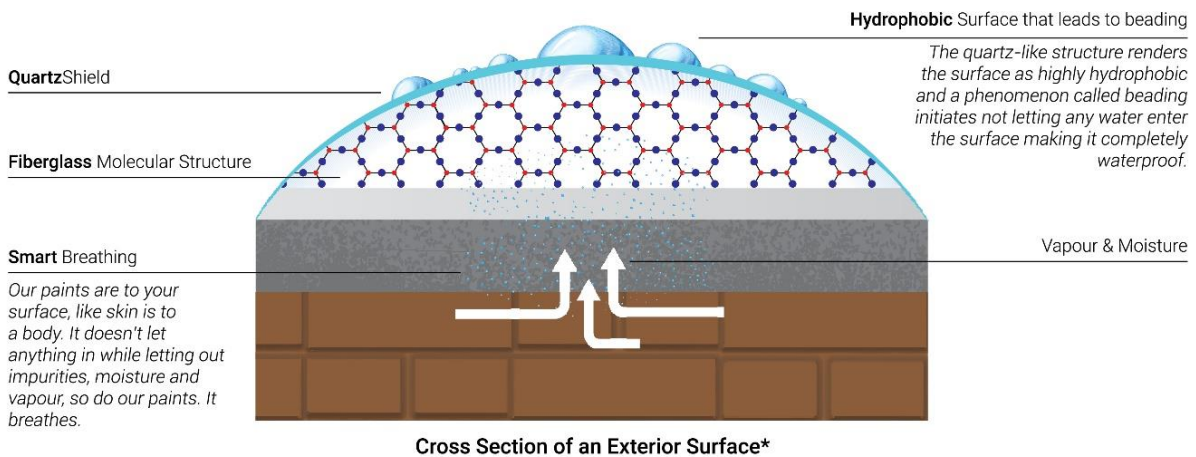
Our Smart Quartz Paint technology allows our quartz paint to penetrate deep into the surface of the substrate which further renders the penetrated region extremely hydrophobic in nature, turning it waterproof. This is attributed to the **Quartz-like structure** of our Smart Quartz Paint formed by the **fiberglass technology** that acts like a crystalline shield against moisture.

Mr. Nitin Kadam Managing Director

With its distinct **permalast** attributes and the never-seen before Quartz-like structure, it acts like a layer of second skin on the surface and renders it breathable for only a one-way transfer of vapour and moisture making the substrate waterproof.

The biggest enemy for structures that are coated with paint is in fact organic elements like **water and sunlight**. Skora's Smart Quartz Paint even though is natural, **organic & water-based**, fights water and harmful radiation with all its might. Our Quartz-like structure and breathable layer is what is found to be the solution to all paint troubles that users face. Right from chalking, flaking, fading, cracking, to efflorescence and recurring fungus and algae, our paint takes care of it all for a lifetime.

And that's a guarantee!



The Quartz-like structure, creates a dry zone beneath the coating which prevents harmful algae and mould from forming. The Smart Quartz Paint technology, while rendering the surface of the substrate hydrophobic, does not block the pores of the substrate like film coatings would. This unique property of the Smart Quartz Paint therefore, allows any existing moisture beneath the surface to easily escape the substrate rather than being locked within which would cause problems related to dampness over time. This smart attribute of our Smart Quartz Paint allows cement based substrates to cure fully and

build strength over time. The dry zone created beneath the surface by our Smart Quartz Paint protects the surface from salt and alkali attacks as well as prevents the formation of mould and algae that thrive in damp areas which ultimately degrade the integrity of the structure. Due to the hydrophobic nature of our Smart Quartz Paint, surfaces are rendered with a self-cleansing technology that washes away dirt and dust particles during rainfall. This is owed to the high beading effect of our Smart Quartz Paint that prevents water from penetrating the surface and rather lets it roll down the surface while taking

the dirt with it. IR radiation absorption causes surfaces to heat up which, in case of painted surfaces, causes paint to crack, flake and eventually chip off the surface. Our Smart Quartz Paint technology prevents this by reflecting IR rays. It also thus prevents UV radiation from causing the Smart Colours to fade as UV rays penetrate paint coatings through cracks in the surface. With the substrate kept cool and safe from cracking, UV radiation too cannot harm the paint quality over time.



Quad — Coat System

At the heart of our Smart Quartz Paint Solution lies our Smart Quad Coat System. This coating system consists of 4 integral layers that form the protective barrier between your walls and the elements of the outside world. Each of these layers form a symbiotic bond of an impenetrable quartz like structure to make any masonry surface hydrophobic, waterproof and durable.

All these layers form our impenetrable Quad Coat System which in spite of having up to 4 layer allows the wall to breathe while being completely waterproof.

1

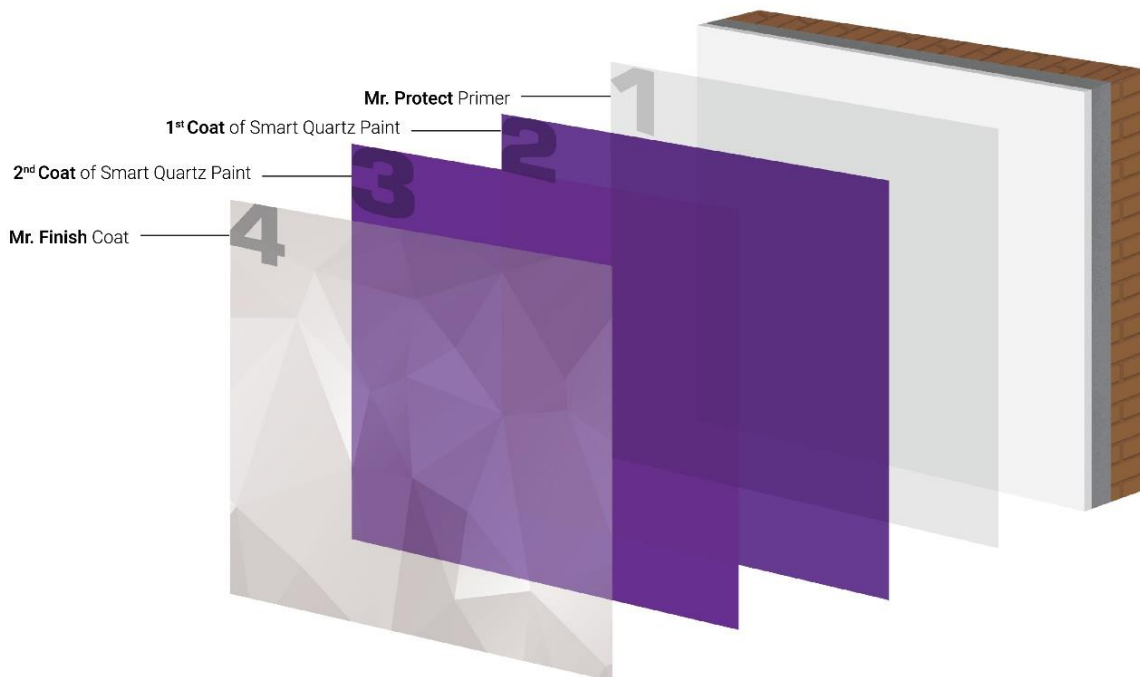
The first layer is Mr Protect Primer, a clear single coat priming agent that gets absorbed by the substrate and prepares the application surface for painting.

2&3

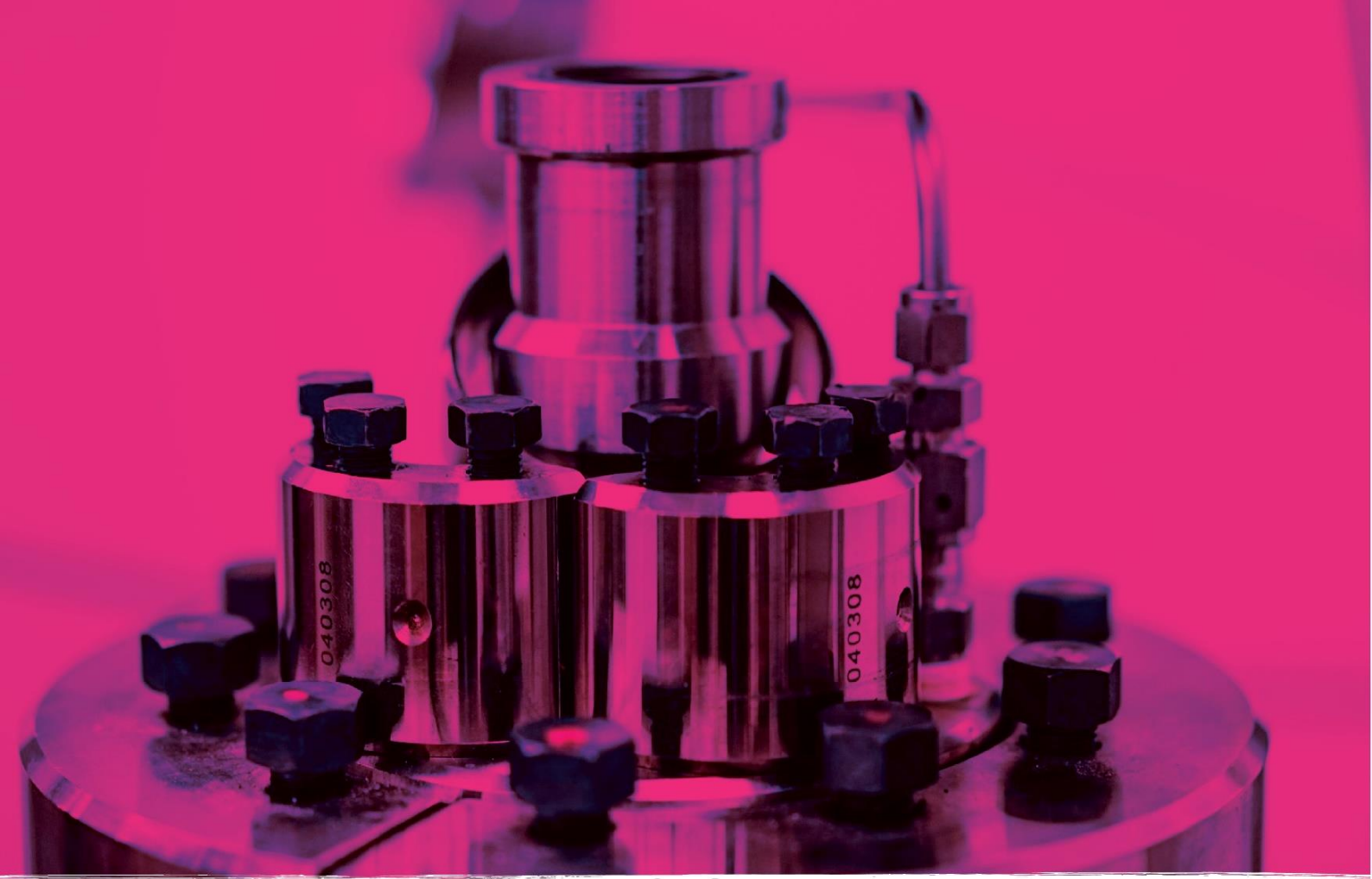
The next two layers are the two coats of Skora Smart Quartz Paint that create a thick barrier over the surface. These layers provide the rich and radiant shades of our Smart Colours to your walls. Due to the unique formulation of our Smart Quartz Paint, these layers of paint do not lose their Dry Film Thickness (DFT) over the course of time.

4

The final layer in our Quad Coat System is Mr Finish, a finishing coat that seals the layers of paint and primer for added protection against the elements. This layer is colourless and fortifies the hydrophobic nature of our Smart Quartz Paint.



Layer Analysis of the Quad Coat System



Smart Quartz Paint

The Paint — that breathes

Typical acrylic film based coatings are closed in nature which act like a barrier for water going in and out, locking existing moisture inside the wall. This locked moisture escapes the wall eventually in the form of dampness, leakage and efflorescence by bringing with it salts and attracts algae, moss, mould and mildew formation. This eventually degrades the integrity of the wall as well as the paint over time both aesthetically and physically.

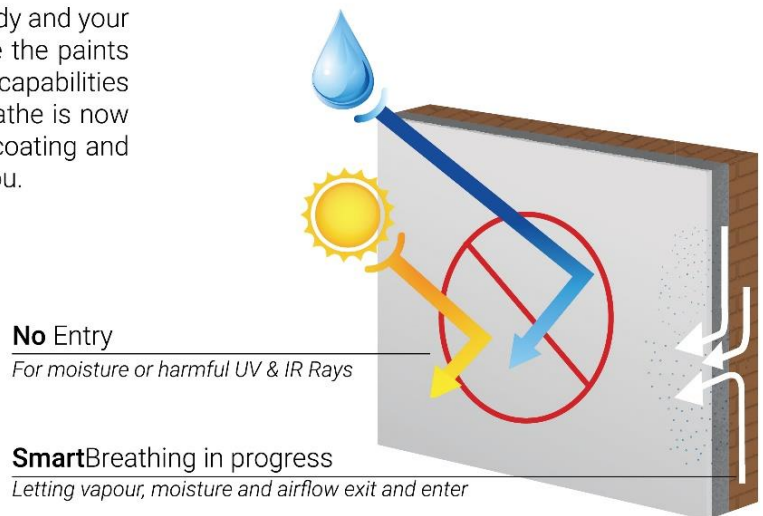
To prevent this, we designed our Smart Breathing Paint to have an open porous structure that allows moisture to escape as vapour. With a precise porosity tolerance, it lets out water only in the form of vapour which is not harmful for paint.

Simultaneously however, our Smart Quartz Paint technology forms a Quartz-shield that develops a repellent nature for the surface of the substrate that does not allow water to get in to the wall itself as it's rendered hydrophobic which leads to a spectacular water beading formation and a waterproof surface.

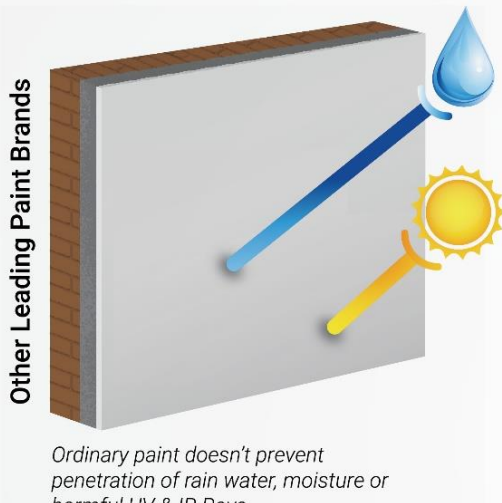
Smart Breathe

Our paints are to your surface, like skin is to your body. Just like your skin sweats by letting out impurities and moisture to cool your body, it doesn't let anything permeate. So does our paint, it breathes.

Just as how breathing is an integral part of your body and your skin, so it should be for every structure and hence the paints and coatings that go onto it. Due to the outstanding capabilities and attributes it lends to the structure, Smart Breathe is now one of the most basic necessities of any paint or coating and hence each of our products can breathe, just like you.

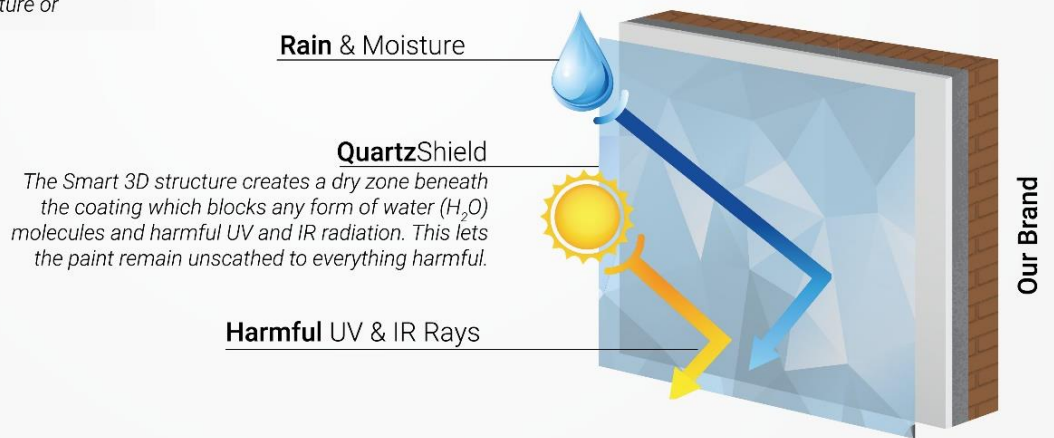


Quartz-Shield Technology

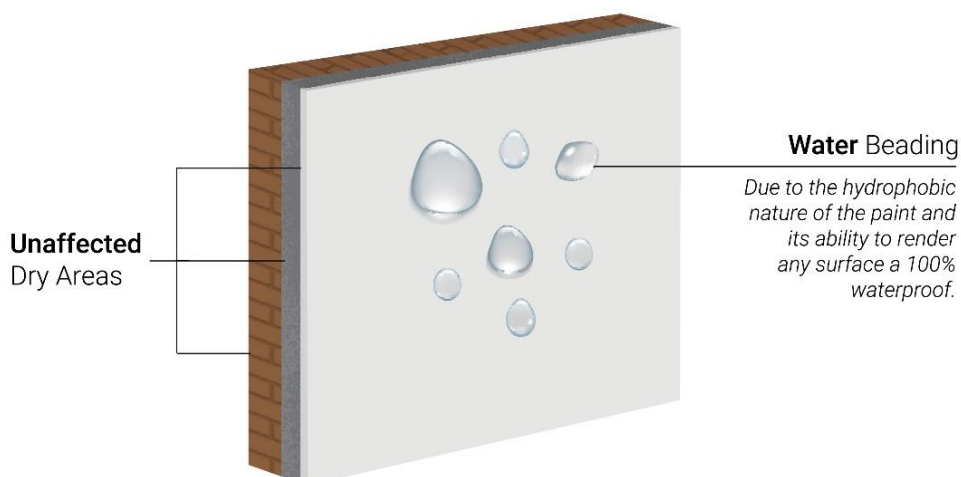


Our R&D teams made a path-breaking discovery of how Fiberglass and Quartz technology serve best for a water resistant coating formula to promote active waterproofing.

Using fibreglass dioxide with key ingredients we created a revolutionary paint that adopts all properties of Quartz, rendering the paint a shield with permalast attributes. Quartz being one of the most inert and durable substances found on earth, the 3-Dimensional Structure of alternating Silicone and Oxygen atoms protects substrates from weathering by building an unbreakable shield on any structure rendering it waterproof.



Hydrophobic Technology



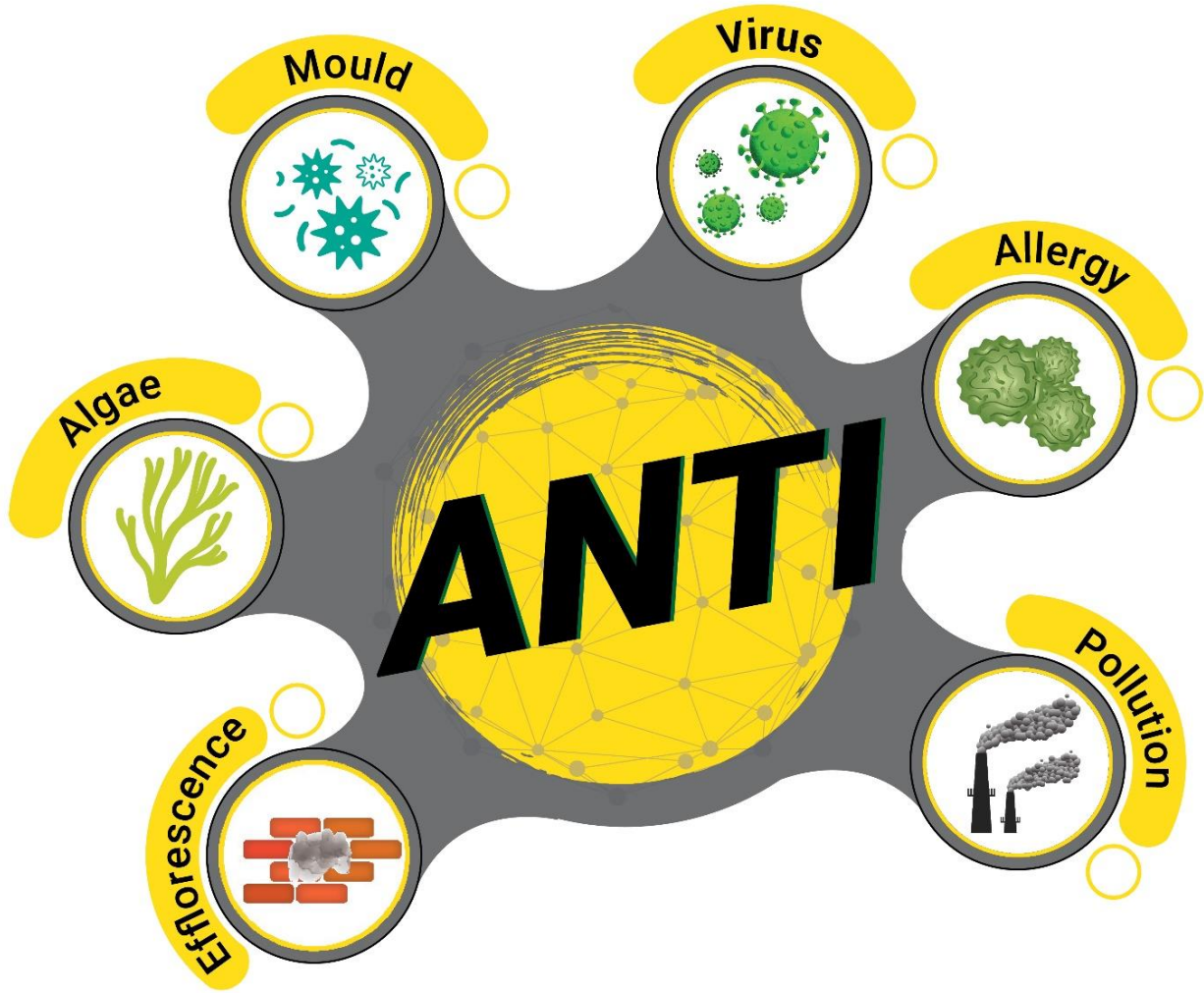
Skora's Quartz-shield makes our paints highly repellent against water penetration. This Quartz-like structure prevents moisture from soaking into the surface which prevents formation of harmful elements like mould and algae that thrive in damp areas and ultimately jeopardise the integrity of the wall and the paint.

That gives our paint a high beading effect in every weather, even extreme rainy conditions that lets water roll off the

surface of the wall without allowing it to get absorbed beneath the surface. Because this unique technology is not film forming, it lets the wall release existing moisture inside the wall in the form of vapour letting the wall "breathe" like actual skin.

Our Smart Hydrophobic technology essentially extends the life of our paint and the wall to last a lifetime by faithfully fighting against any form of water and moisture.

The Paint — that shields



— Mrs. Hemlata Kadam Joint MD

Moisture is the root cause of most issues related to paint like peeling, flaking or chipping off. Conventional paints are ill equipped to handle any moisture and therefore tend to degrade quickly after you've just painted your walls. Our Smart Quartz Paint technology on the other hand, is cleverly designed to repel any moisture from the surface of the wall making it waterproof as well as allows internal moisture to escape as vapour through our Smart Breathing paint technology.

Our Smart Quartz Paint creates a dry area under the layer of paint that prevents the formation of mould, algae and other harmful elements that not only ruins the beauty of your walls but also affects the structural integrity of the walls over time. This is how Skora protects your substrates.

This not only protects your building's health both physically and aesthetically but also takes care of the health of those who live/ use the structure due to extremely high anti-allergy properties.



Smart — Exterior Paints

We believe that an exterior paint should make any structure look and feel great but at the same time also needs to protect the exterior surface from the elements. We have therefore designed our range of Smart Exterior Quartz Paint to be virtually perfect, durable and water repellent

while taking special care to ensure your structure will always look stunning. Each Smart Exterior Quartz Paint is formulated with the purpose of waterproofing any building surface, protecting it from multiple problems that arise due to moisture absorption.



Mr. Perfect

SMART **LUXURY** EXTERIOR QUARTZ PAINT

I'm infused with the best combination of Smart technologies that lets me protect and keep your exterior looking young and fresh for life.



Mr. Proofer

SMART **WATERPROOF** ROOF COAT

I'm Mr. Proofer, as my name would suggest, my job is to make your roof waterproof.



Mr. Finish

SMART **EXT** FINISH

I'm Mr. Finish. They call me Mr. Finish because I'm the best at finishing the job when it comes to coating your walls.



Mr. Crackheal

SMART **EXT** CRACKHEALER

I'm Mr. Crackheal, I can heal your infrastructure with my fibreglass technology with crack filling compound for exterior surfaces.



Mr. Protect

SMART **EXT** COLOURLESS PRIMER

I'm Mr. Protect. As the name suggests, I'm the best when it comes to protecting your walls from the elements.



Smart — Interior Paints

We feel that every wall can express emotion and nothing does that better than the right interior paint. Our range of Smart Interior Quartz Paint is designed to evoke emotion through rich earthen colours and a smooth matte finish. Our Smart Quartz Paints bring grandeur and elegance to your walls for a

truly delightful interior design.

Every Smart Interior Quartz Paint is carefully crafted with a series of Smart Features that give our Quartz Paints superior finish, stain resistance, gloss as well as matte finish and much more.



Mr. Grande

SMART **LUXURY** INTERIOR QUARTZ PAINT

I'm Mr. Grande. I offer you the most luxurious paint finish for your interiors.



Mr. Homeguard

SMART **INTERIOR** ACRYLIC WATERBASE PRIMER

I'm Mr. Homeguard. I can guard your infrastructure by improving the appearance with best opacity and whiteness. I am acrylic water based interior wall primer suitable for application on interior as undercoat acrylic putty, distemper and emulsion.



Mr. Super

SMART INTERIOR **ACRYLIC** WALL PUTTY

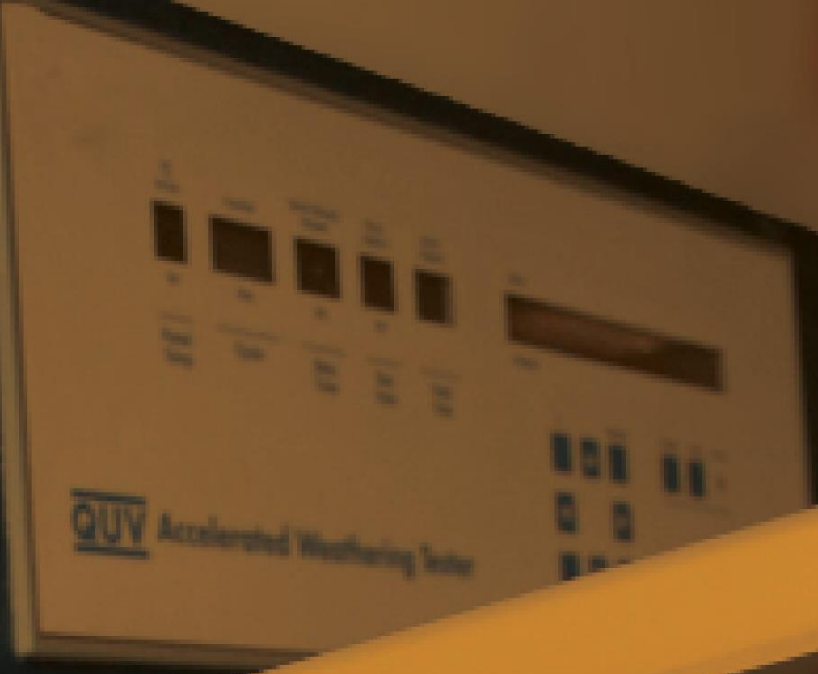
They call me Mr. Super because I do a super job at producing the smoothest interior surface ready for you to prime and paint.



Mr. Smooth

SMART WHITE **CEMENT** PUTTY

I'm Mr. Smooth. I'm a White Cement Putty that's perfect for preparing your interiors for a smooth paint job. With me, you can achieve a smooth surface finish for your interiors before you paint.



Unmatchable QUV Weathering Test Results

Our Smart Paint is the result of rigorous research and testing carried out by experts to tackle the need for a long lasting paint solution in typical Indian climate. To best ensure that our paint is of the highest standard of quality, we put our Smart Quartz Paint through a gruelling QUV tester to ascertain how well our paint solution performs against the elements.

The QUV tester reproduces the typical effects of weathering on substrates that are placed inside the tester. It has the capability of simulating years of weathering over just a few weeks through its accelerated simulation cycles. For the test we placed several slabs of substrate within the tester, one coated with our Smart Quartz Paint and the rest coated with one of the best paints from various brands available in the market. The QUV tester put the test samples through several cycles of simulated sunlight, rain and humidity that equated to more than 15 years of simulated weathering. The results showed that our Skora Smart Quartz Paint sample retained its colour, thickness and integrity without any signs weathering like yellowness, mould, algae or fading. The other test samples of other paints in the market however had already started to turn yellow after the initial cycles and had clear signs of weathering by the end of the testing.

Our Paint



Of rigorous weathering and testing but emerged unscathed.

Other test samples of paint on the other hand didn't last beyond.



Other Leading Paints

Awards And Honours



Gold Award for Excellence in Technology and Business Prestige
International Quality Summit, New York 2017.



District Award for Excellent Businessman
Industrial Gaurav Awards
By Government of Maharashtra, 2013.



Emerging Brand of the Year
Realty+ Interior and Exterior
Awards, 2019.



Outstanding Performance of the Brand
Lalit Doshi Memorial Award
by Government of Maharashtra, 2018-19.

1 Smart Survey

Before jumping right into the painting process, our Smart Team will conduct an extensive survey of the intended project area. This survey will record any structural issues that are currently present in the building and narrow down on the root causes for the same. We believe this to be an important step in our painting process as it is unwise to blindly paint a structure before dissecting it for issues that need attention first.

2 360° Report

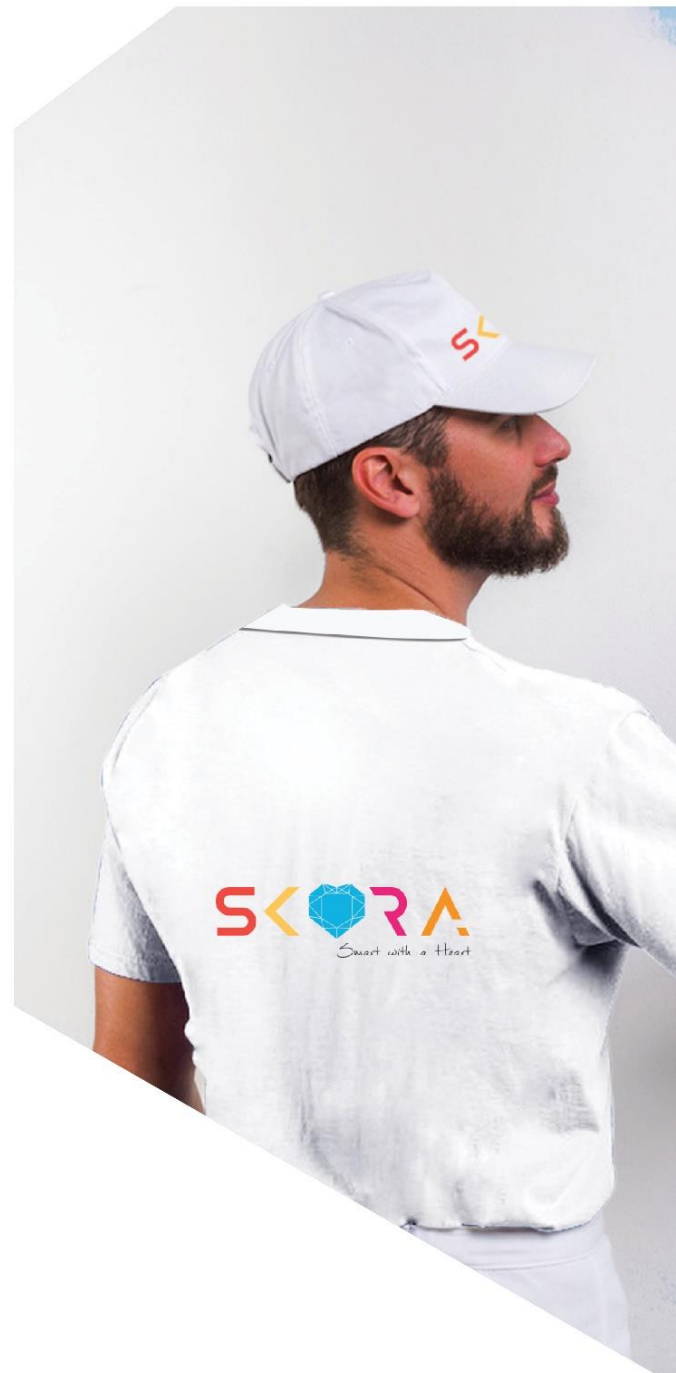
Once the Smart Survey has been completed, the findings and all details pertaining to the survey are documented and presented in our 360 Degree Report of the project. This report is an all encompassing document that will highlight any existing problems in the building like dampness, leakages and other issues that can hinder the painting process. The report will also suggest corrective measures to prevent further issues.

3 Smart Consultants

No one knows the ins and outs of construction and allied activities better than technical experts in the field. Skora, being the expert on paint, has put together a team of highly qualified Smart Engineers to oversee and assist on every project whether big or small.

4 Smart Painters

We have put together a set of Smart Painters who are well versed and experienced in completing paint projects. These Smart Painters along with their Smart team will execute every painting project as per the prescribed application procedure to ensure the best possible results for your structure.



Smart Painters

To give **360°** Protection



5 Finishing Expert

Every project needs an expert to ensure everything runs smoothly. For Skora, that person is our Finishing Expert. The Finishing Expert will overlook every project with his expertise in the coating industry to ensure the best possible results on every project. The Finishing expert will also ensure that all coatings are applied in the prescribed manner and will follow up with inspections by the end of the painting process.

6 100% Guarantee

We are first to deliver 100% Guarantee to you.

All workmanship and materials come with a :

12 year guarantee for New Construction

10 year guarantee for Construction within 15 years

07 year guarantee for Construction between 15-25 years

05 year guarantee for Construction above 25 years

We will issue to you a guarantee letter on our letter head upon completion of the job and upon receiving payment in full.



“ I am principle architect from last 35 years. In this time I have used paint of many top brands from India and abroad for my residential, commercial and hospitality projects. Then too I faced many leakage problems at my mahabaleshwar hotel and at my own residence in satara. Then I came to know about SKORA coatings. Five years ago I used it in Maharaja hotel mahabaleshwar. Till now it is performing good and being in such a worse climatic conditions my hotel is still algae, fungus, leakage free. After seeing performance I used it for other projects too and as well as my own residence at satara. I also blindly recommend Skora for any project.

Arch. Mahendra Chavan Principle Architect

Skora provides services by their own trained painters along with own manufactured paint so we have to be rest assured for the guarantee.

Painted in 2019

Residence Architect Mahendra Chavan

Who has been a ACETECH Alpha Awards 2015 Winner

SKORA

Smart with a Heart

Our **Full-fledged** Projects



Jal Mandir Palace, Satara | Painted in 2010

Residence of honorable Member of Parliament Smt. Chatrapati Udayanraje Bhosale



We were looking for good quality, durable, affordable and long life paint with leakage proof & best Colours shades, Shine and breathability for our Residential building tower. We searched for many branded external painting products.

After going in the detailed about all the product we found that SKORA PAINTS was the best amongst the all products. The price of the SKORA product is very affordable and the quality of the paints and coats are so fantastic.

The Colour applying team & Co-ordinating team was very amazing. We thank SKORA for giving us an amazing product & good service.

Mr. Kulkarni Architect & **Mr. Hitendra Nakhawa** Chairman

Sainath Tower CHS,
Neelam Nagar, Mulund(E), Mumbai
Painted in 2019



Vilas Chodankar Vice President, Kalpataru

I was looking for a hydrophobic paint with breathability for our heritage property at Mahabaleshwar. I discovered Skora and its unique formulation which was applied in the year of 2015. Mahabaleshwar is one of the highest rainfall regions in India with almost 500-inch annual rainfall. Such high humidity ruins the integrity of any building. But with Skora, even today the performance of the coating is fantastic. Where all other paints and coatings had failed earlier, Skora continues to do a truly incredible job of warding off even 500-inch of rainfall.

Loksley Hall, Mahabaleshwar
Kalpataru Builders | Painted in 2014



91B Aamby Valley, Lonavala | Ajmera Builders | Painted in 2018



Onco-Life Cancer Centre, Satara | Painted in 2019

Smart with a Heart



Choose your Project

At Skora, we cater to essentially every major type of project that requires coating be it residential, commercial or infrastructural to name a few. Our Smart Quartz Paint is a singular solution for all manner of requirements.

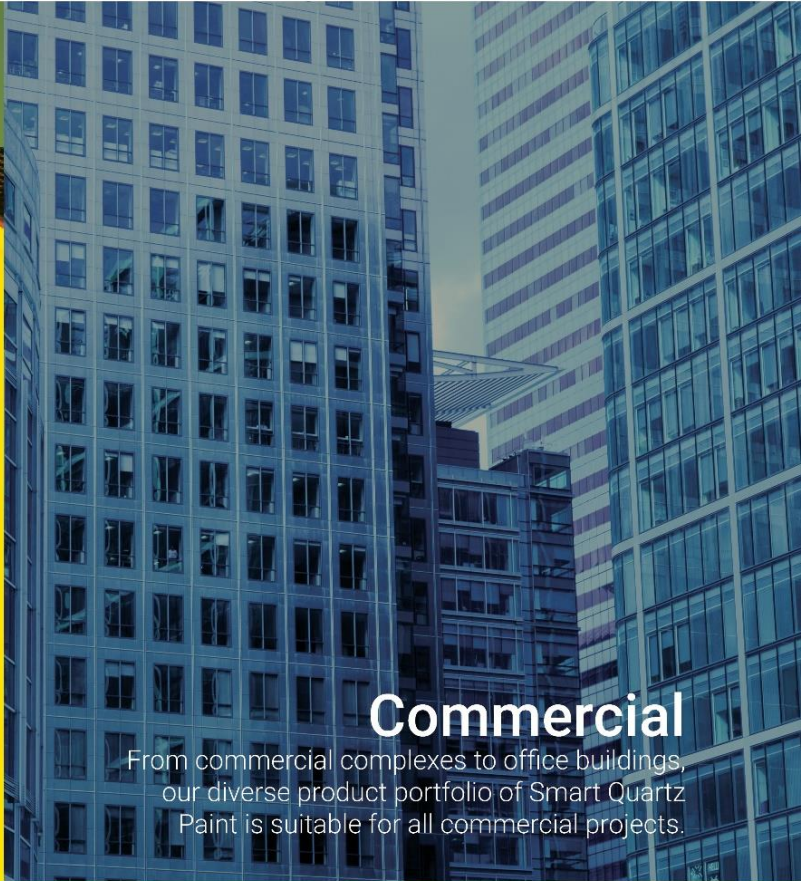
Residential

Whether you're looking for a fresh coat for your building's exteriors or an interior makeover for your walls, we have the best solution to suit any need.



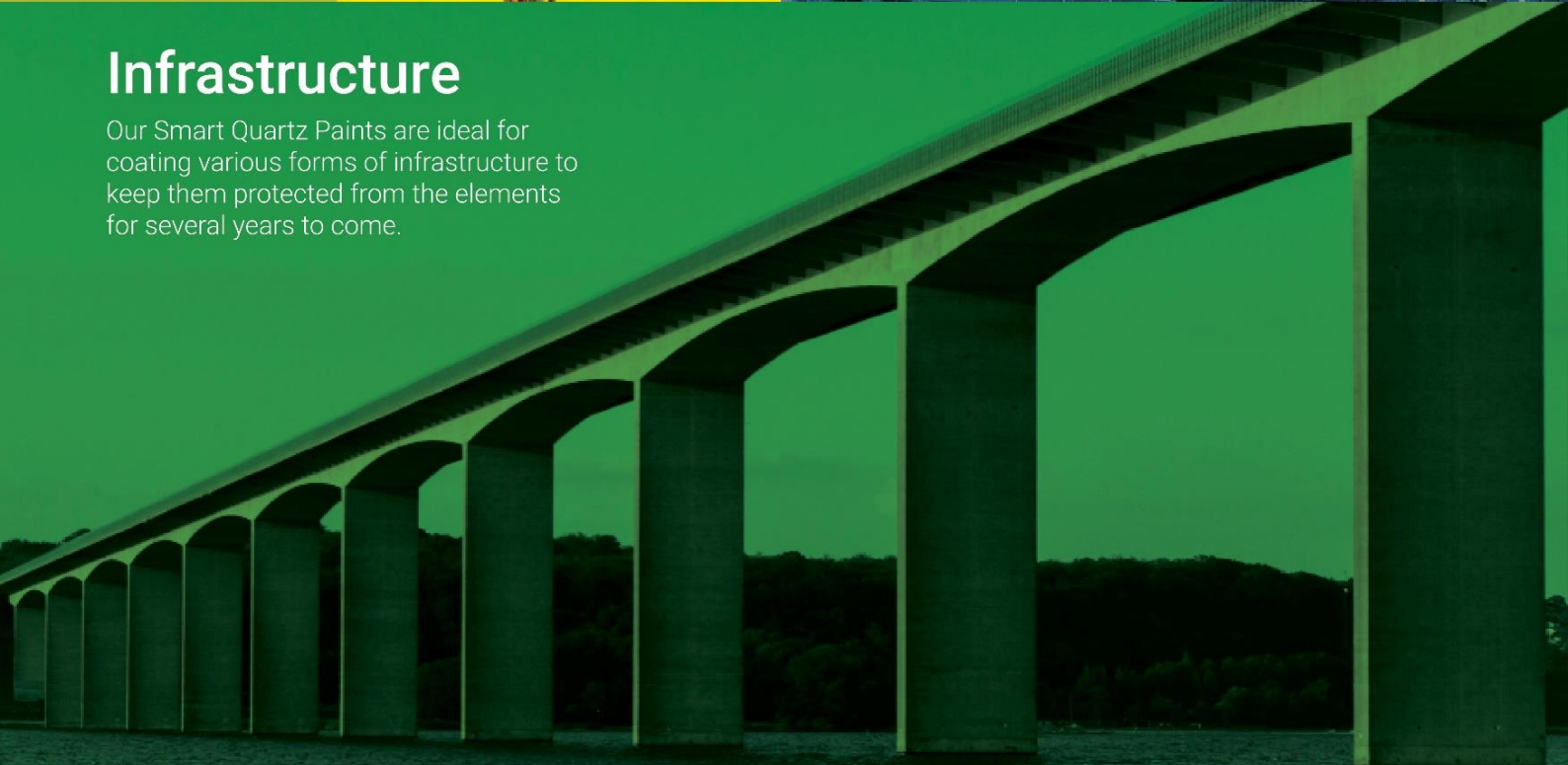
Commercial

From commercial complexes to office buildings, our diverse product portfolio of Smart Quartz Paint is suitable for all commercial projects.



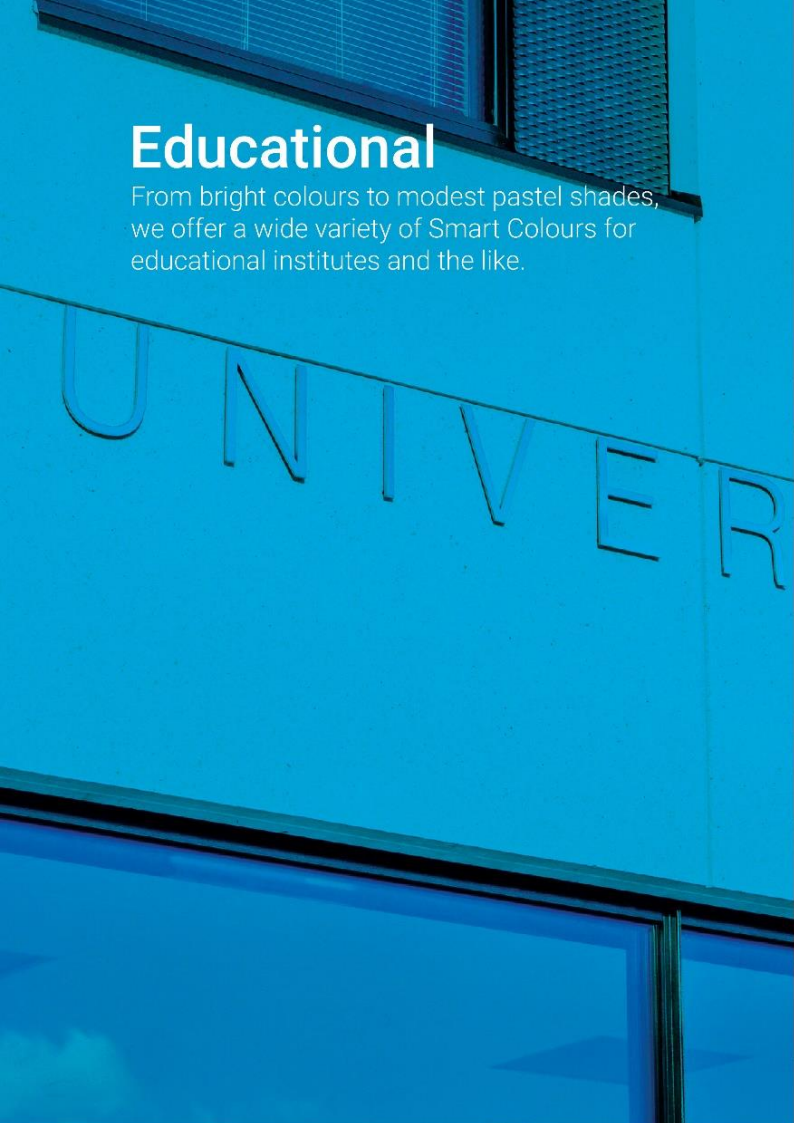
Infrastructure

Our Smart Quartz Paints are ideal for coating various forms of infrastructure to keep them protected from the elements for several years to come.



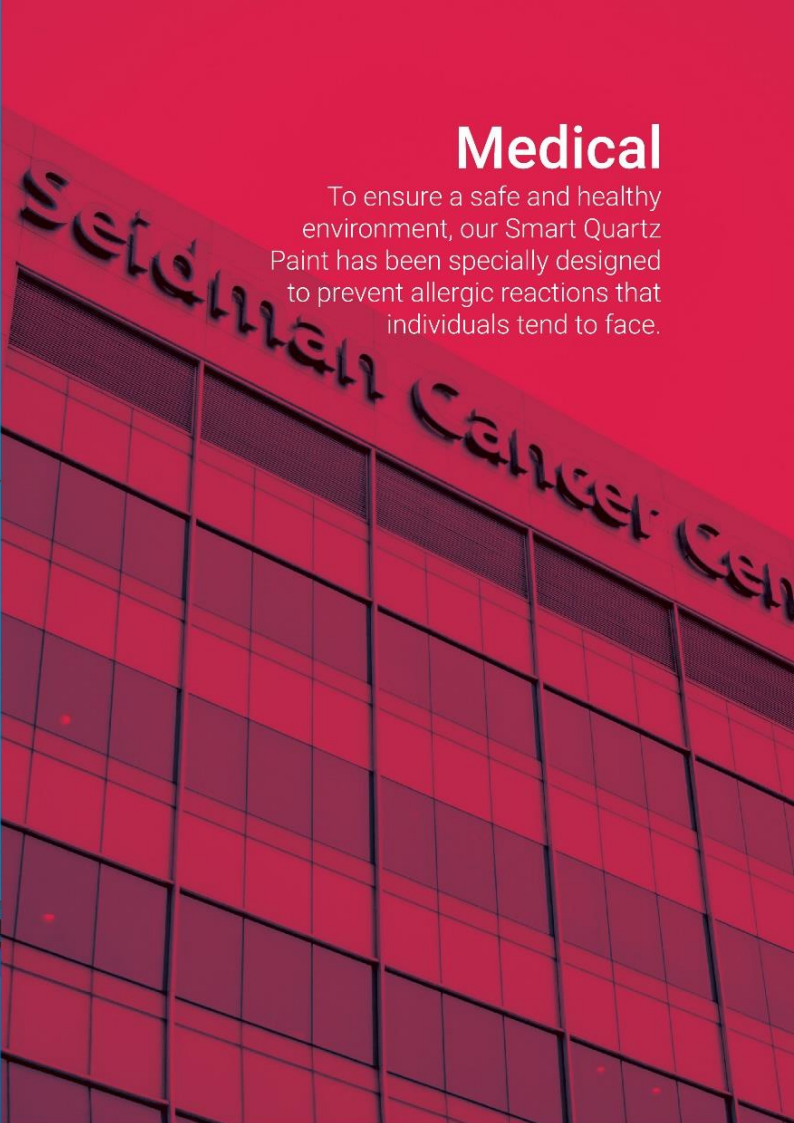
Educational

From bright colours to modest pastel shades, we offer a wide variety of Smart Colours for educational institutes and the like.



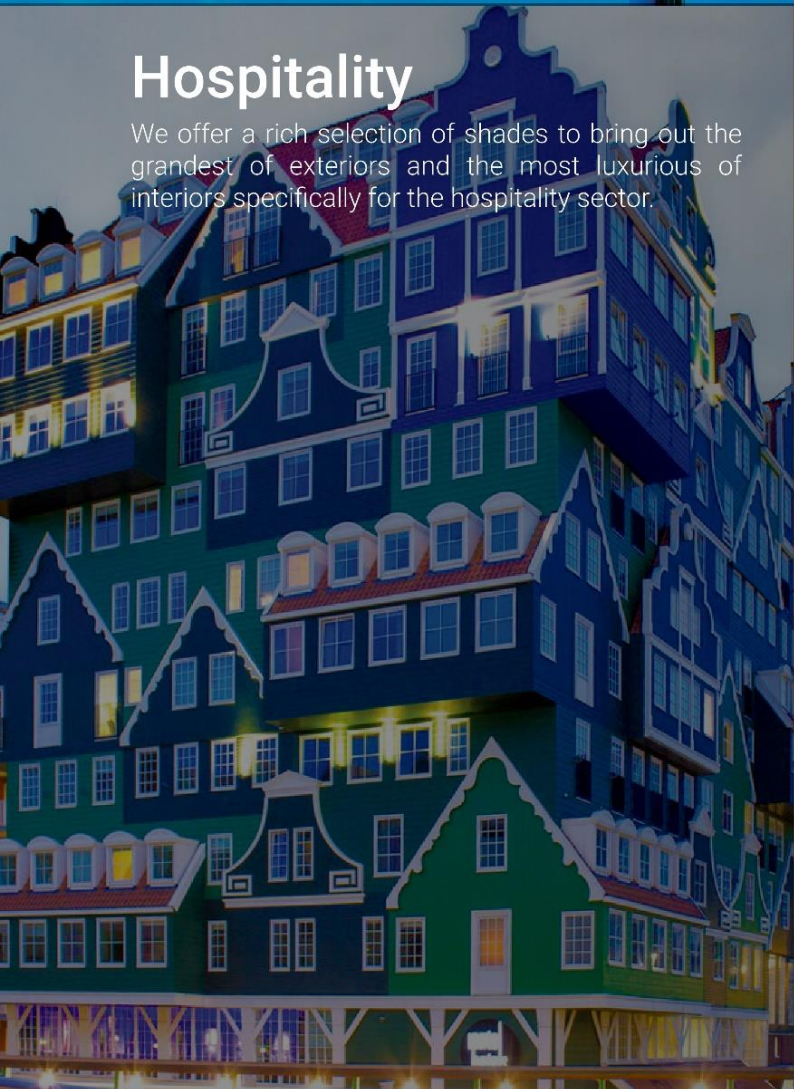
Medical

To ensure a safe and healthy environment, our Smart Quartz Paint has been specially designed to prevent allergic reactions that individuals tend to face.



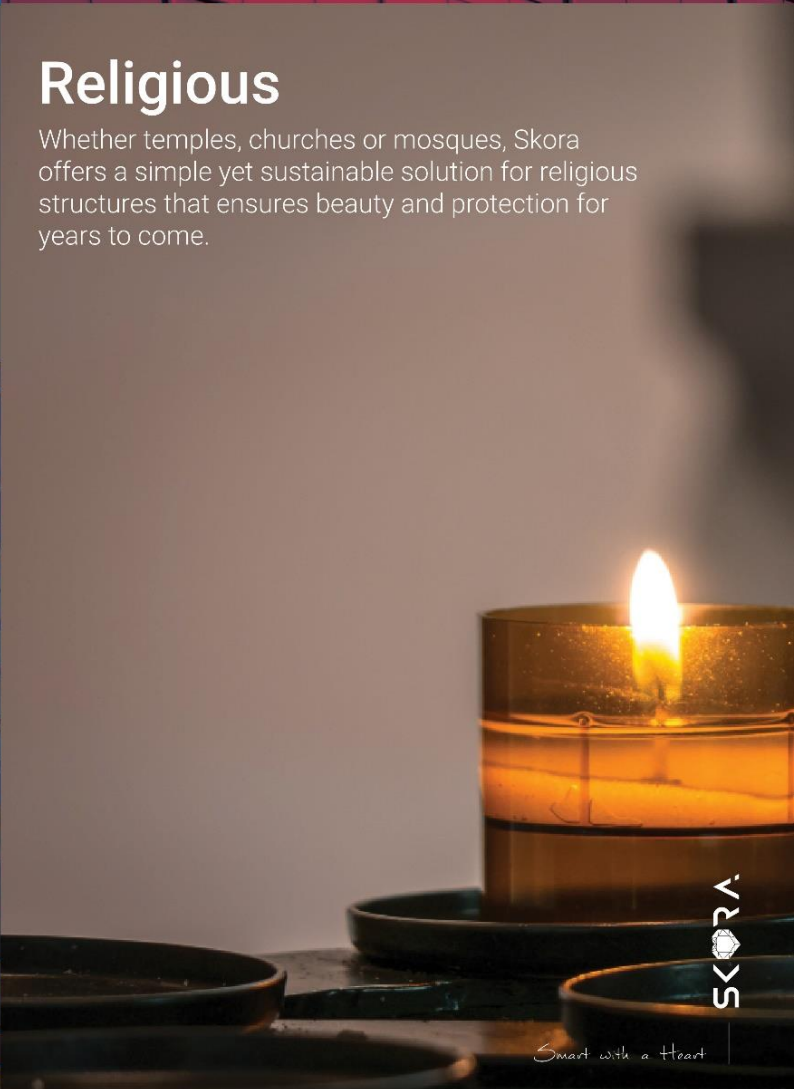
Hospitality

We offer a rich selection of shades to bring out the grandest of exteriors and the most luxurious of interiors specifically for the hospitality sector.



Religious

Whether temples, churches or mosques, Skora offers a simple yet sustainable solution for religious structures that ensures beauty and protection for years to come.



FAQ

FREQUENTLY ASKED QUESTIONS

1 What's the difference between normal acrylic / elastomeric paint and a Skora's Smart Paint?

The quality of an exterior paint isn't just measured by the colour, vibrancy and finish that it achieves but also by the amount of time it protects your walls. Skora external wall coatings last over 12 years. Even the best masonry paint lasts 5 or 7 at the most!

Most paint however, that your local painter and decorator will supply, has usually a finite lifespan of around 5-7 years only, and is essentially colored water, providing no long-term weather resistance at all. Our Smart Quartz Paint on the other hand has been specifically developed to protect walls as well as beautify them over a long period of time. Our paints last well beyond the average paint which ultimately proves to be more economical than having to spend on repainting year after year.

The wall coatings used by us are hydrophobic and breathable, and having it on your home is like painting two times with ordinary paint. Because over the period of 12-15 years, if you use other brand, you need to paint two times, while with Skora you need to paint only once. This means you directly save one time cost and not only do you get 2 times what your painter could supply, it also lasts 2 times as long!

2 Why should I choose Skora's Smart Paint?

We can't and won't force or coerce you to choose us over another home improvement company, the decision is up to you. To reassure you, we started in the industry at the very bottom, many years ago, in fact way back in 1998. Since then we have completed almost 5000+ projects. And we have made almost 20000+ customers satisfied by our smart product and smart service.

Unlike many wall coatings companies, we do not use subcontractors, all teams work for us only. In addition, many wall coating companies purchase generic branded coating materials that are made with cheap alkyd resins acrylic binder, but with years of research and technology poured into the development of our superior Smart Quartz Paints, we formulated the most durable and hard

wearing textured coatings available to offer further waterproof protection for your walls with a 100% guarantee to last a up to 12 years.

If you want your house painted by experts, if you want the best customer service, if you want the best quality materials used, choose us.

Remember, most wall coating companies in the India offer zero warranty, but we offer a 12 year guarantee, and since we have been doing this since 1998, we know for certain our coatings last as long as we say they do and they are subject to accelerated weather tests by an independent organization.

We are also able to paint your house 12 months of the year, not only during the warmer weather. Unlike a typical paint job, the waterproof nature of our paint holds true even during the painting process which allows the paint to keep dry even in heavy rainfall. So no matter what time of year, you can have the outside of your home painted!

Remember to always choose the best and the smart Skora product each and every time.

3 Can I buy and/or apply your products myself?

Sorry, no, we do not sell DIY products, we are a product as well as service provider. Your local dealer or painter also cannot buy or apply our systems.

Our Smart painters have undergone hours of training to follow all the protocols and instructions mentioned in the process so that we can always control quality.

Our Smart Quartz Paint has been developed using our very own Quad Coat Technology. As the name suggests, this involves the application of 4 crucial layers of coating that consist of 1 coat of primer, 2 coats of paint and 1 final coat of finish. All of these coats if applied smartly, they work together to create the best possible waterproofing solution for your walls.

4 What wall coating services do you offer?

The main focus of our everyday work involves repairing, rendering and painting, the exteriors of Residential, Commercial, Hospitality, Educational, Medical and Religious buildings

Our external and internal wall coating systems are suitable for all types of wall and essentially are hydrophobic, breathable, durable, weatherproof and decorative finishes.

All our smart paint systems are applied by our own teams, not sub-contractors or local painters.

As part of all systems offered, we do a full repair program as part of the work, which includes rendering, crack repairs, alterations, damp proofing and generally making good of the house exterior and interior.

5 What is the advantage of Skora's Smart Breathable and Hydrophobic Technology?

Having us repair and paint your house with Smart Quartz Paint will bring many advantages and benefits to both your family and the house itself. Most importantly, repainting of the property is not needed for up to 12 years.

As the paint system we use does not need to re-applied for at least 12 years, you will save money in not having to get the house painted over time.

The painted surface remains cool, reducing the need for artificial cooling systems inside homes and buildings which promotes sustainability as well as energy saving and your home will be more comfortable. Your house will of course look fabulous from the inside and outside too!

If your house has cracks, damp areas or any other problem, that will be cured permanently, creating a more healthy environment for all your family and pets.

6 So if I contact Skora, what happens next?

Our team will speak to you first (by phone or email) at your request, to find out your requirements. Our experts will then arrange a date and time to visit your house or building to a show you a demo and to conduct a survey and measure the property. Then expert team will prepare a written specification and quote for you.

Our smart team will also point out any problems you may have on the outside of your house such as algae growth, damp patches or cracks etc. and explain what has happened and how we can fix it. Our smart team will also show you samples of our product and photos of previous jobs.

We then work out a suitable price quotation for you. This will be a guaranteed price with no hidden charges or surprises. Then when you decide to go ahead and have the work done, our smart team will prepare some simple paperwork with you, outlining exactly what work we are doing to the house, and for a fixed price. If your house has cracks, damp areas or any other problem, that will be cured permanently, creating a more healthy environment for all your family and pets.

7 How much do your wall coating and house painting services cost?

If you want to know about prices, no problem. We are happy to give an estimate of cost over the phone, for having your house painted, rendered, repaired or wall coated, and the call is without obligation!

To speak to a team member today, please call us any time on +91-7387069411. If you need a more exact estimate, you can email us, providing photos if that helps, and your contact number, however, please note the final price would be subject to a survey to ascertain the exact cost before we agree to do the work on your home for a certain cost.

This would be confirmed in writing. Quotes and estimates via email only are not normally possible.

8 What is the 100% Guarantee provided by Skora?

We are first to deliver 100% Guarantee to you. All workmanship and materials come with a :
12 year guarantee for New Construction
10 year guarantee for Construction within 15 yrs
7 year guarantee for Construction between 15-25 yrs
05 year guarantee for Construction above 25 yrs
We will issue to you a warranty upon completion of the job and upon receiving payment in full.

9 Do your teams follow safety protocols while accessing the inside of my house?

Yes, all our Smart painters and experts come fully equipped with everything they need to do the job and have the minimum impact on your daily life. They are trained to follow all the safety protocols to maintain the healthy environment of your building/house and all the surrounding.

10 Can I expect a Return On my Investment (ROI)?

Of course Yes! Money spent with us is money well spent as any surveyor will tell you that a property that is both weatherproofed, resistant to damp, and with a maintenance free exterior and interior that looks really good, will increase the integrity and value of your house. The guarantees issued are also transferable to any new owners when you sell in the future, giving your home a unique selling point that your neighbors simply won't have.

Trust in
the paint
of the
future —
**Smart
Quartz
Paint** *by*
Skora



Manufacturing Facility
Plot No. H-15, Old MIDC,
Satara - 415004
Maharashtra, India

Happy to hear from you any time at
reachout@skoracoatings.com