



Marketed by:

Pidilite Industries Limited,
Ramakrishna Mandir Road,
Post Box No. 17411,
Andheri (E), Mumbai,
Maharashtra - 400 059.

Contact us:

9223192020



Colour your
home interiors



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the colour book

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24CC2261-HS-APTG-TEL-NOV



COLOURS OF

ANDHRA
PRADESH &
TELANGANA

ఆంధ్రప్రదేశ్
& తెలంగాణ

Telugu Tones. A Colorful Journey.

HAISHA paints takes pride in the expertly curated range of colours inspired by the diversity and culture of India. In this spirit, we bring you the two Telugu states, Andhra Pradesh and Telangana. The shared colourful heritage of this region finds expression in majestic monuments, creative crafts, graceful fabrics, tantalising food, spirited festivals, and numerous other facets of everyday life. Take your time to be inspired by a curated montage of the rich and vibrant culture that enlivens our nation's canvas.

Stamped with Inspiration.

OUR SIX THEMES:

From the earthy tones of Pedana Kalamkari block prints to the lively colours of Kondapalli toys, and from the vibrant hues of Mangalagiri sarees to the soft, soothing neutral tones of pearls, this region contains a multitude of hues. Whether it's the royal colours of Charminar or the hot tones of Guntur chilli, the diversity of colours in this region offers endless inspiration of colour palettes to enhance your living spaces. HAISHA captures this region's essence, infusing its stamps with the spirit of the Telugu states.



1

Woven in Mangalagiri, these sarees with stripes, checks and intricate Nizam borders are greatly cherished. Drawing from their vibrant elegance, one gets colours that aesthetically brighten up any space.



2

Carved from the soft Tella Poniki wood, Kondapalli toys, depict scenes from epics, everyday life and mythology. The palette derived from the toys' bright primary and secondary colours injects warmth, bringing interiors to life.



3

A beautiful artform from Machilipatnam that uses intricately carved wooden blocks to create designs on fabric. Inspired by nature, the colour palette derived reflects earthy, natural hues that make any space feel homely and inviting.



4

The fertile, sun-soaked fields of Guntur give us the fiery-smoky Guntur chilli. Its deep and vibrant red tones inspire spaces with passionate and transformative energy.



5

Patronage from the Nizams established Hyderabad as the hub of pearl trade. The shimmering opulence of pearls inspires soft, neutral tints that infuse a subtle elegance into spaces.



6

The Charminar is a cultural, architectural wonder that embodies the spirit of Hyderabad. Drawing from its warm beige, golden yellow and brown hues, one can imbue living spaces with cultural richness and historical charm.

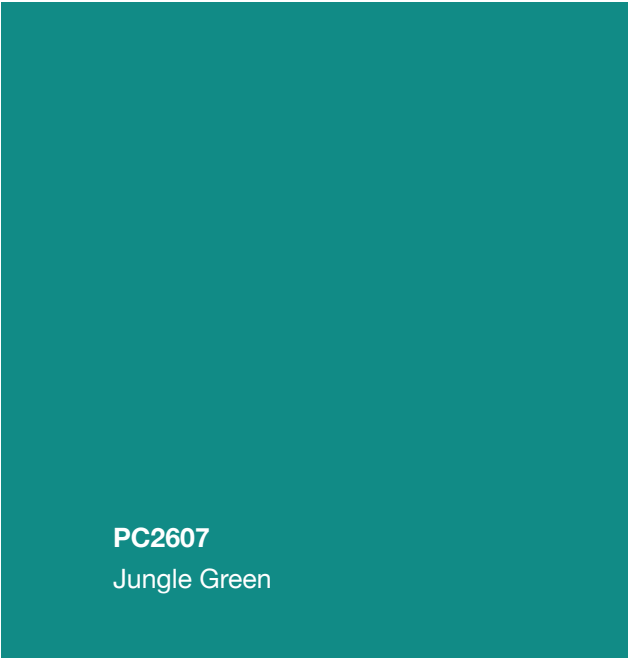


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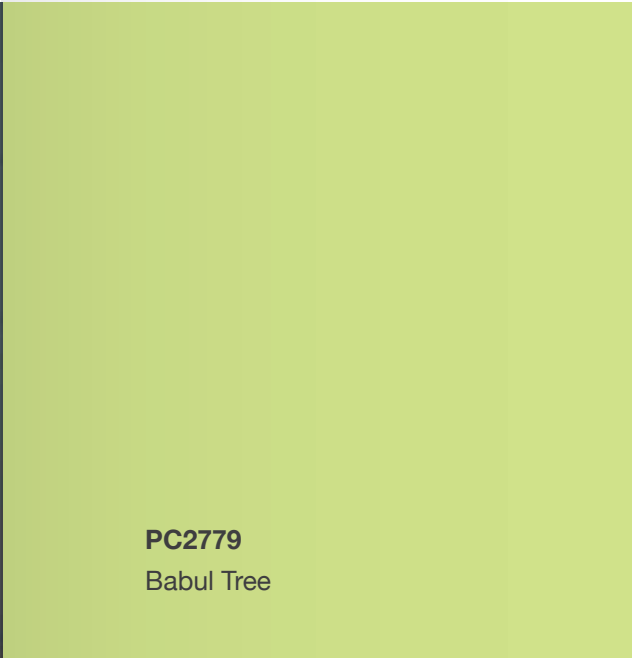
MANGALAGIRI SAREES

MANGALAGIRI SAREES

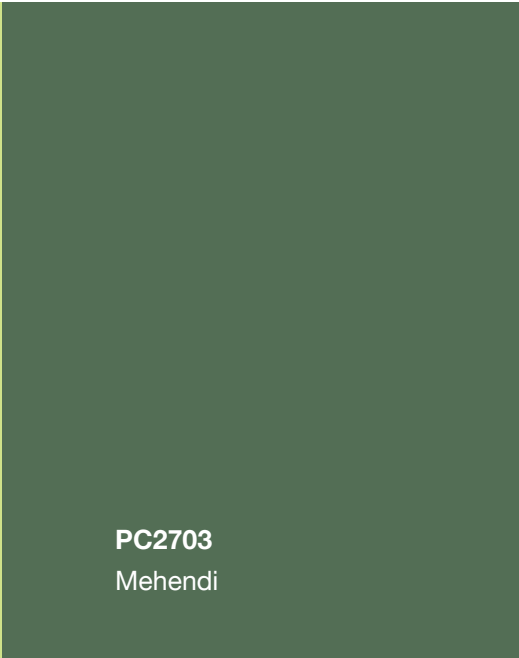


PC2607
Jungle Green





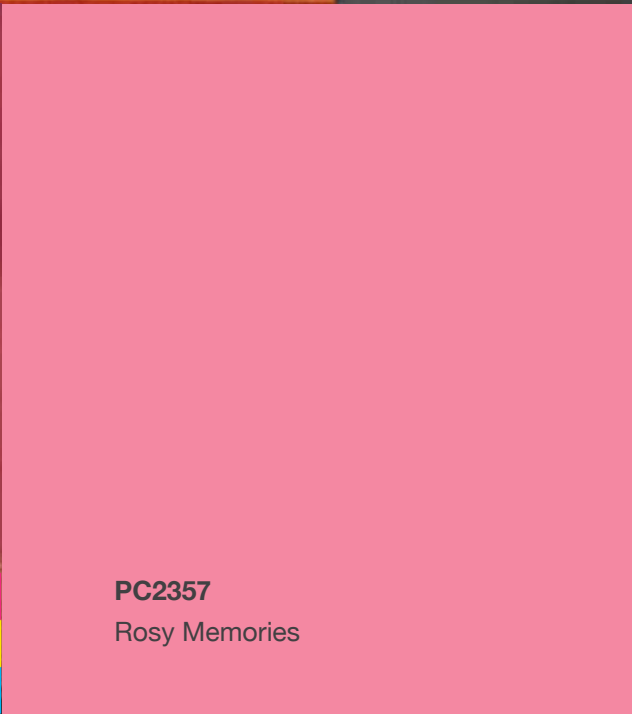
PC2779
Babul Tree



PC2703
Mehendi



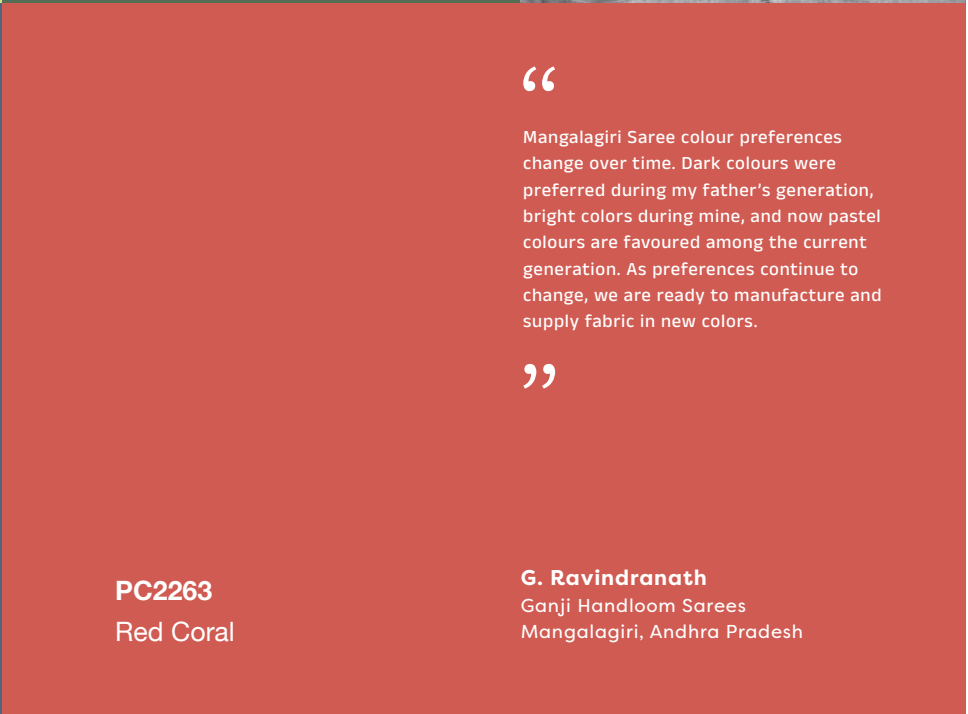




PC2357
Rosy Memories



PC3109
Blue Stone



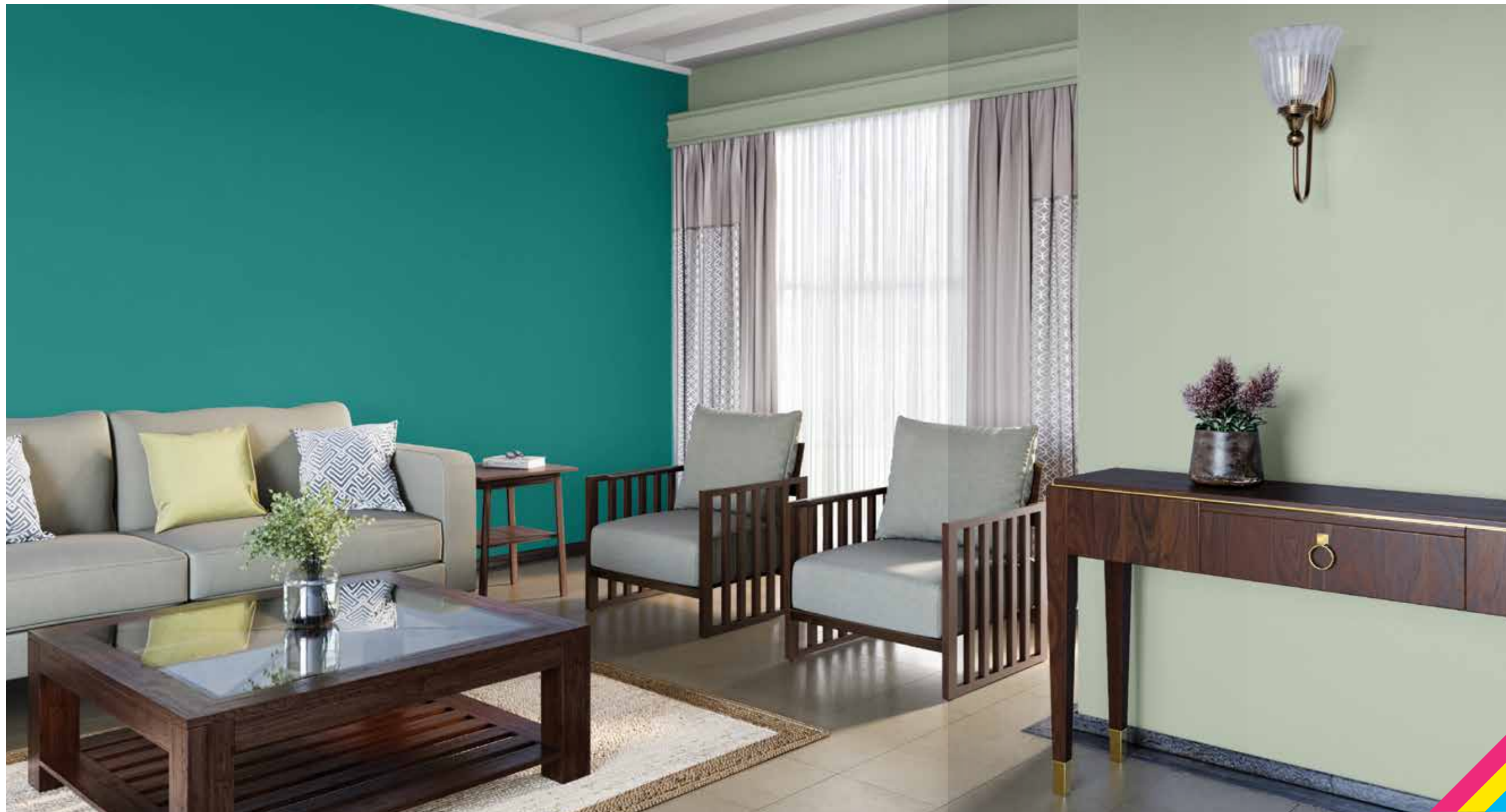
PC2263
Red Coral

“

Mangalagiri Saree colour preferences change over time. Dark colours were preferred during my father's generation, bright colors during mine, and now pastel colours are favoured among the current generation. As preferences continue to change, we are ready to manufacture and supply fabric in new colors.

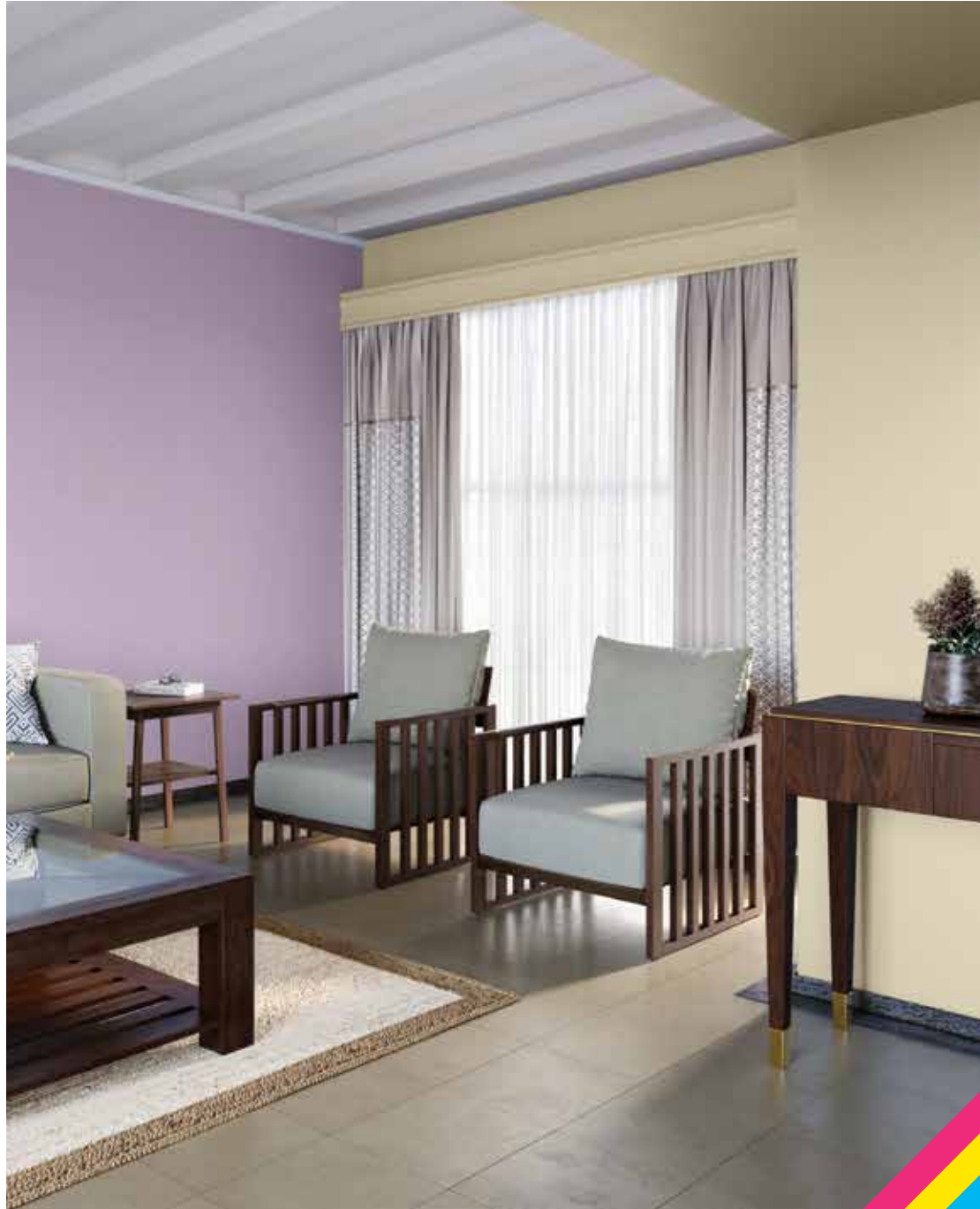
”

G. Ravindranath
Ganji Handloom Sarees
Mangalagiri, Andhra Pradesh



PC2621
Konkan Waters

PC2704
Light Lime



PC2413
Purple Angel

PC2145
Cheese Slice



PC3109
Blue Stone

PC3097
Winter Sky



PC2870
Palm Jaggery

PC2804
Golden Rain



PC2703
Mehendi

PC2761
Elaichi



PC2263
Red Coral

PC2228
Dark Peach



PC2161
Mango Shake

PC2357
Rosy Memories



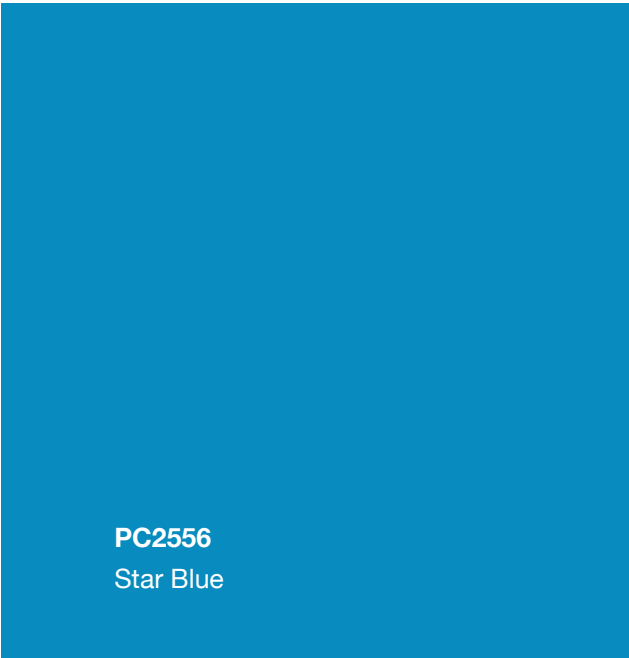
KONDAPALLI TOYS



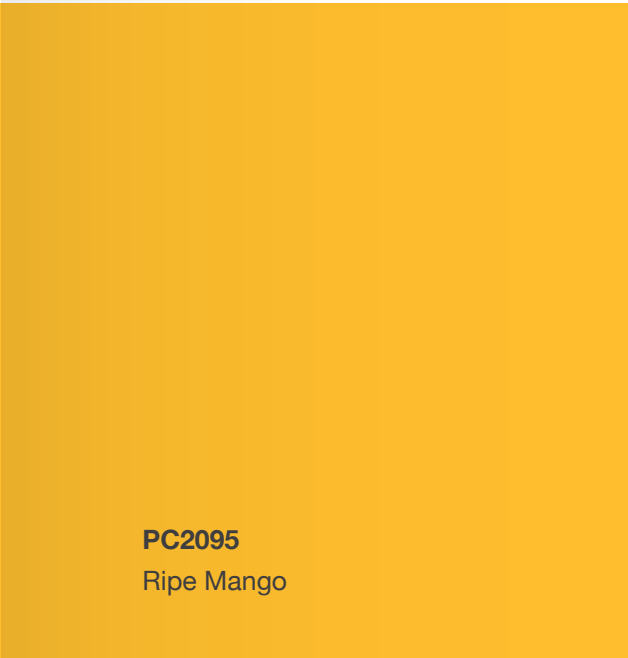
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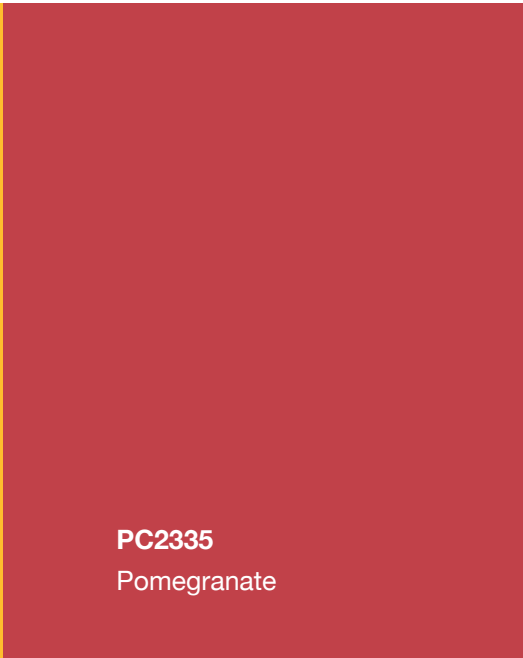
KONDAPALLI TOYS



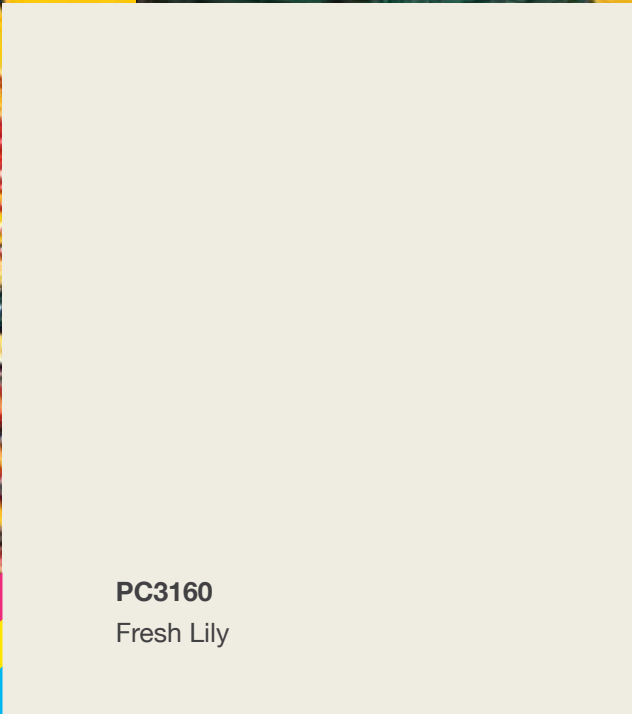
PC2556
Star Blue



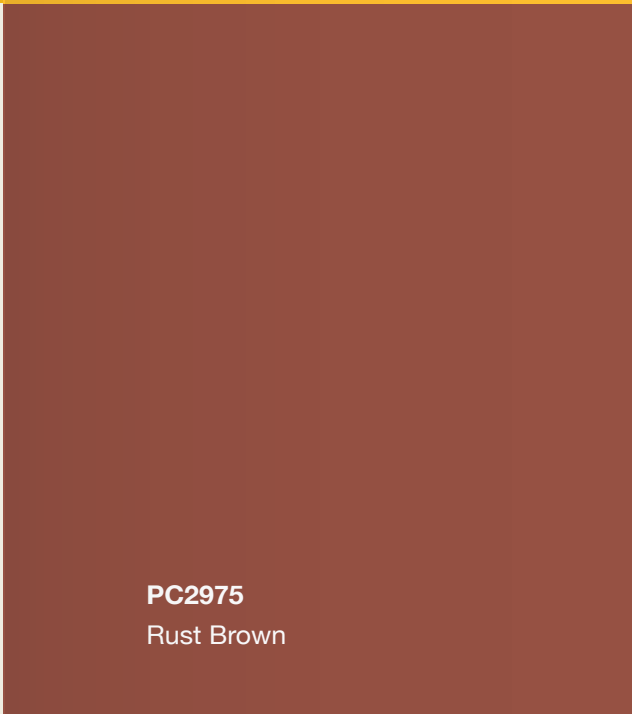
PC2095
Ripe Mango



PC2335
Pomegranate



PC3160
Fresh Lily



PC2975
Rust Brown



PC2781
Green Tea

“
The colourful Dasavatars, Palaki and Palm tree motifs make these wooden Bommalu come to life. The Dasavatars are painted according to specific themes like blue for the Vishnu Murti segment and shades of yellow for the Simha avatar.
”

K. Jyothi
Kondapalli Kurella Toys
Kondapalli, Andhra Pradesh



PC2835
Ginger Candy

PC2576
Rain Drop

PC2556
Star Blue



PC2335
Pomegranate

PC2393
Pink Salt



PC2975
Rust Brown

PC3032
Mild Passion



PC2781
Green Tea

PC3160
Fresh Lily



PC3106
Smoky Dusk

PC3165
Taj Mahal



PC2262
Mineral Red

PC2473
Iceberg

PC2272
Morning Bliss



PC2095
Ripe Mango

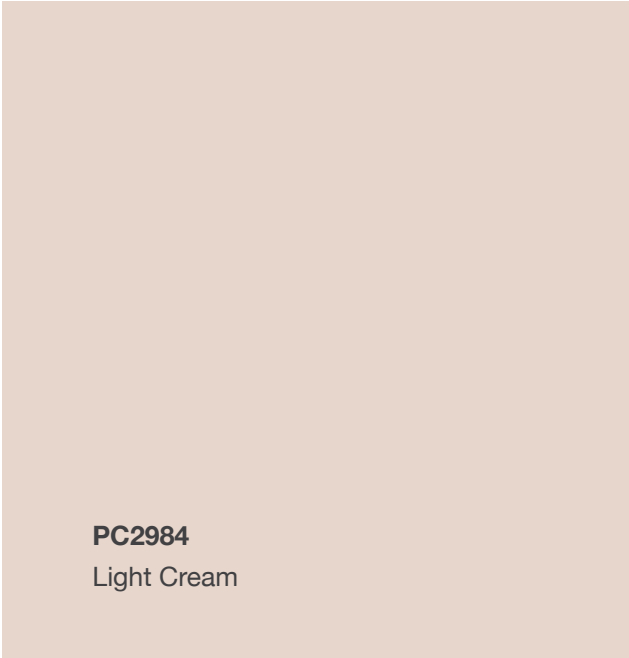
PC2794
Lime Bubble



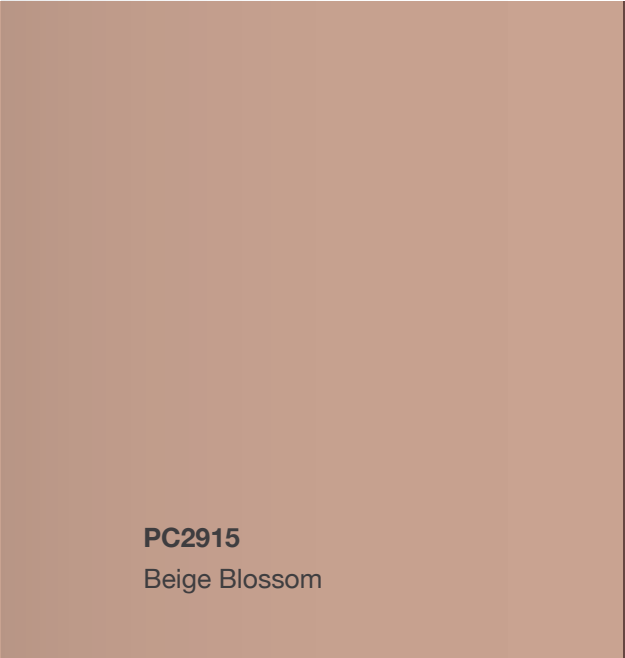
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KALAMKARI TALES



PC2984
Light Cream



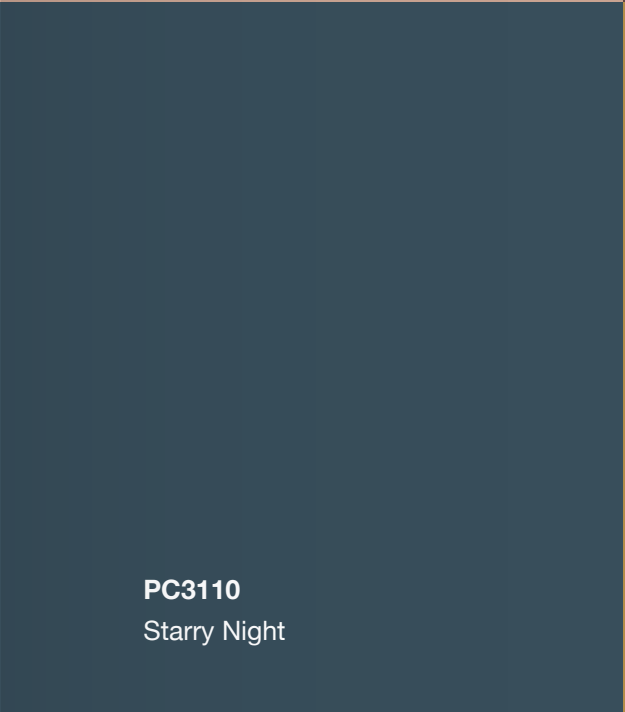
PC2915
Beige Blossom



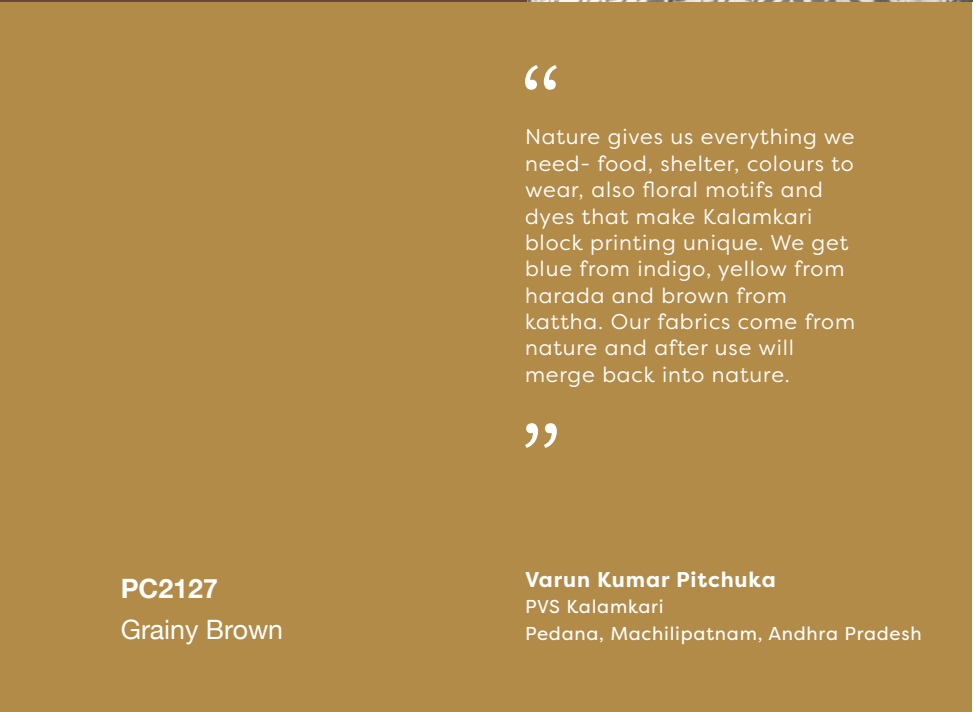
PC3031
Red Maroon



PC2967
Brandy Flame

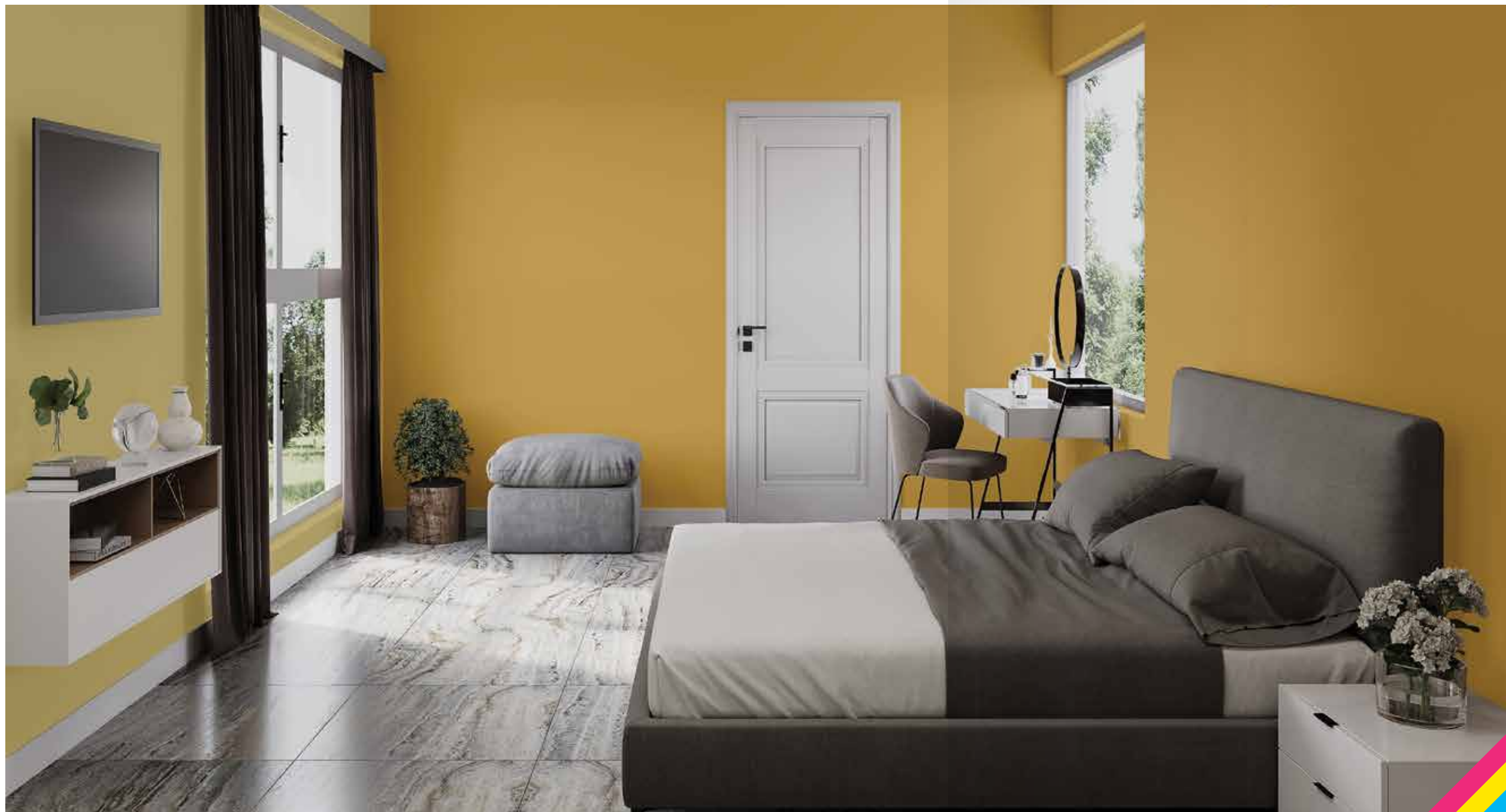


PC3110
Starry Night



“
Nature gives us everything we need- food, shelter, colours to wear, also floral motifs and dyes that make Kalamkari block printing unique. We get blue from indigo, yellow from harada and brown from kattha. Our fabrics come from nature and after use will merge back into nature.
”

Varun Kumar Pitchuka
PVS Kalamkari
Pedana, Machilipatnam, Andhra Pradesh



PC2127
Grainy Brown

PC2814
Sun Magic



PC3110
Starry Night

PC3136
White Sesame



PC2984
Light Cream

PC2915
Beige blossom



PC2967
Brandy Flame

PC2290
Milky Way



PC2802
Sunset Clouds

PC214
Orange Squash



PC2828
Romantic Green

PC3120
White Gold



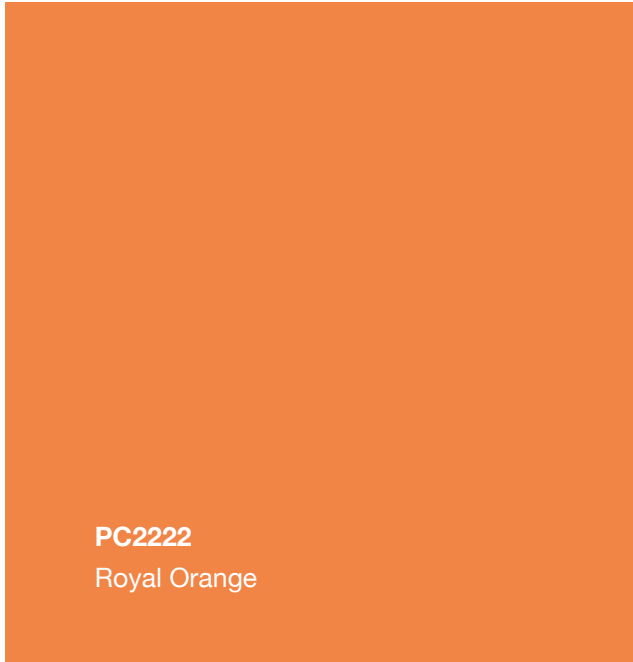
PC3004
Jupiter

PC3031
Red Maroon



GUNTUR CHILLI

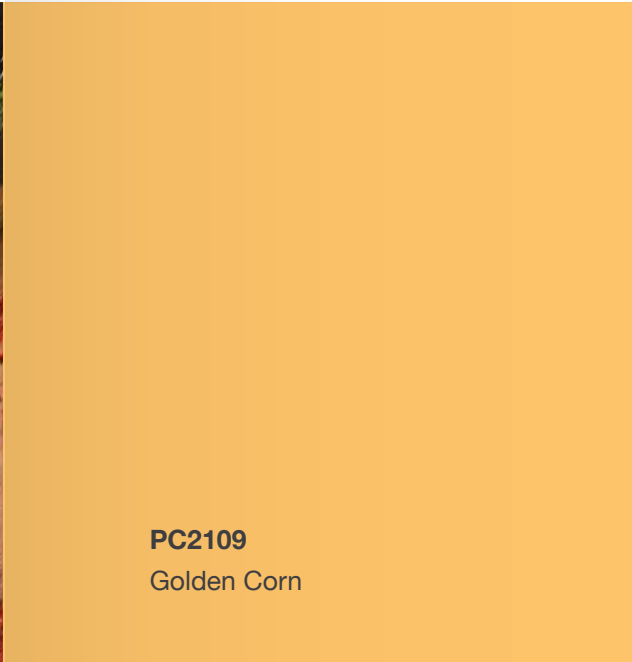




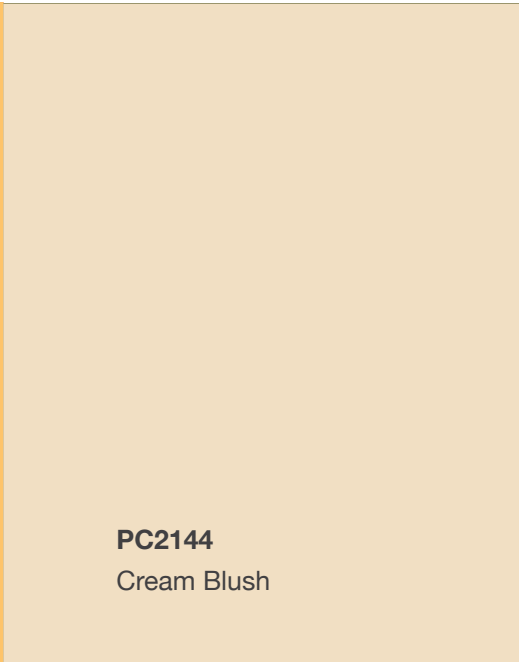
PC2222
Royal Orange



PC2279
Red Wine



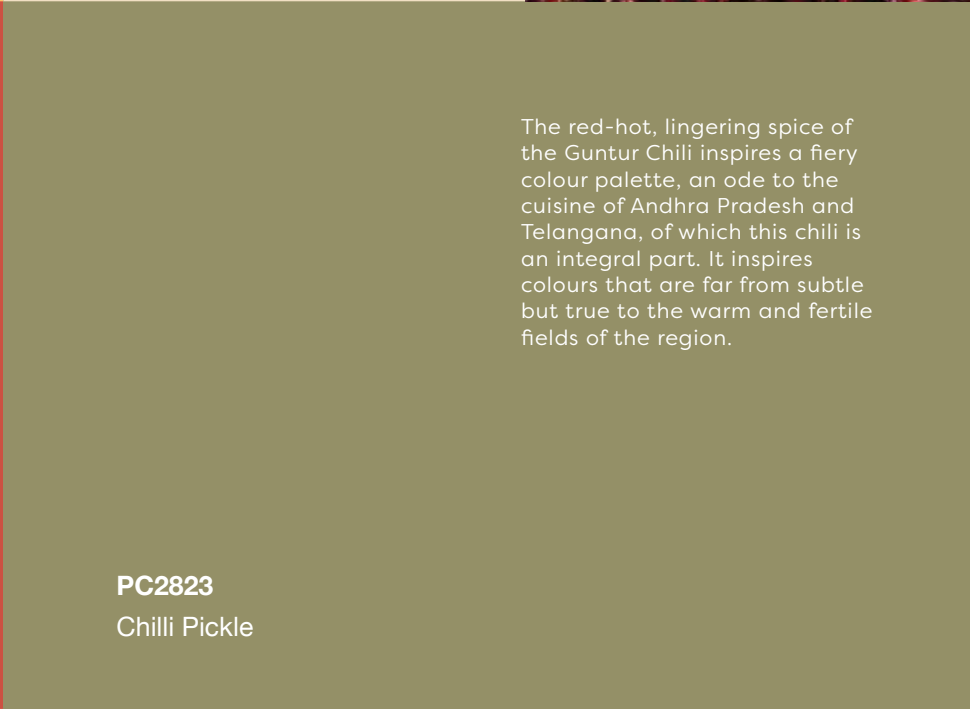
PC2109
Golden Corn



PC2144
Cream Blush



PC2270
Red Hot



The red-hot, lingering spice of the Guntur Chili inspires a fiery colour palette, an ode to the cuisine of Andhra Pradesh and Telangana, of which this chili is an integral part. It inspires colours that are far from subtle but true to the warm and fertile fields of the region.

PC2823
Chilli Pickle



PC2270
Red Hot

PC2897
Buff Beige



PC2222
Royal Orange

PC2144
Cream Blush



PC2279
Red Wine

PC2824
Cream Love

PC2818
Haldi Milk



PC2109
Golden Corn

PC2752
Pista Cake



PC2823
Chilli Pickle

PC2880
Intimate White



PC2147
Musky Melody

PC2200
Honey Beige



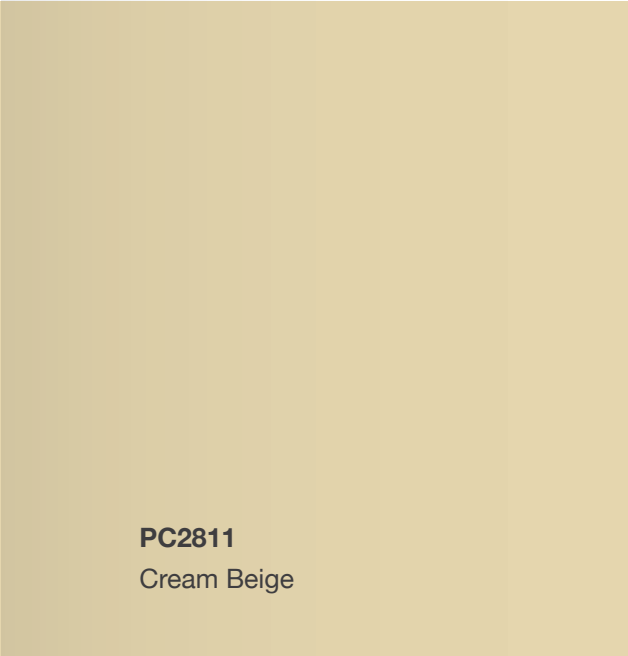
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HYDERABAD PEARLS

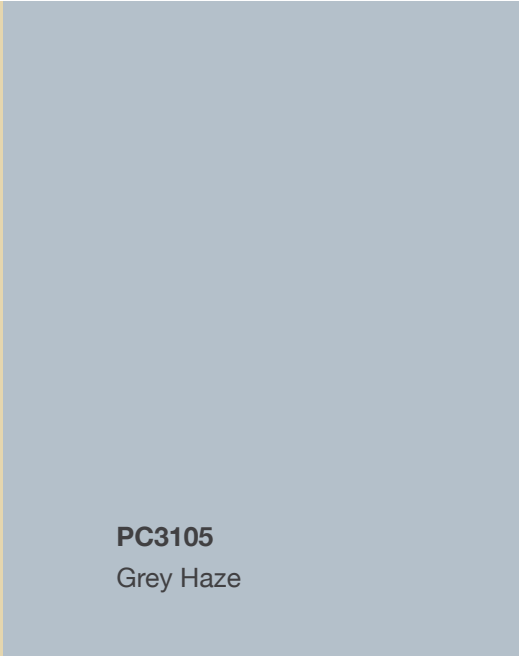




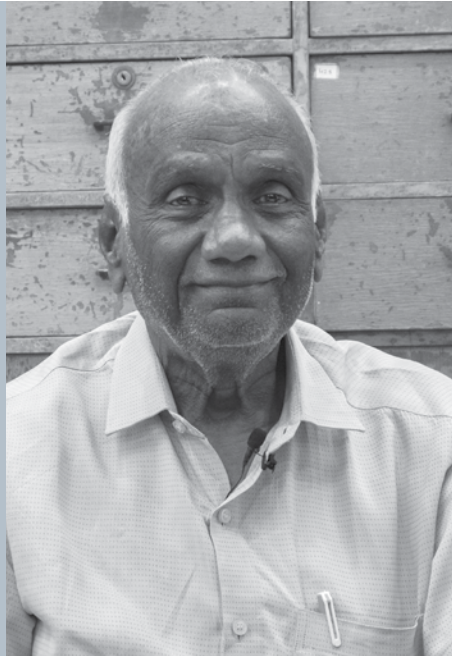
PC3161
Soft Linen



PC2811
Cream Beige



PC3105
Grey Haze



PC2908
Warm Ivory



PC2376
Pink Lavender

PC3151
Black Eyes

Jaiprakash Goel
Maruti Pearls
Hyderabad, Telangana

“
We get pearls in a variety of natural colors, such as white, light pink, dark pink, yellow, and peach. The different neutral tones of pearls, when worn together, look even more beautiful.
”



PC3161
Soft Linen

PC3061
Grey Sand

PC3062
Wolf Skin



PC2748
Sweet Tulsi

PC3161
Soft Linen



PC2908
Warm Ivory

PC2415
Vineyard



PC2811
Cream Beige

PC2119
Caramel



PC3105
Grey Haze

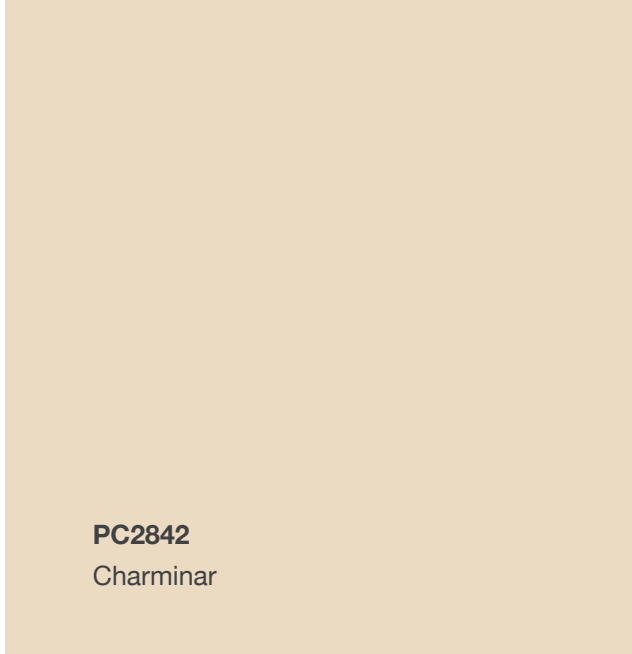
PC2208
Cream Powder



PC2376
Pink Lavender

PC2374
Red Cabbage

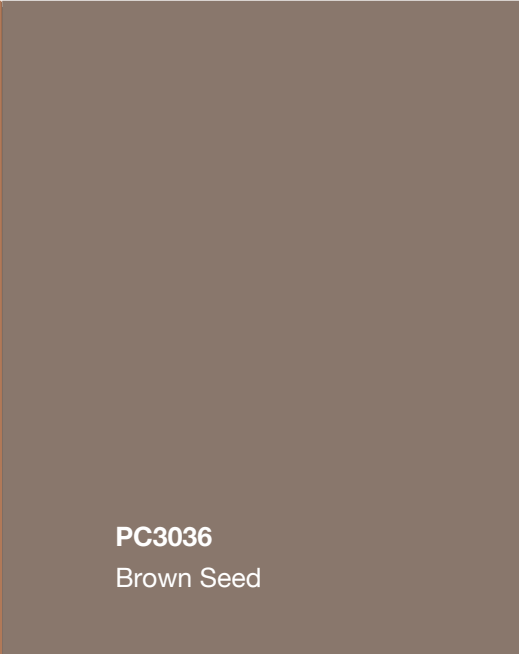




PC2842
Charminar



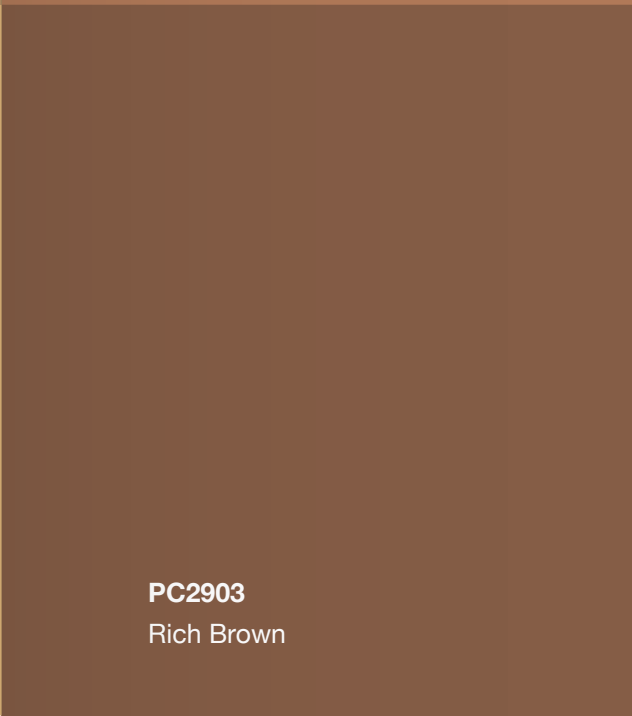
PC2910
Chai Kulhad



PC3036
Brown Seed



PC2853
Masala Chai



PC2903
Rich Brown



PC3047
Black Cardamom

The deep tones of the Charminar, the intricate details carved into it provide an inspiring palette of charming warm colours reminiscent of the richness, heritage, life and times of royalty that embody the very spirit of Hyderabad.



PC2911
Cinnamon

PC3112
Ice Cap



PC3036
Brown Seed

PC2297
Cosmetic Pink



PC2842
Charminar

PC2853
Masala Chai



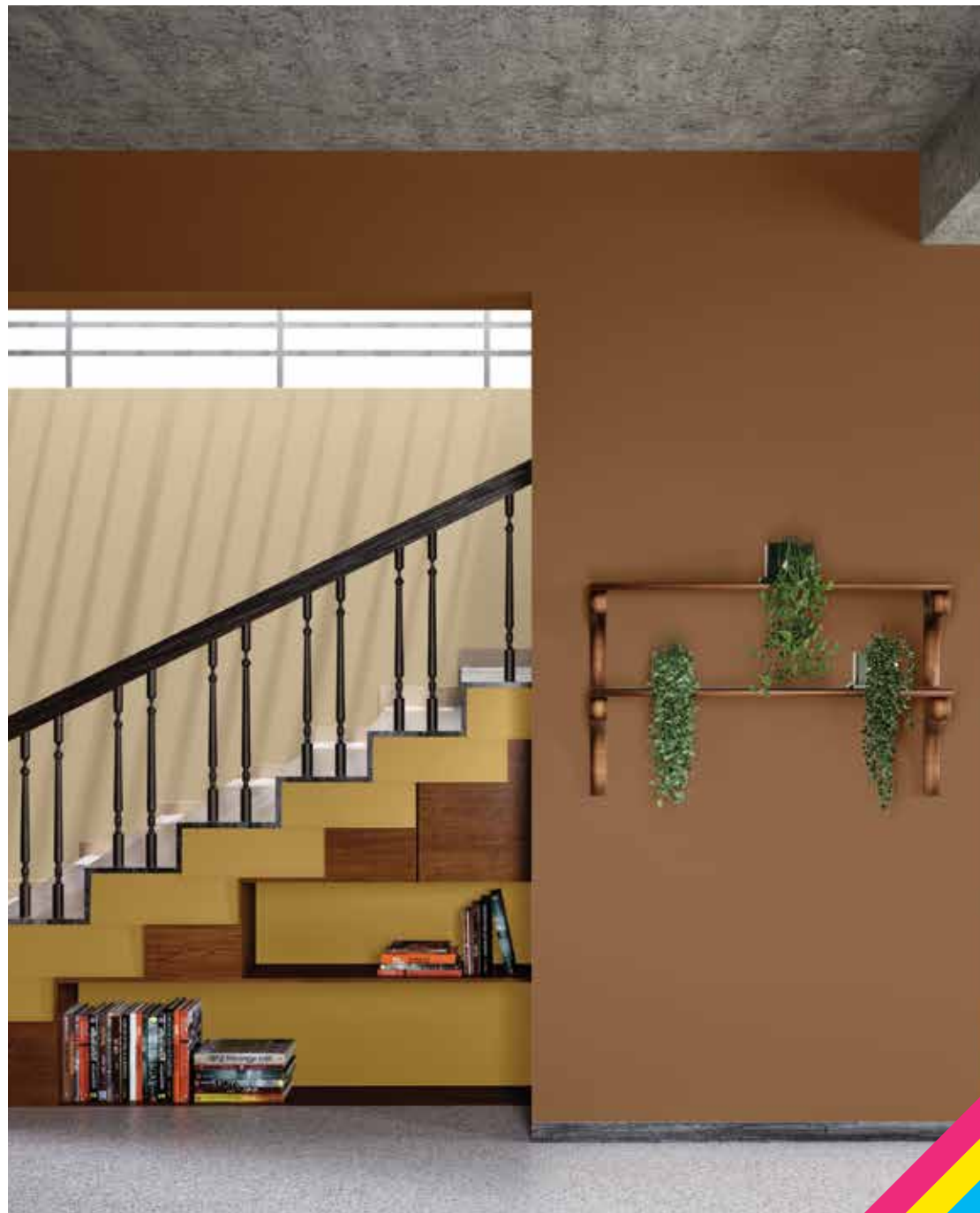
PC2900
Kadak Chai

PC2874
Khari Biscuit



PC3047
Black Cardamom

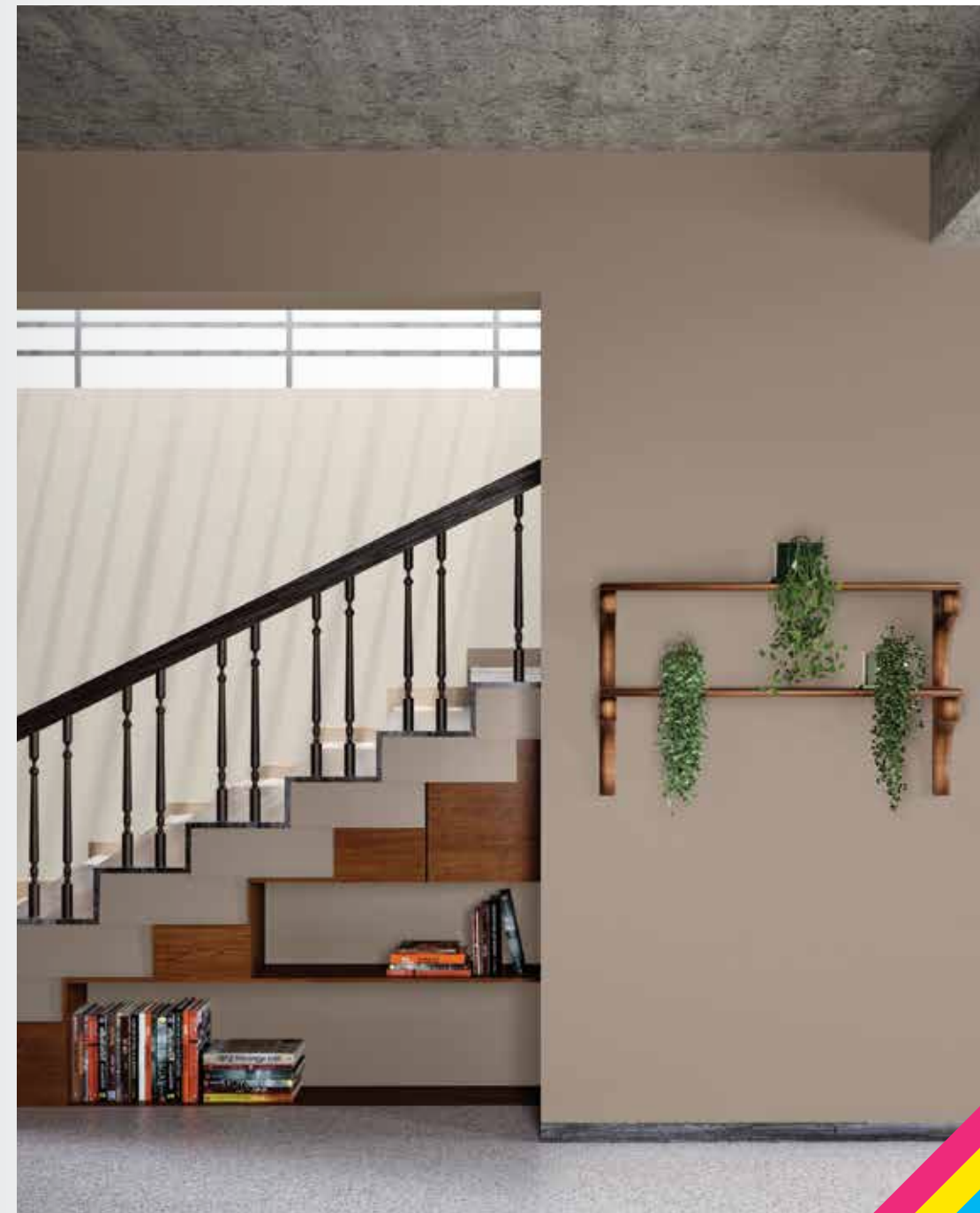
PC2529
Breezy



PC2903
Rich Brown

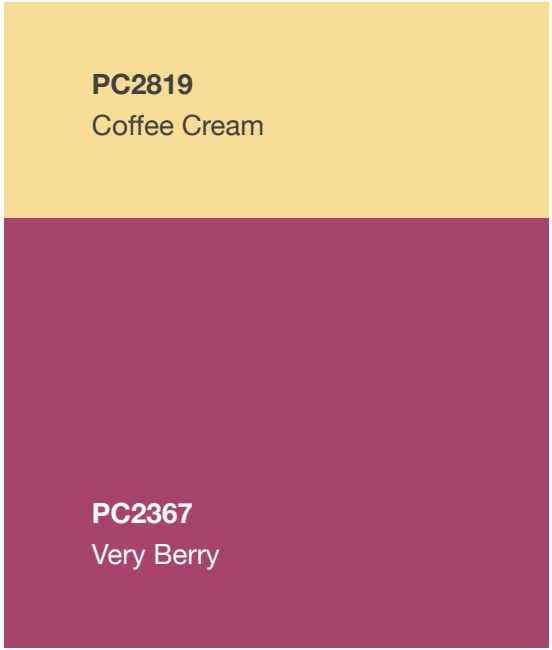
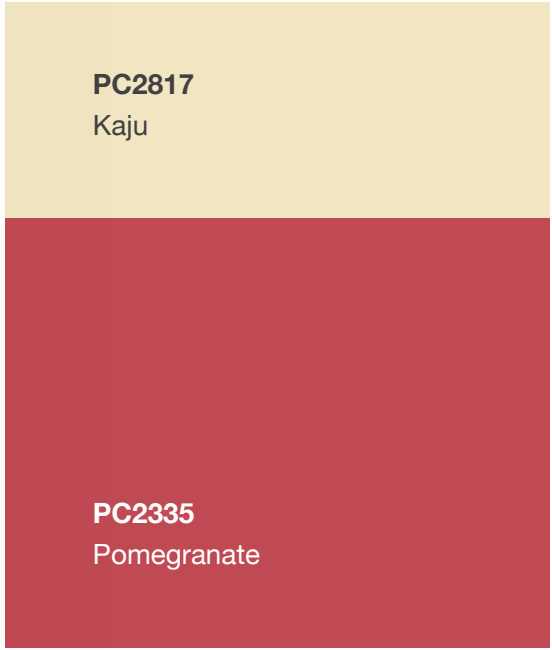
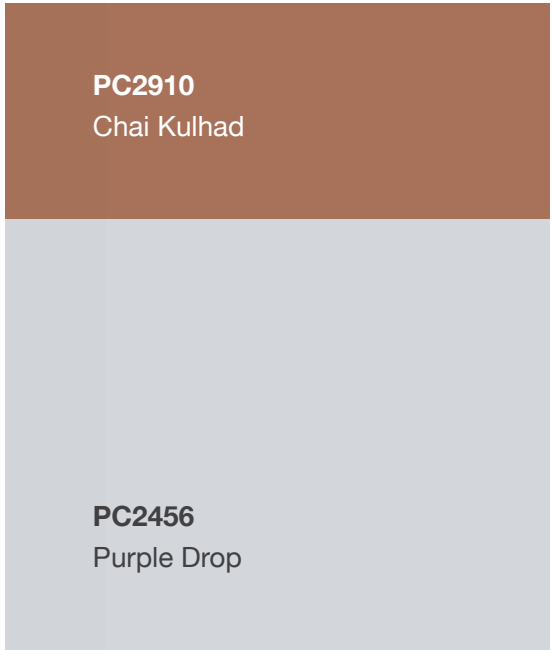
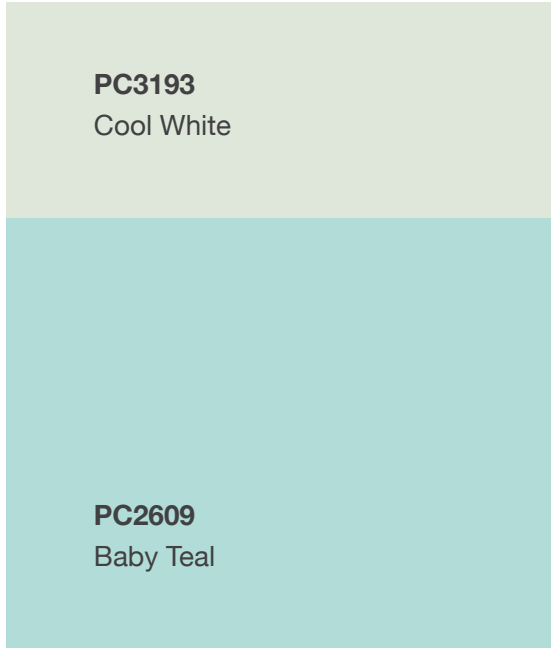
PC2117
Shiny Sand

PC2153
Cream Delight



PC3043
Brown Pot

PC3065
White Pepper





FINISH	High Sheen	Matt	Sheen	Matt
SMOOTHNESS	★★★★★	★★★★★	★★★	★★★
SHADES	1200+	1200+	1100+	1100+
WASHABILITY	★★★★★	★★★★★	★★★	★★★
STAIN RESISTANCE	★★★★★	★★★★★	★★★	★★★
COVERAGE	120-130 sq.ft./ltr for 2 coats	120-130 sq.ft./ltr for 2 coats	110-120 sq.ft./ltr for 2 coats	110-120 sq.ft./ltr for 2 coats

FINISH	Matt	Matt	—	Sheen	FINISH
SMOOTHNESS	★★	★★★	—	—	SMOOTHNESS
SHADES	700+	—	—	4	SHADES
WASHABILITY	★★	★	—	★★★★★	WASHABILITY
STAIN RESISTANCE	★★	—	—	—	STAIN RESISTANCE
COVERAGE	90-100 sq.ft./ltr for 2 coats	100-110 sq.ft./ltr for 2 coats	210-225 sq.ft./ltr for 1 coat	65-75 sq.ft./ltr for 2 coats	COVERAGE

HAISHA paints Inspired by India

