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Colour your
home interiors



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colour book

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தமிழ்நாடு
COLOURS OF
TAMIL NADU



The Vibrant Palette of Tamil Nadu

HAISHA paints takes pride in the expertly curated range of colours inspired by the diversity and culture of India. We present to you the spirit of Tamil Nadu through its vivid colour schemes. The colourful culture comes from the dynasties that ruled the region over centuries. Literature, stately temples with extensively carved sculptures, vibrant crafts, luxurious handcrafted textiles, enticing cuisine, cultural and religious festivals and high-spirited people showcase a diverse and lively culture that enlivens the canvas of our country.

Stamped with Inspiration.

OUR FIVE THEMES:

Tamil Nadu's colours, an integral part of its identity, weave together, the past and the present in a vivid kaleidoscope of tradition. Our themes showcase the vibrant and earthy tones that showcase the variety of colours that this region offers.



KANCHIPURAM SAREES

1

Woven by the korvai method in Kanchipuram, these sarees are of luxurious silk. Different colours for the body and border are joined to get its iconic colour blocking with bright tones.



THALAIYATTI BOMMAI

2

These beautifully detailed, colourful dolls of Bharatnatyam Bommai, Peacock dancers, Kurathi, and more are decorative collectibles that adorn many homes and temples.



FRANCO ARCHITECTURE

3

Franco architecture of Pondicherry is a testament to the pastel aesthetics of the French and vibrant colours of the Tamil community, symbolizing the co-existence of two distinct cultural identities.



THERUKOOTHU

4

Therukoothu is a vibrant and dramatic Tamil street theatre rendition of Mahabharata. Through its costumes, makeup, and powerful storytelling, it reflects the cultural heritage of the region.



ATHANGUDI TILES

5

The village of Athangudi is renowned for its handcrafted tiles. These tiles, in earthy tones are a symbol of cultural heritage & the enduring spirit of the Chettiar community.

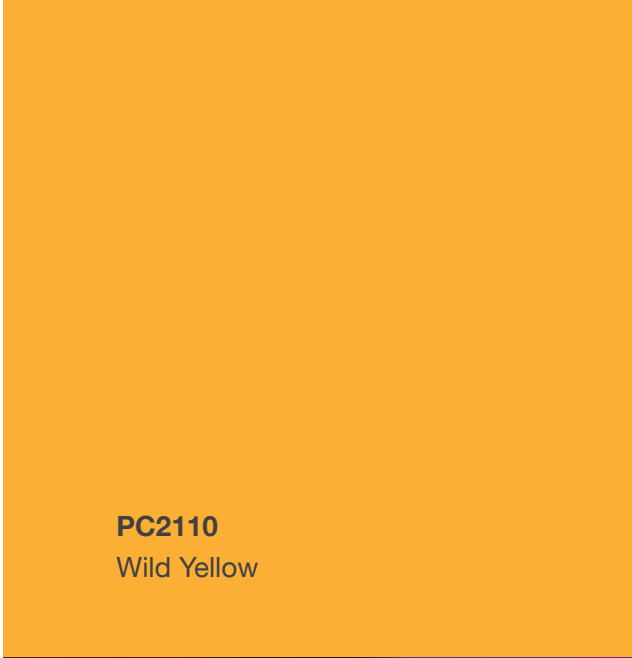




Scan to
know more



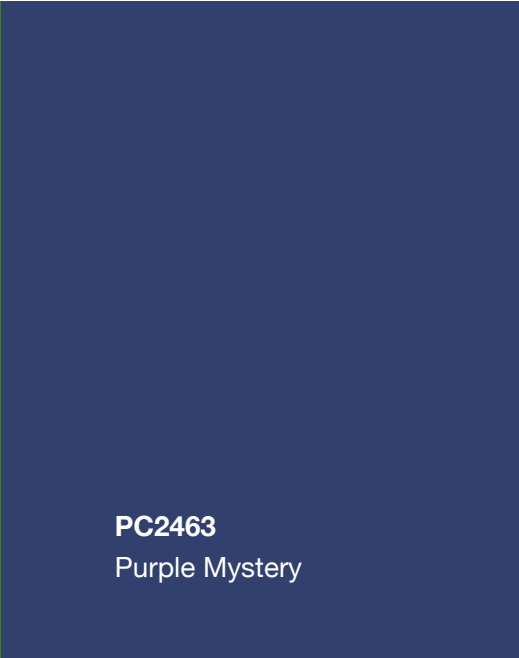
KANCHIPURAM SAREES



PC2110
Wild Yellow



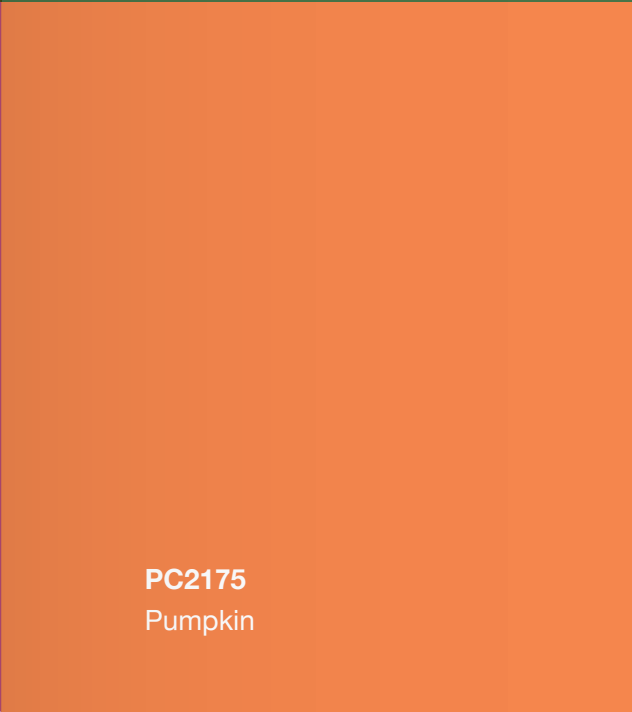
PC2735
Green Garland



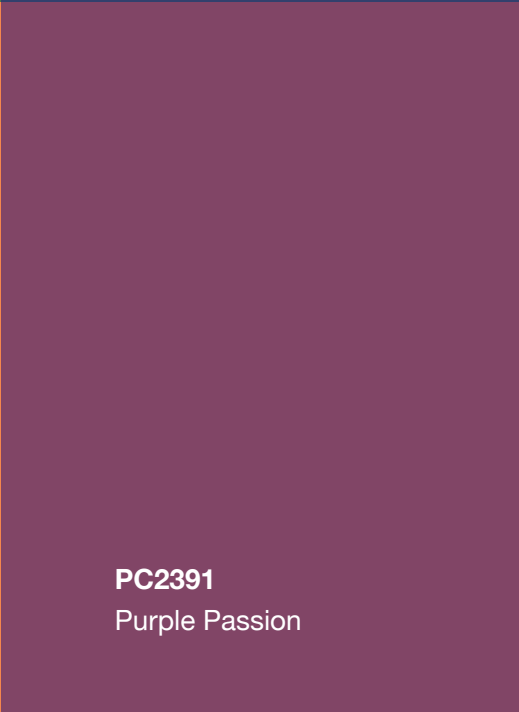
PC2463
Purple Mystery



PC2367
Very Berry



PC2175
Pumpkin



PC2391
Purple Passion

“

Traditionally, these sarees were worn at weddings in bright colours & now softer palettes are popular. These are famous as it is believed that Lord Shiva married Goddess Parvati in Kanchipuram & if you buy a Kanchipuram saree, the couple will stay together forever.

”

K.V.G Sathiyamoorthy
Kanchipuram Saree
Kanchipuram



PC2463
Purple Mystery

PC2016
Happy Cream



PC2095
Ripe Mango

PC2178
Cheesy Dip



PC3120
White Gold

PC2391
Purple Passion



PC2110
Wild Yellow

PC3172
Cream Puff



PC2367
Very Berry

PC2340
Pink Sprinkler



PC2780
Peppy Green

PC2536
Soft Aqua



PC2735
Green Garland

PC2747
Slight Green



PC2389
Magenta

PC2337
Strawberry Cream



Scan to
know more

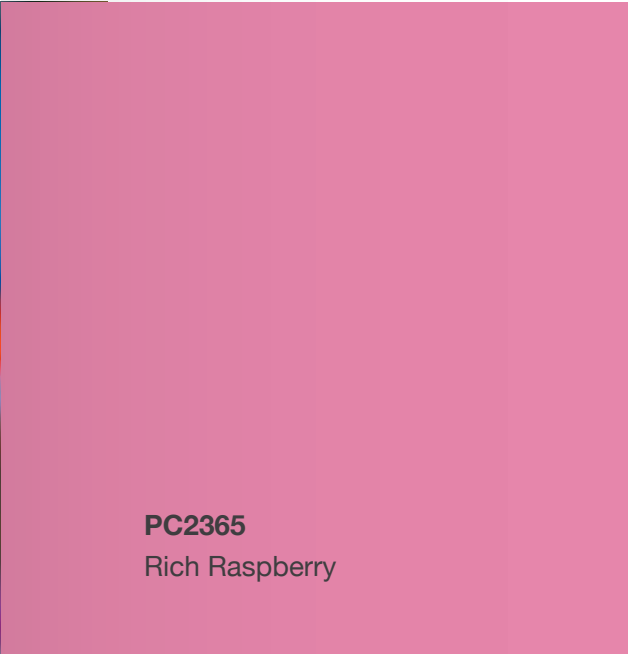
THALAIYATTI BOMMAI



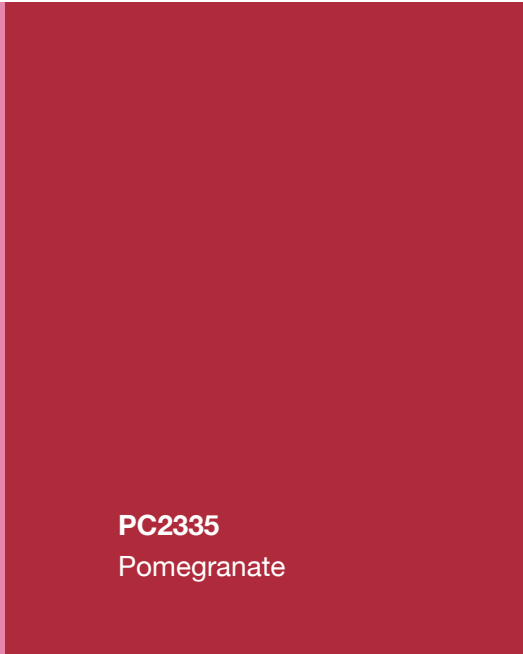
THALAIYATTI BOMMAI



PC2166
Happy Sunshine



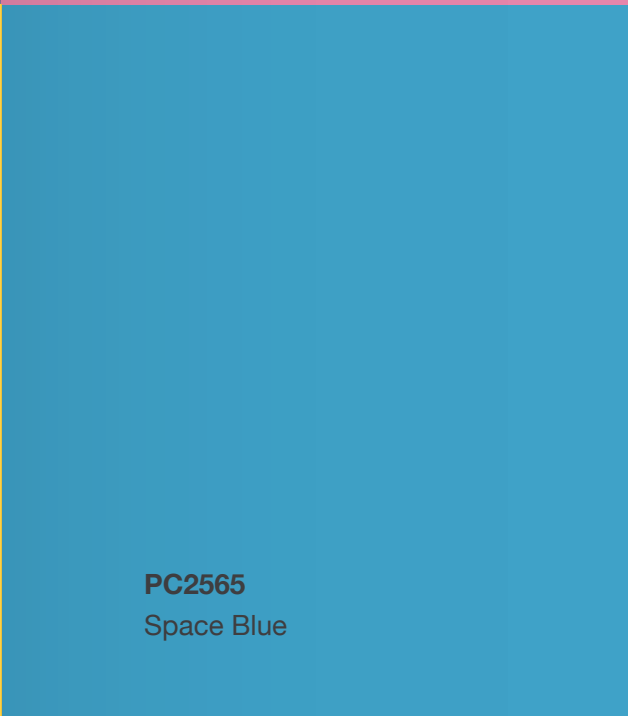
PC2365
Rich Raspberry



PC2335
Pomegranate



PC2007
Jalebi

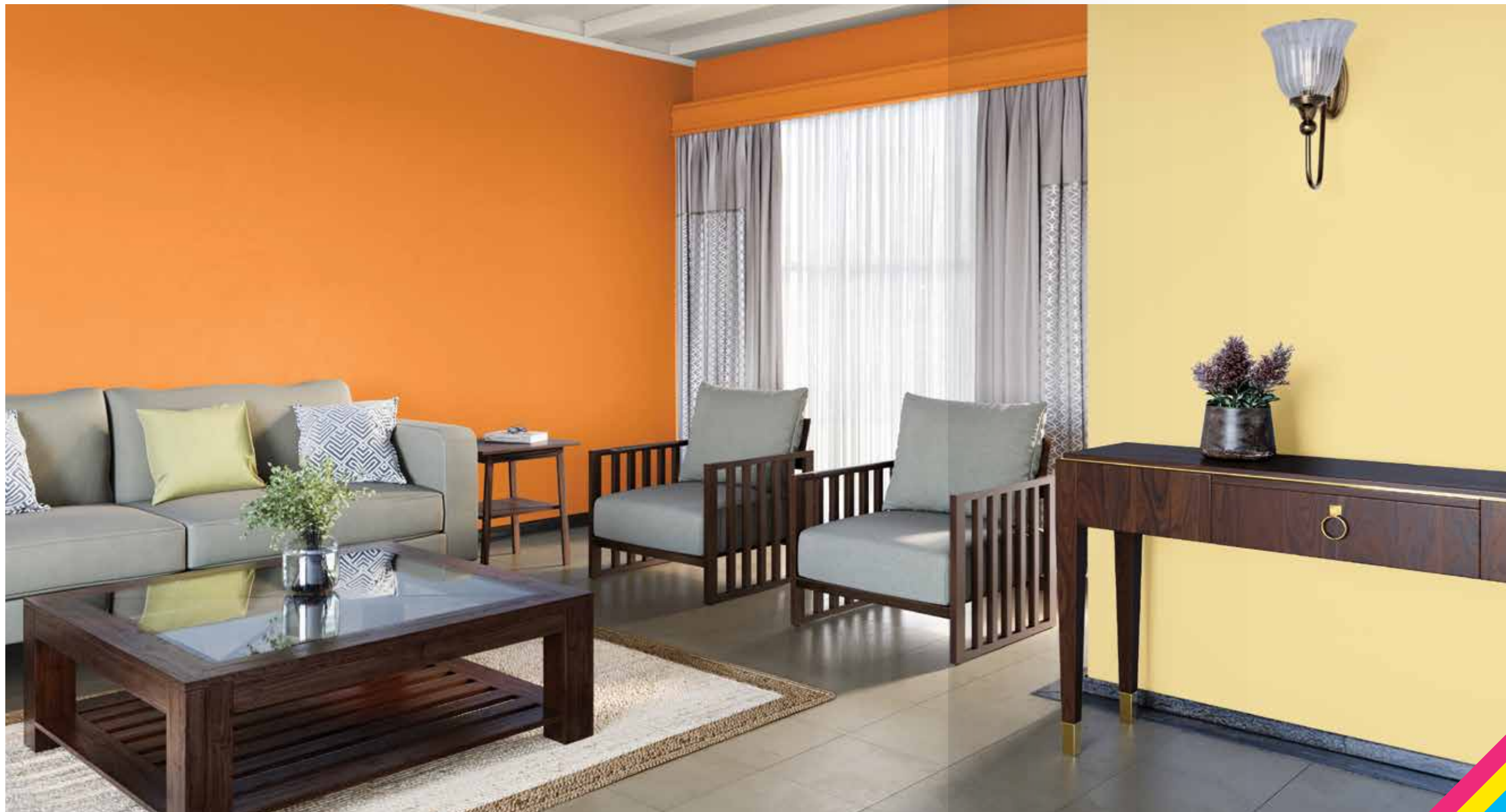


PC2565
Space Blue



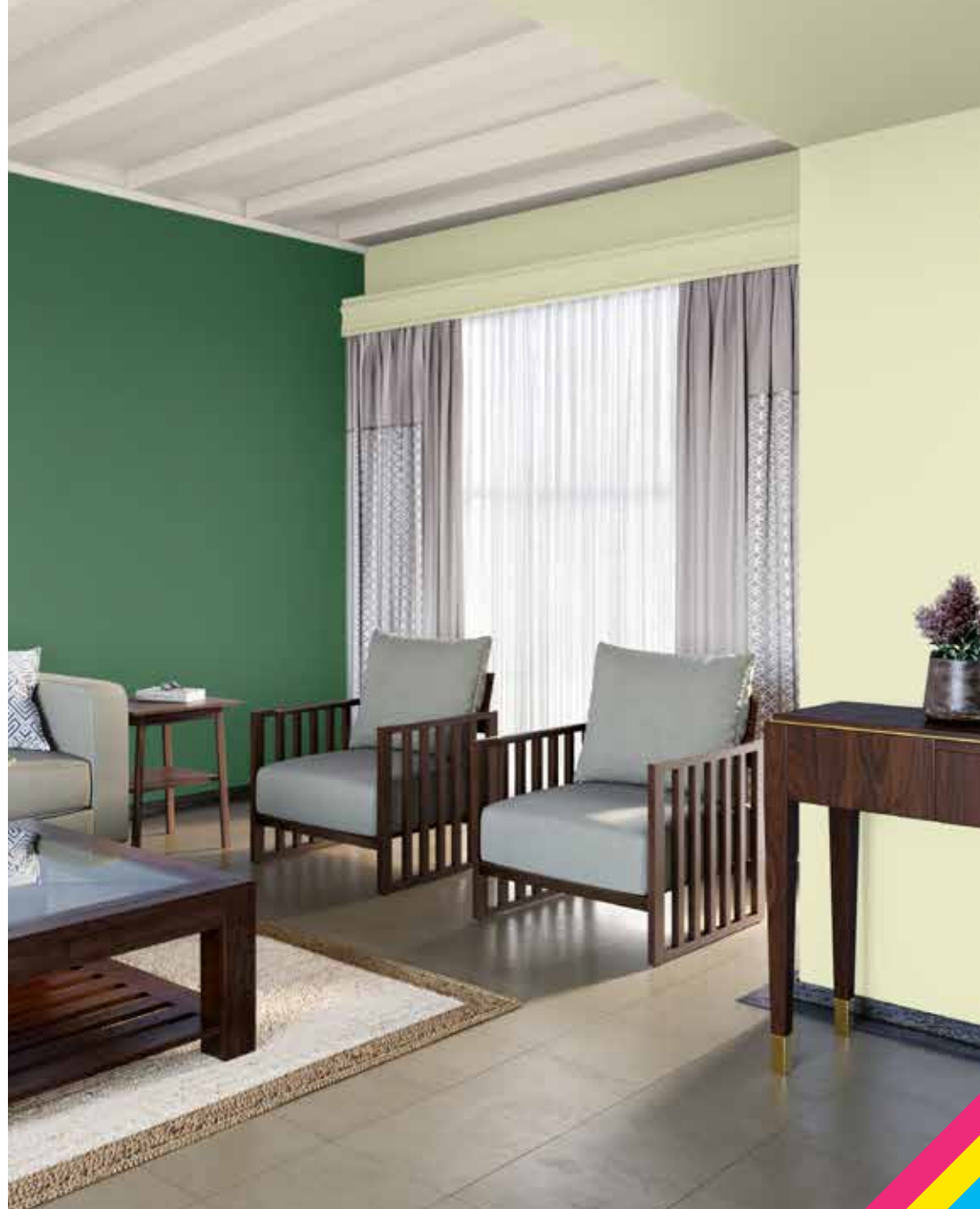
“
The traditional Raja Rani roly-poly dolls gave rise to the Thalaiyatti Bommai as a balancing doll. Due to increasing popularity, artisans have introduced various colours and designs. While earlier generations used natural colours, today's artisans have expanded the colour palette.
”

T. Balu
Thanjavur Thalaiyatti Bommai
Thanjavur



PC2166
Happy Sunshine

PC2060
Yellow Highlighter



PC2694
Green Cucumber

PC3174
Mint Hint



PC2365
Rich Raspberry

PC2361
Light Purple



PC2511
Deep Sea

PC3144
Grey Tint



PC2007
Jalebi

PC2065
Yellow Screen



PC2335
Pomegranate

PC2220
Melon Squash



PC2565
Space Blue

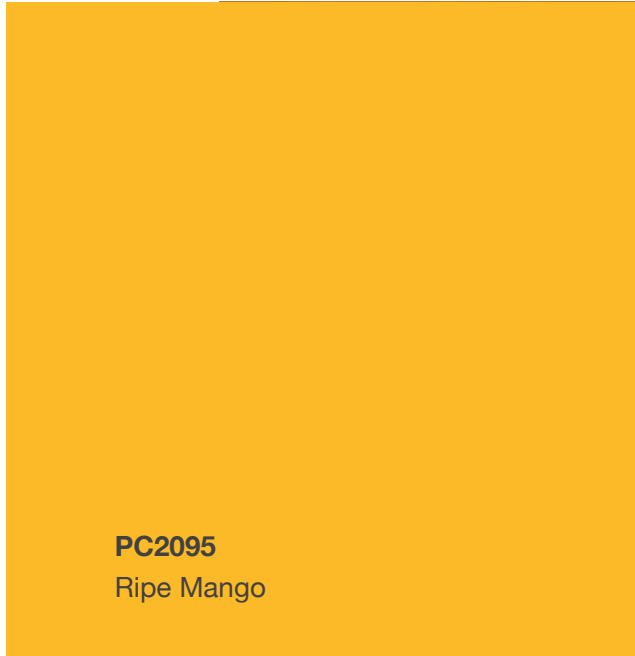
PC2529
Breezy



PC2781
Green Tea

PC3156
Daisy White

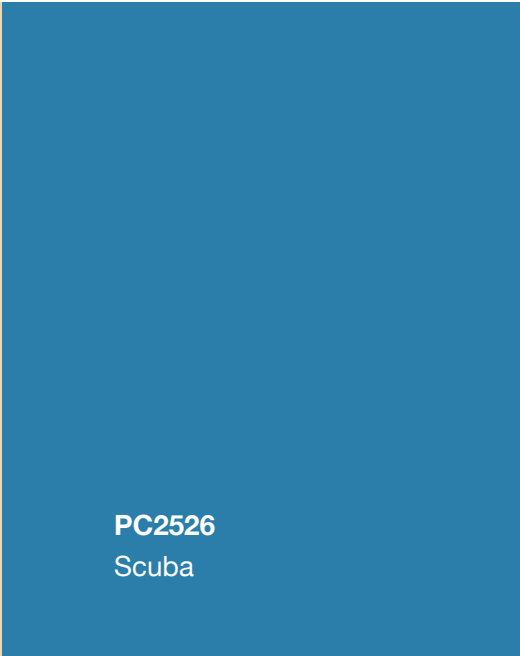




PC2095
Ripe Mango



PC2186
Baby Peach



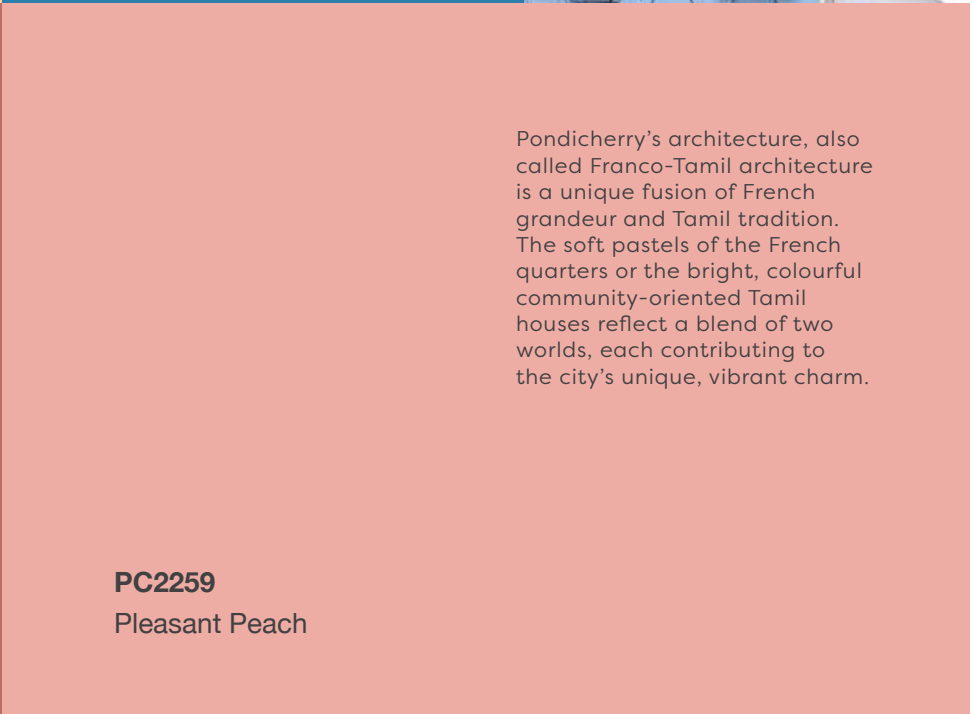
PC2526
Scuba



PC2475
Bluebird



PC2949
Konark Stone



PC2259
Pleasant Peach

Pondicherry's architecture, also called Franco-Tamil architecture is a unique fusion of French grandeur and Tamil tradition. The soft pastels of the French quarters or the bright, colourful community-oriented Tamil houses reflect a blend of two worlds, each contributing to the city's unique, vibrant charm.



PC2095
Ripe Mango

PC2138
Kulfi



PC2495
Ashoka Chakra

PC3160
Fresh Lily



PC3124
Polished Steel

PC3194
White Lotus



PC2475
Bluebird

PC3194
White Lotus



PC3107
Slate

PC2281
Blissful



PC2949
Konark Stone

PC2186
Baby Peach



PC2100
Pondicherry Yellow

PC3163
White Chocolate



PC2526
Scuba

PC2536
Soft Aqua

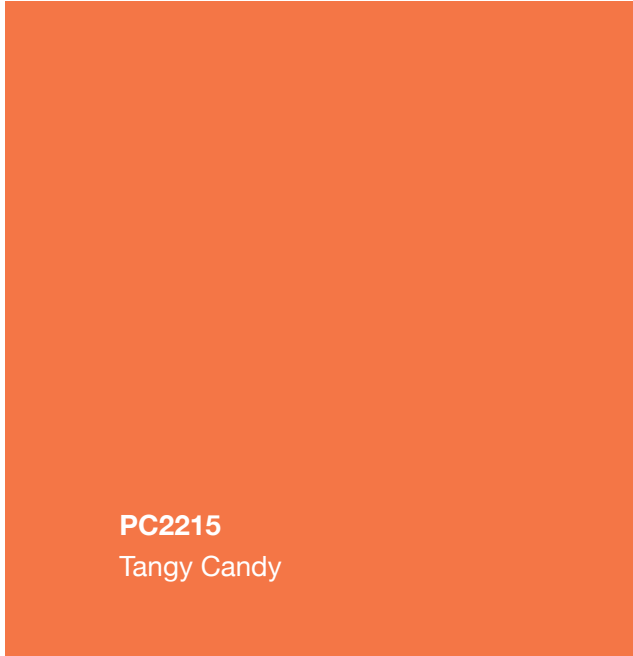


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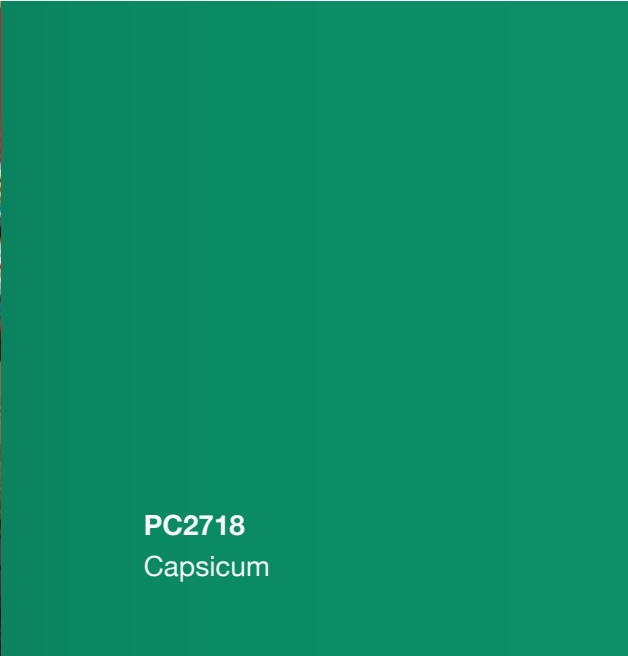


THERUKOOTHU

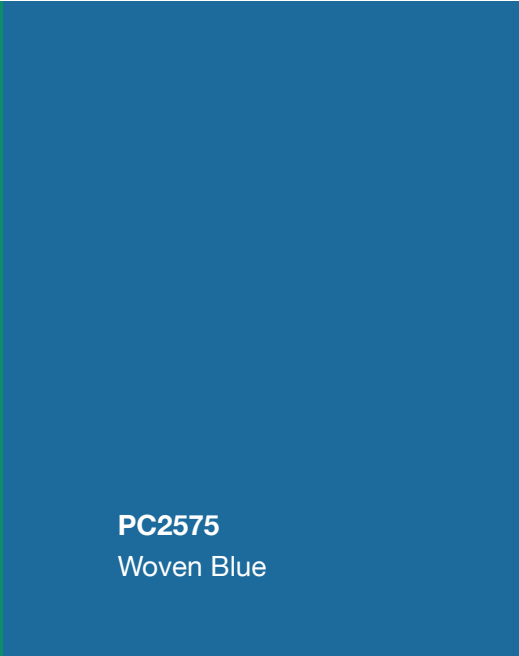
THERUKOOTHU



PC2215
Tangy Candy



PC2718
Capsicum



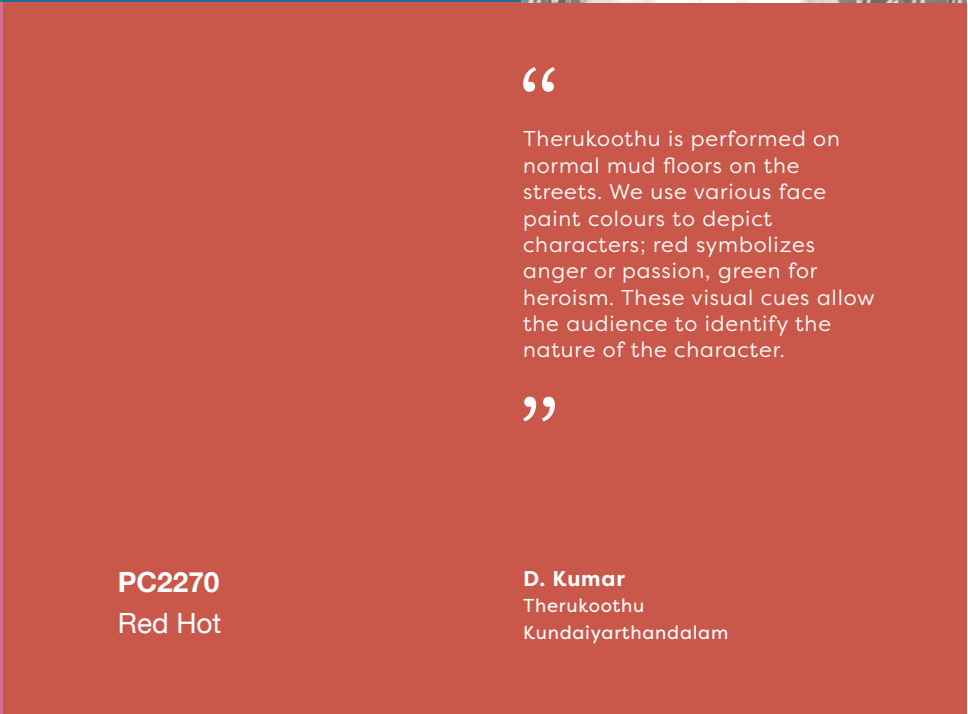
PC2575
Woven Blue



PC2055
Mustard Sauce



PC2366
Hot Pink



PC2270
Red Hot

“
Therukoothu is performed on normal mud floors on the streets. We use various face paint colours to depict characters; red symbolizes anger or passion, green for heroism. These visual cues allow the audience to identify the nature of the character.
”

D. Kumar
Therukoothu
Kundaiyarthandalam



PC2351
Rose Field

PC3129
Grey Dreams



PC2718
Capsicum

PC2464
Cloudy Sky



PC2118
Brown Sugar

PC2060
Yellow Highlighter



PC2055
Mustard Sauce

PC2897
Buff Beige



PC2575
Woven Blue

PC3120
White Gold



PC2271
Blood Red

PC2281
Blissful



PC2764
Green Stem

PC2065
Yellow Screen



PC2270
Red Hot

PC2232
Peach Rose



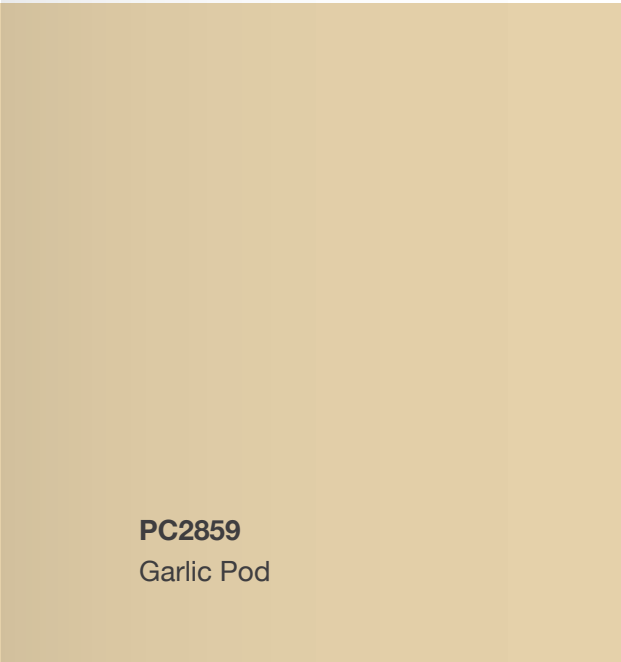
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know more

ATHANGUDI TILES

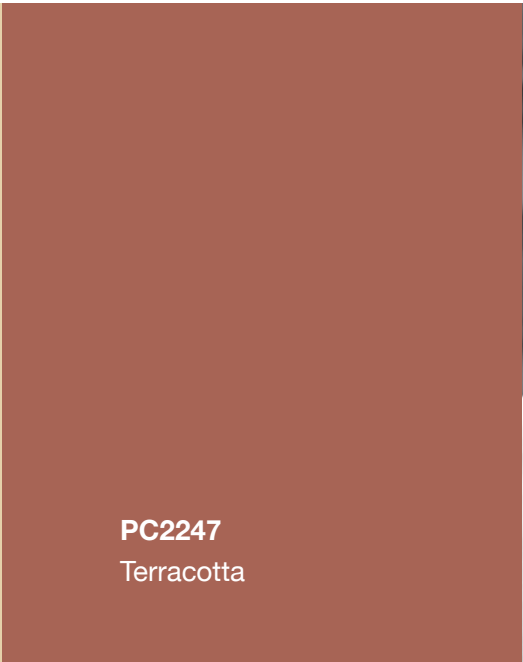




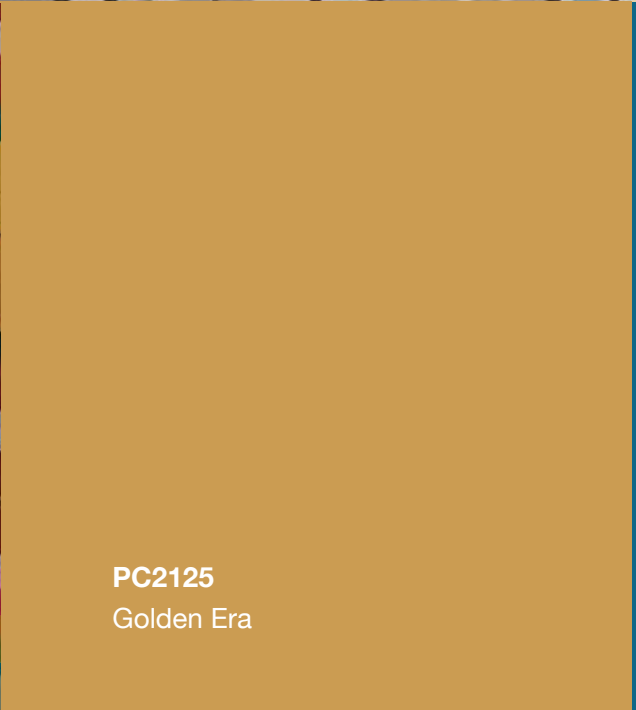
PC2686
Plantation



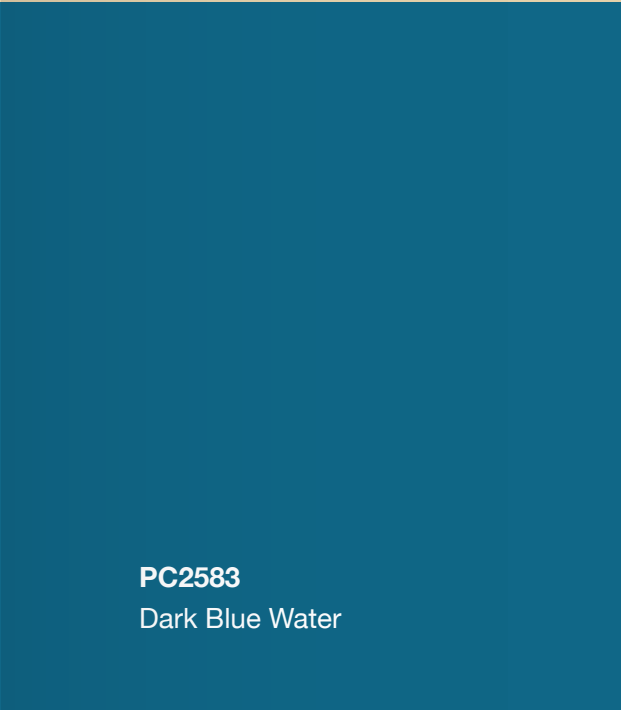
PC2859
Garlic Pod



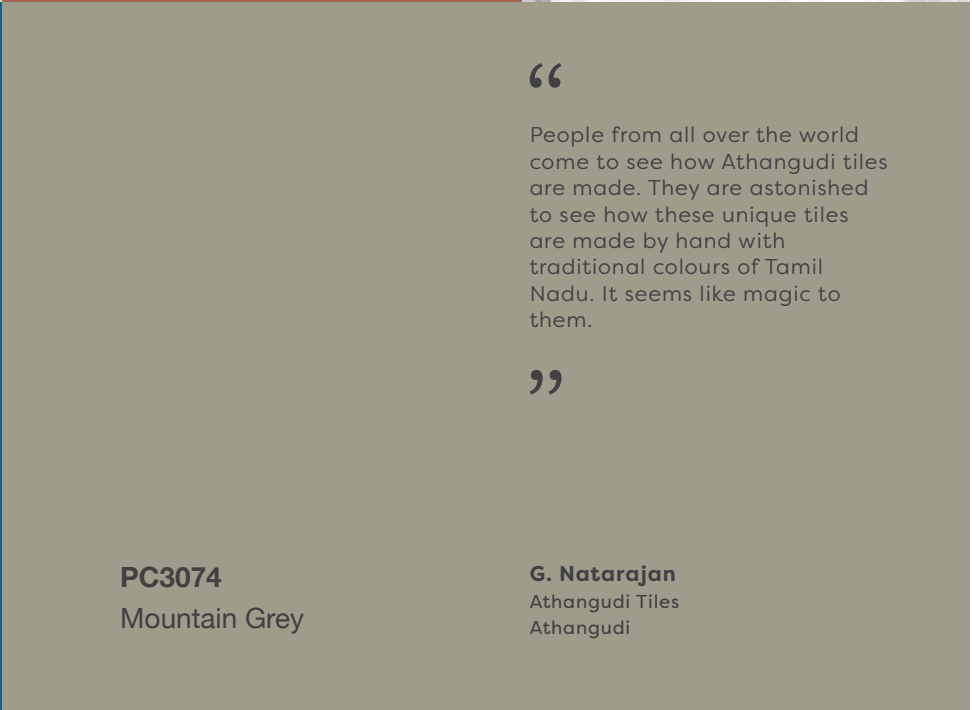
PC2247
Terracotta



PC2125
Golden Era



PC2583
Dark Blue Water



PC3074
Mountain Grey

“

People from all over the world come to see how Athangudi tiles are made. They are astonished to see how these unique tiles are made by hand with traditional colours of Tamil Nadu. It seems like magic to them.

”

G. Natarajan
Athangudi Tiles
Athangudi



PC3030
Chocoville

PC2125
Golden Era



PC2822
Evergreen

PC2019
Soft Yellow



PC3074
Mountain Grey

PC3120
White Gold



PC2247
Terracotta

PC3159
Ice Cube



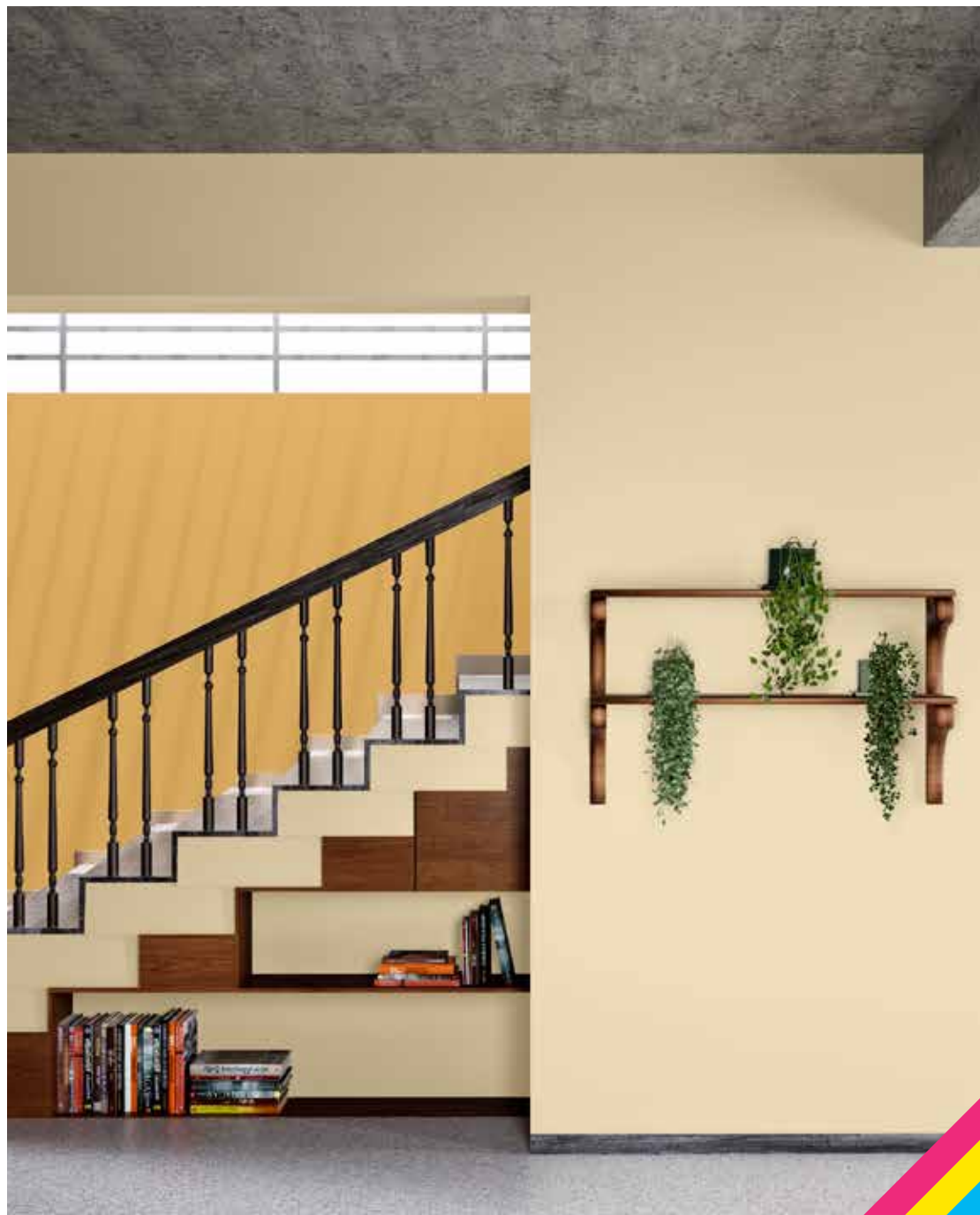
PC2823
Chilli Pickle

PC3175
Smooth Chalk



PC2583
Dark Blue Water

PC2562
Blue Lagoon



PC2124
Raisins

PC2859
Garlic Pod



PC2271
Blood Red

PC2888
White Bean

PC2175

Pumpkin

PC2131

Cream Yellow

PC2439

Purple Grape

PC2102

Yellow Glory

PC2098

Mango Lassi

PC2196

Blush

PC2186

Baby Peach

PC2366

Hot Pink

PC3016

Honey Tea

PC2686

Plantation

PC2449

Grey Mist

PC2476

Slate Blue

PC2301

Grapefruit

PC3186

Soft Blush

PC2215

Tangy Candy

PC3170

Raw Rice

PC2575

Woven Blue

PC2138

Kulfi

PC2507

Waterfall

PC2536

Soft Aqua

PC2468

Matte Violet

PC2739

Palak Soup

PC2472

Fresh Air

PC2126

Hazelnut

PC3165

Taj Mahal

PC2590

Neon Blue

PC2786

Jackfruit

PC2071

Golden Fire

PC2114

Buttercream

PC2831

Vintage Green

PC2473

Iceberg

PC3088

Dewdrop

PC2742

Shrubs

PC2869

Mild Cream

PC2935

Red Brick

PC2259

Pleasant Peach



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

