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furnishing by **ap** asianpaints

**PHOENIX**

**ap** asianpaints

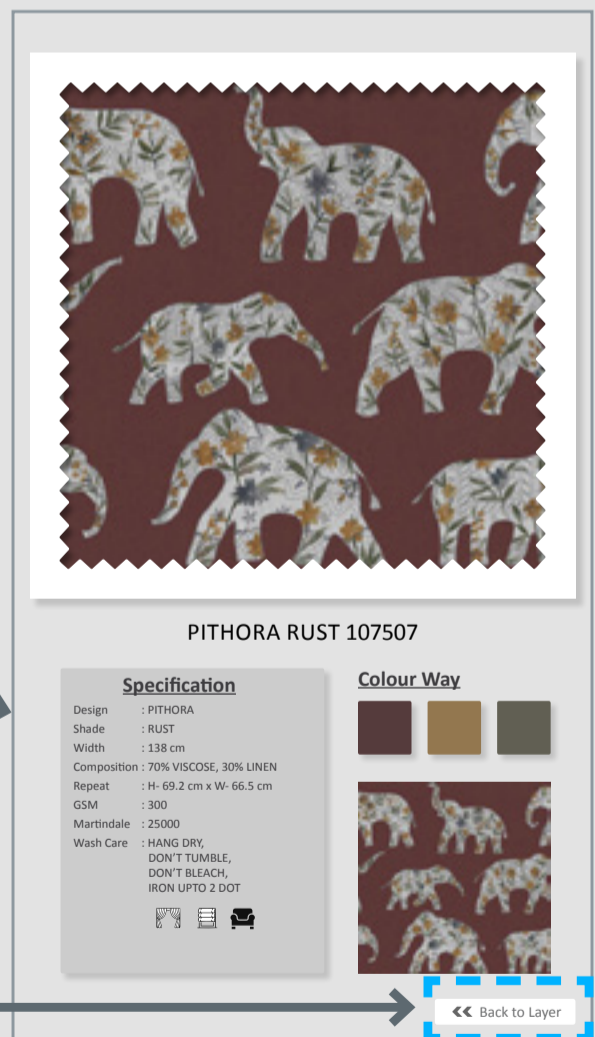


# GUIDE TO USING THIS E-CATALOGUE

This Ecatalogue has built in links which when clicked will take to you relevant sections for easy accessibility.



Click on these sections to take you to its Fabric Swatch page for a detailed view.



Click on the button below to go back to its layers page



This Ecatalogue is best viewed at maximum brightness.

If you are viewing this on Android Phone please download the following App to experience the interactivity in this e-catalogue:

**Adobe Acrobat Reader: PDF Viewer, Editor & Creator**

# GUIDE TO USING THIS E-CATALOGUE

Photo section pages also have built in links.



Click on fabrics seen in the Photo to take you to its Fabric Swatch page for a detailed view.

PITHORA LATTE 107601

**Specification**

Design : PITHORA  
Shade : LATTE  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 69.2 cm x W- 66.5 cm  
GSM : 300  
Martindale : 25000  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT

**Colour Way**

<< Back to Photo << Back to Layer

Click on the button to go back to image

## DISCLAIMER

Viewers of this e-catalogue are requested to refer to our **physical catalogs available at select stores** for more accurate representation of the end fabric, since there may be colour variation **due to different capabilities** of various display devices. We try to edit our images to show the samples as life-like as possible, but please note that the actual color of the physical fabric may vary from **what is seen** on your device.



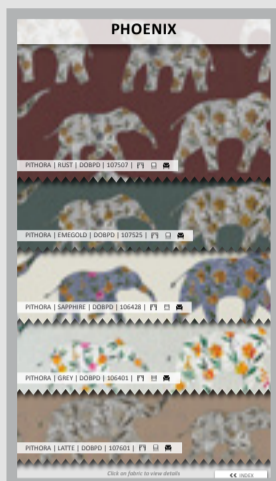


# PHOENIX

Creating a lasting impression Phoenix is an extensive compilation of our most prominent and finest signature prints. Bringing to you the best of selections in a range of supreme colours printed on viscose cotton, is suitable for curtains, cushions and upholstery. A conversation starter these artful designs featuring everything from flora induced elephants, a range of modern and classic florals, traditional paisleys to abstract geometrics are perfect for both classic and contemporary interiors.



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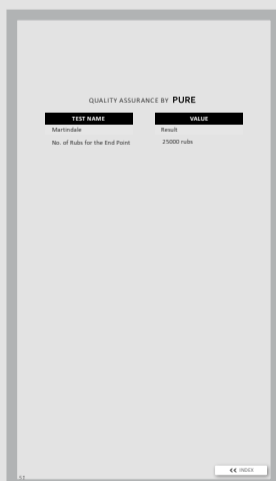
## Layers

Pg 7



## Fabric Swatches

Pg 20



## Technical Report

Pg 51







# PHOENIX

PITHORA | RUST | MANDALA ELEPHANT | 107507 |



PITHORA | EMEGOLD | MANDALA ELEPHANT | 107525 |



PITHORA | SAPPHIRE | MANDALA ELEPHANT | 106428 |



PITHORA | GREY | MANDALA ELEPHANT | 106401 |



PITHORA | LATTE | MANDALA ELEPHANT | 107601 |









*Click on fabric to view details*

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# PHOENIX

CHAKOR | LICHEN | ABSTRACT TEXTURE | 107524 |   

CHAKOR | CADET BLUE | ABSTRACT TEXTURE | 106426 |   

*Click on fabric to view details*

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# PHOENIX





PAHELI | EVERGREEN | BOTANICAL | 107529 |   



PAHELI | BISCUIT | BOTANICAL | 107623 |   



PAHELI | NEER | BOTANICAL | 106410 |   

*Click on fabric to view details*

◀◀ INDEX










# PHOENIX





OTTOMAN FLOWER | GARNET | MODERN DAMASK | 103717 |   



OTTOMAN FLOWER | PATRIOT | MODERN DAMASK | 103521 |   



OTTOMAN FLOWER | ASH BROWN | MODERN DAMASK | 103619 |   

*Click on fabric to view details*



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# PHOENIX

GULNAZ | HARDA | JACOBAN BATIK | 103410 |   

GULNAZ | MANJISTHA | JACOBAN BATIK | 103428 |   

GULNAZ | FIROZI | JACOBAN BATIK | 103421 |   

GULNAZ | NEEL | JACOBAN BATIK | 103407 |   

GULNAZ | BHOORA | JACOBAN BATIK | 103431 |   

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# PHOENIX



CASHMIR | JADE | MODERN PAISLEY | 103531 |   






CASHMIR | PEACOCK | MODERN PAISLEY | 103523 |   



CASHMIR | ASH BROWN | MODERN PAISLEY | 103621 |   



CASHMIR | CHARCOAL | MODERN PAISLEY | 103719 |   


*Click on fabric to view details*

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# PHOENIX






CAMELIA | CORAL | FLORAL | 103727 |   



CAMELIA | JADE | FLORAL | 103532 |   



CAMELIA | CUMIN | FLORAL | 103629 |   

*Click on fabric to view details*

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# PHOENIX



ATLANTIS | CRIMSON | INTRICATE TRADITIONAL DAMASK | 103709 |



ATLANTIS | MOCHA | INTRICATE TRADITIONAL DAMASK | 103611 |



ATLANTIS | OCEAN | INTRICATE TRADITIONAL DAMASK | 103513 |






*Click on fabric to view details*

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# PHOENIX

KOLAM | TURQUOISE | AZTEC | 103527 |   

KOLAM | CHARCOAL | AZTEC | 103625 |   

KOLAM | SPICE | AZTEC | 103723 |   


*Click on fabric to view details*

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# PHOENIX



PURVA | MAIZE | PAISLEY PRINT | 103602 |   



PURVA | JASPER | PAISLEY PRINT | 103702 |   

*Click on fabric to view details*

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## PITHORA RUST 107507

### Specification

Design : PITHORA  
Shade : RUST  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 66.50 cm x W- 69.20 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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## PITHORA EMEGOLD 107525

### Specification

Design : PITHORA  
Shade : EMEGOLD  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 69.2 cm x W- 66.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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## PITHORA SAPPHIRE 106428

### Specification

Design	: PITHORA
Shade	: SAPPHIRE
Width	: 138 cm
Composition	: 70% VISCOSE, 30% LINEN
Repeat	: H- 69.2 cm x W- 66.5 cm
GSM	: 300
Martindale	: 25000 rubs
Wash Care	: HANG DRY, DON'T TUMBLE, DON'T BLEACH, IRON UPTO 2 DOT



### Colour Way



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## PITHORA GREY 106401

### Specification

Design : PITHORA  
 Shade : GREY  
 Width : 138 cm  
 Composition : 70% VISCOSE, 30% LINEN  
 Repeat : H- 69.2 cm x W- 66.5 cm  
 GSM : 300  
 Martindale : 25000 rubs  
 Wash Care : HANG DRY,  
 DON'T TUMBLE,  
 DON'T BLEACH,  
 IRON UPTO 2 DOT



### Colour Way



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## PITHORA LATTE 107601

### Specification

Design : PITHORA  
 Shade : LATTE  
 Width : 138 cm  
 Composition : 70% VISCOSE, 30% LINEN  
 Repeat : H- 69.2 cm x W- 66.5 cm  
 GSM : 300  
 Martindale : 25000 rubs  
 Wash Care : HANG DRY,  
 DON'T TUMBLE,  
 DON'T BLEACH,  
 IRON UPTO 2 DOT



### Colour Way



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## CHAKOR LICHEN 107524

### Specification

Design : CHAKOR  
Shade : LICHEN  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 59 cm x W- 46 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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## CHAKOR CADET BLUE 106426

### Specification

Design : CHAKOR  
Shade : CADET BLUE  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 46 cm x W- 59 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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## PAHELI EVERGREEN 107529

### Specification

Design : PAHELI  
Shade : EVERGREEN  
Width : 139 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 69.7 cm x W- 67.2 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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## PAHELI BISCUIT 107623

### Specification

Design : PAHELI  
Shade : BISCUIT  
Width : 139 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 69.7 cm x W- 67.2 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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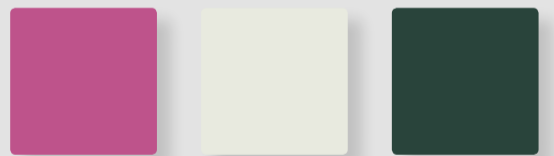
## PAHELI NEER 106410

### Specification

Design : PAHELI  
Shade : NEER  
Width : 139 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 69.7 cm x W- 67.2 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : HANG DRY,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 2 DOT



### Colour Way



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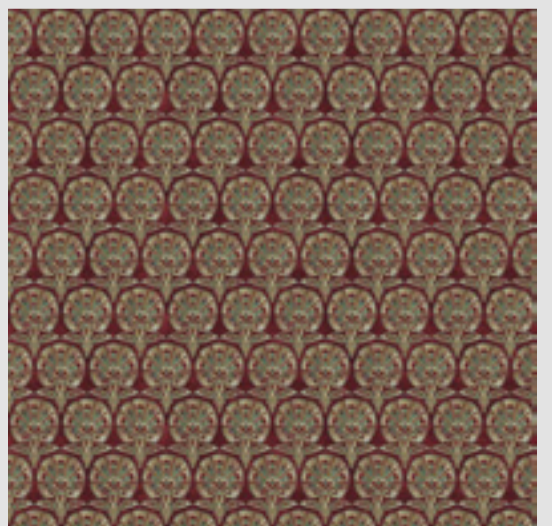
## OTTOMAN FLOWER GARNET 103717

### Specification

Design : OTTOMAN FLOWER  
Shade : GARNET  
Width : 135 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 13.4 cm x W- 27.8 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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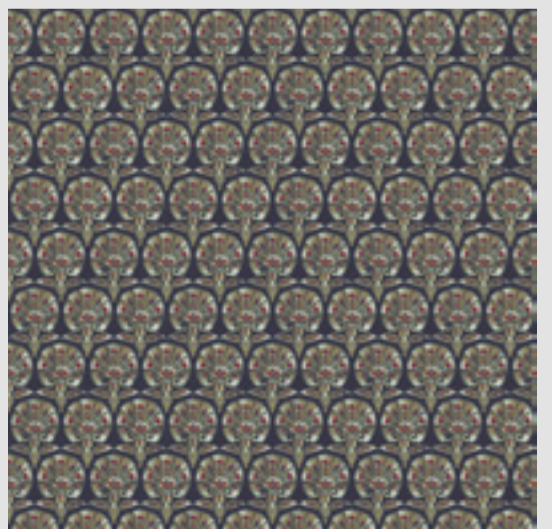
## OTTOMAN FLOWER PATRIOT 103521

### Specification

Design : OTTOMAN FLOWER  
Shade : PATRIOT  
Width : 135 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 13.4 cm x W- 27.8 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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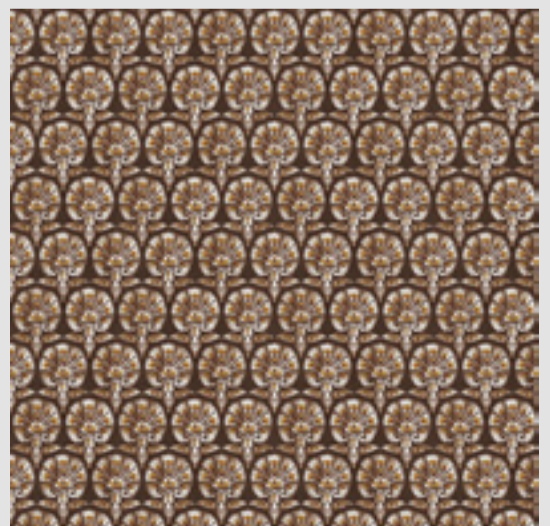
## OTTOMAN FLOWER ASH BROWN 103619

### Specification

Design : OTTOMAN FLOWER  
Shade : ASH BROWN  
Width : 135 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 13.4 cm x W- 27.8 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## GULNAZ HARDA 103410

### Specification

Design : GULNAZ  
Shade : HARDA  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 68.5 cm x W- 67.5 cm  
GSM : 284  
Martindale : 25000 rubs  
Wash Care : DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## GULNAZ MANJISTHA 103428

### Specification

Design : GULNAZ  
Shade : MANJISTHA  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 68.5 cm x W- 67.5 cm  
GSM : 284  
Martindale : 25000 rubs  
Wash Care : DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## GULNAZ FIROZI 103421

### Specification

Design : GULNAZ  
Shade : FIROZI  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 68.5 cm x W- 67.5 cm  
GSM : 284  
Martindale : 25000 rubs  
Wash Care : DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## GULNAZ NEEL 103407

### Specification

Design : GULNAZ  
Shade : NEEL  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 68.5 cm x W- 67.5 cm  
GSM : 284  
Martindale : 25000 rubs  
Wash Care : DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## GULNAZ BHOORA 103431

### Specification

Design : GULNAZ  
Shade : BHOORA  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 68.5 cm x W- 67.5 cm  
GSM : 284  
Martindale : 25000 rubs  
Wash Care : DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CASHMIR JADE 103531

### Specification

Design : CASHMIR  
Shade : JADE  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 46 cm x W- 46 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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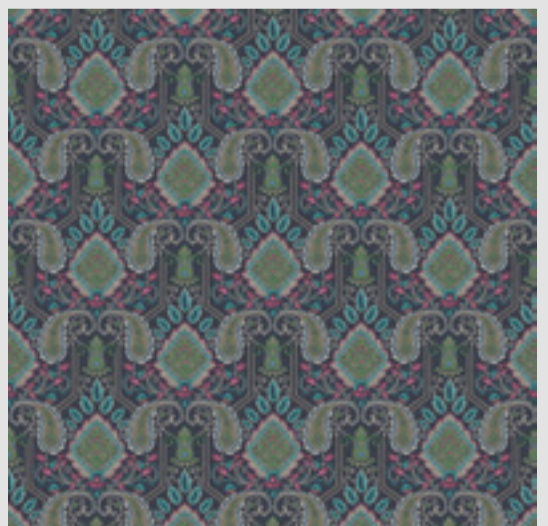
## CASHMIR PEACOCK 103523

### Specification

Design : CASHMIR  
Shade : PEACOCK  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 46 cm x W- 46 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CASHMIR ASH BROWN 103621

### Specification

Design : CASHMIR  
Shade : ASH BROWN  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 46 cm x W- 46 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CASHMIR CHARCOAL 103719

### Specification

- Design : CASHMIR  
Shade : CHARCOAL  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 46 cm x W- 46 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CAMELIA CORAL 103727

### Specification

Design : CAMELIA  
Shade : CORAL  
Width : 140 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 70.5 cm x W- 67.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CAMELIA JADE 103532

### Specification

Design : CAMELIA  
Shade : JADE  
Width : 140 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 70.5 cm x W- 67.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## CAMELIA CUMIN 103629

### Specification

Design : CAMELIA  
Shade : CUMIN  
Width : 140 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 70.5 cm x W- 67.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## ATLANTIS CRIMSON 103709

### Specification

Design : ATLANTIS  
Shade : CRIMSON  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.8 cm x W- 29.4 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## ATLANTIS MOCHA 103611

### Specification

Design : ATLANTIS  
Shade : MOCHA  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.8 cm x W- 29.4 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## ATLANTIS OCEAN 103513

### Specification

Design : ATLANTIS  
Shade : OCEAN  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.8 cm x W- 29.4 cm  
GSM : 440  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT

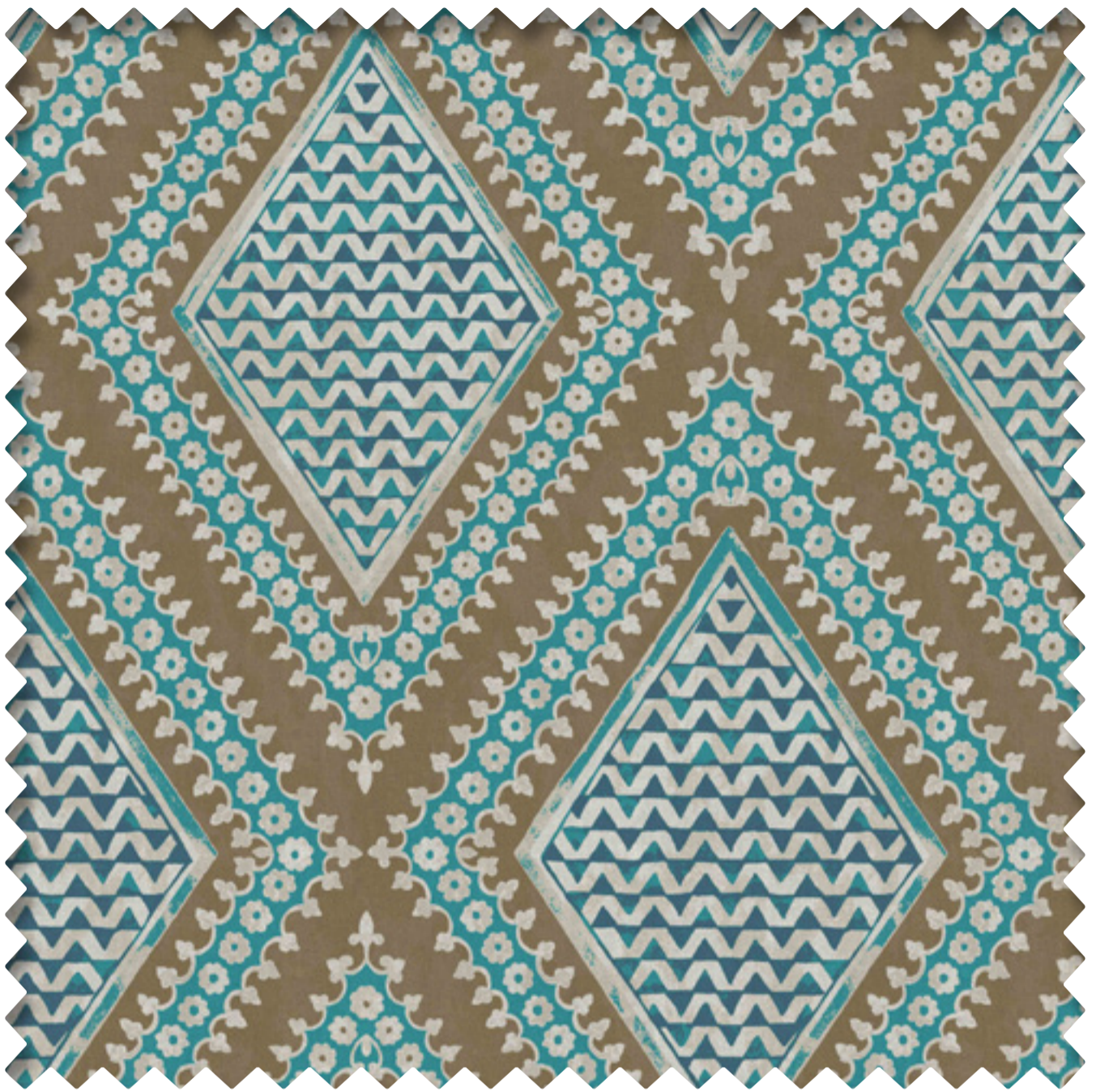


### Colour Way



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## KOLAM TURQUOISE 103527

### Specification

Design : KOLAM  
Shade : TURQUOISE  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.6 cm x W- 50.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT

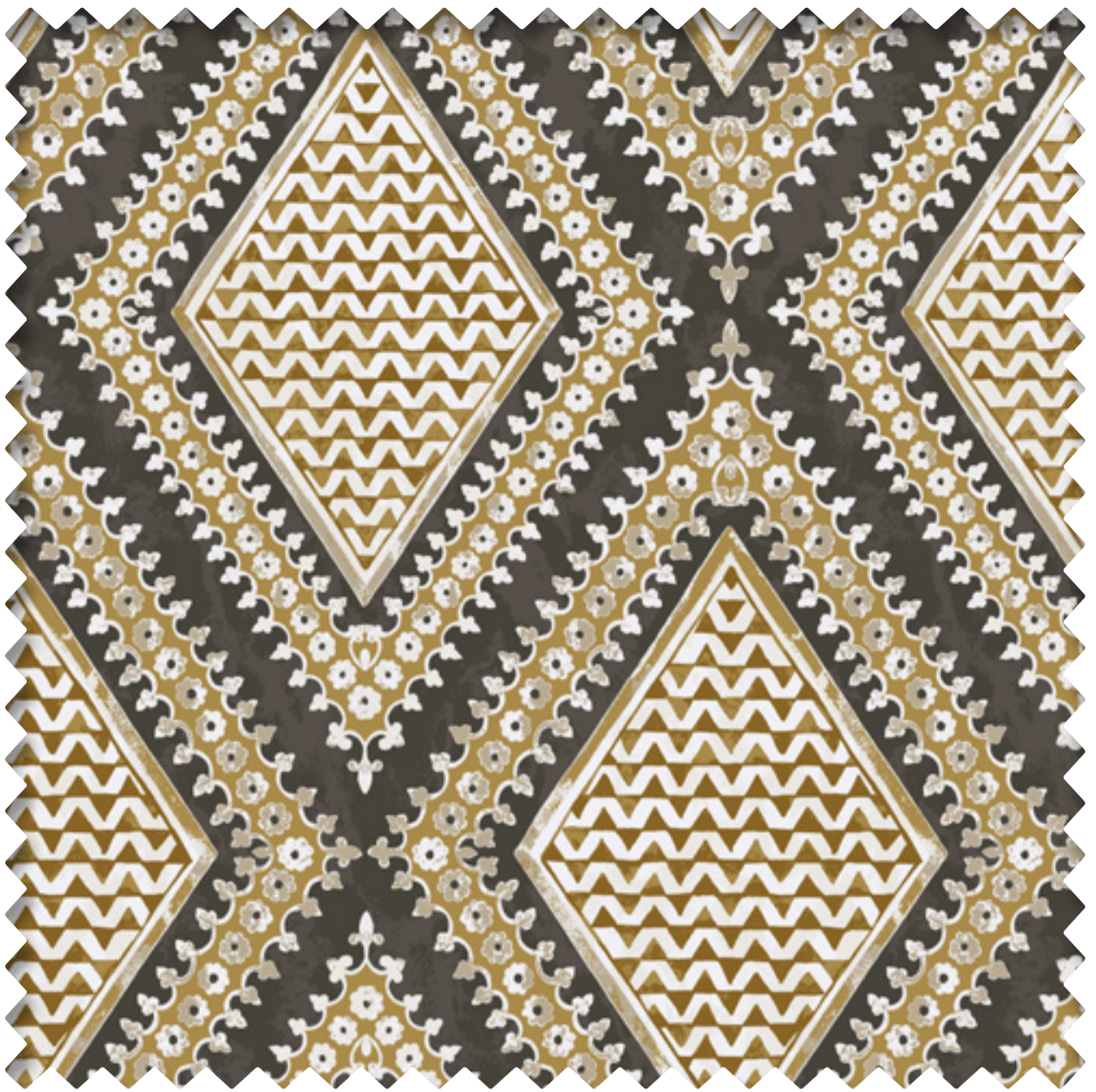


### Colour Way



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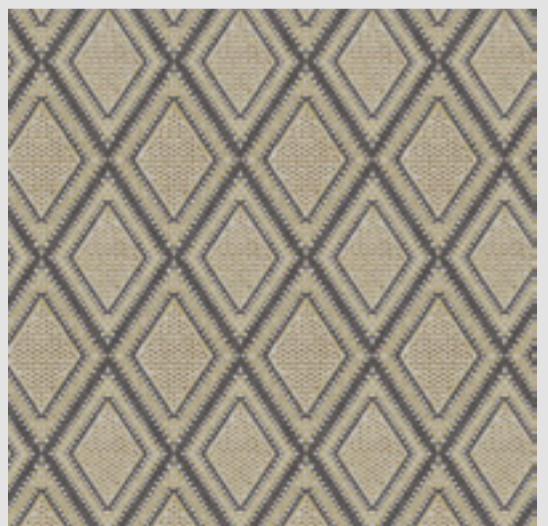
## KOLAM CHARCOAL 103625

### Specification

Design : KOLAM  
Shade : CHARCOAL  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.6 cm x W- 50.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT

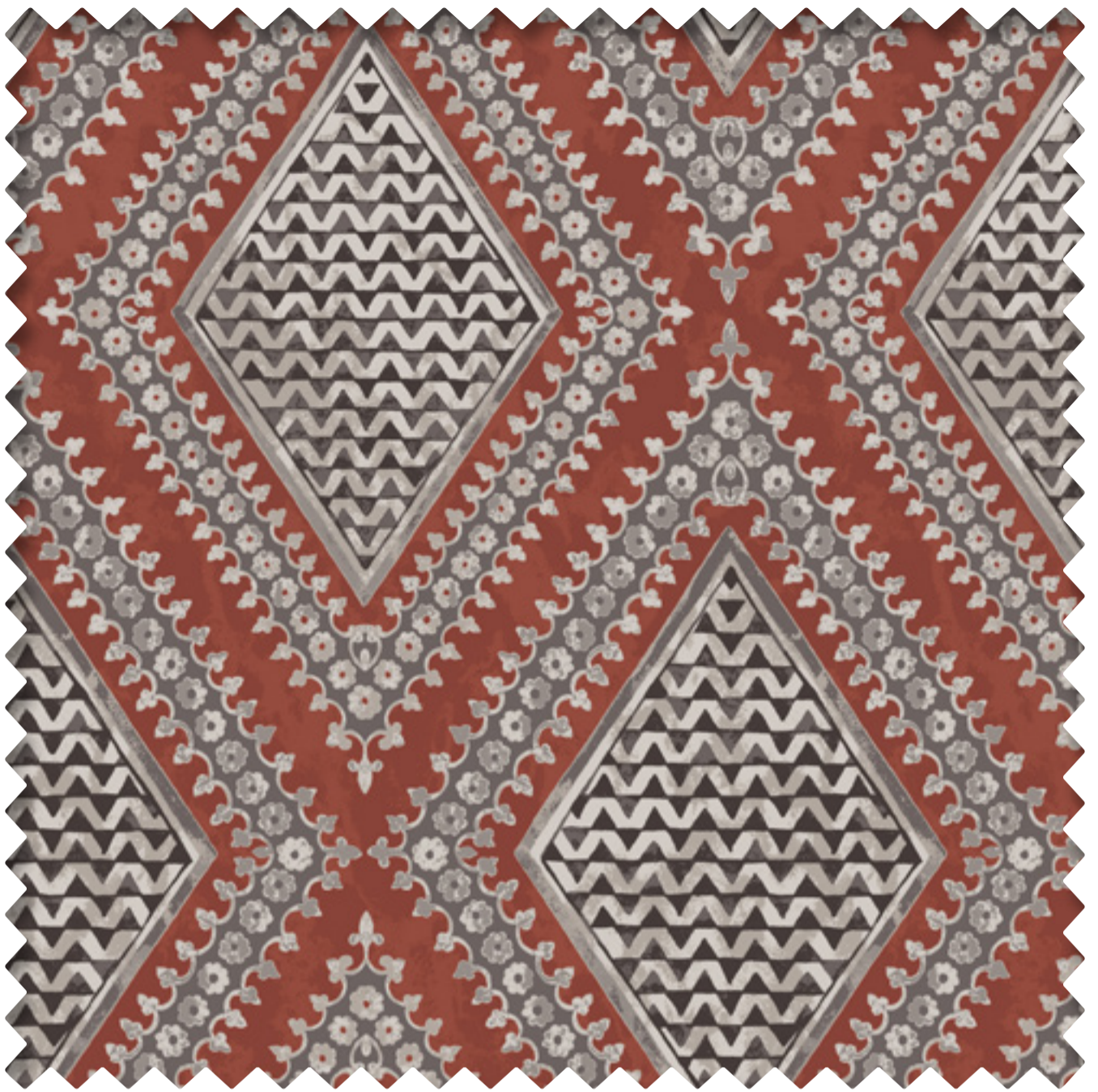


### Colour Way



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## KOLAM SPICE 103723

### Specification

Design : KOLAM  
Shade : SPICE  
Width : 138 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 34.6 cm x W- 50.5 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## PURVA MAIZE 103602

### Specification

Design : PURVA  
Shade : MAIZE  
Width : 139 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 37.00 cm x W- 46.50 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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## PURVA JASPER 103702

### Specification

Design : PURVA  
Shade : JASPER  
Width : 139 cm  
Composition : 70% VISCOSE, 30% LINEN  
Repeat : H- 37.00 cm x W- 46.50 cm  
GSM : 300  
Martindale : 25000 rubs  
Wash Care : DON'T WASH,  
DON'T TUMBLE,  
DON'T BLEACH,  
IRON UPTO 1 DOT



### Colour Way



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QUALITY ASSURANCE BY



**PURE**  
FINE FABRIC · FINE LIVING

**aproyale**  
furnishing by **asianpaints**

TEST NAME	VALUE
Martindale	Result
No. of Rubs for the End Point	25000 rubs





**PURE™**  
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**ap rroyale**  
furnishing by ap asianpaints

## Fabric Treatment Available on Request

- FLAME RETARDANT
- ANTIVIRAL
- EASY CLEAN

