



Virtus Paints

Quality without compromise

PRODUCT CATALOGUE



Virtus Paints: Pioneering Quality and Innovation

Virtus Paints is a distinguished brand under Kanxar Paints Pvt Ltd. Launched with the vision of integrating trust and innovation—two foundational values driving Kanxarians—Virtus Paints embarked on a mission in 2022 to revolutionize the water-based emulsions industry. Through meticulous research and the establishment of a state-of-the-art lab, we set out to create high-quality products that are both affordable and accessible. Incorporated in 2024, Virtus Paints has since introduced a diverse portfolio encompassing four categories: Interior Emulsions, Exterior Emulsions, Floor Coats, and Distemper. Our initial product line includes six expertly formulated products designed to meet the evolving needs of our customers.

Core Values and Qualities:

- **INNOVATION**
- **QUALITY**
- **AFFORDABILITY**
- **TRUSTWORTHINESS**
- **SUSTAINABILITY**
- **CUSTOMER-CENTRICITY**

Our mission is to add vibrant colors to the landscape of India, making every space more beautiful and inspiring. Virtus Paints is not just a brand; it's a promise of quality, innovation, and trust for the future.



VIRTUS PRIME

Virtus Prime Interior Emulsion is a water-based, modified acrylic, anti algal, easy clean, dirt proof, high performance Interior wall finish. With 1.5 times more coverage than your average distemper, it provides a superior finish at an affordable cost. Additionally, it is a lead-free matt paint. A wide range of shades makes this water-based emulsion paint an upgrade from distemper. Do away with distemper and get beautiful walls right away!



RICH SMOOTH FINISH



ULTRA LOW ODOUR



EXCELLENT WASHABILITY



EXCELLENT ANTI-FUNGAL



EXCELLENT STAIN RESISTANCE



VIRTUS PREMIUM

Virtus Premium Interior Emulsion is a water-based, modified acrylic, anti algal, easy clean, dirt proof, high performance premium Interior wall finish.

A paint that never lets you down! It remains resilient and sturdy through the years. Some walls have witnessed generations come and go without losing their strength, all thanks to Virtus Premium Interior Emulsion. With its durable paint protection and stain guard, this washable paint ensures you stay both stress-free and stain-free.



RICH SMOOTH FINISH



ULTRA LOW ODOUR



EXCELLENT STAIN RESISTANCE



EXCELLENT WASHABILITY



EXCELLENT ANTI-FUNGAL

VIRTUS LUXURY

Virtus Luxury Interior Emulsion is a water-based, modified acrylic, anti algal, easy clean, dirt proof, high performance luxury Interior wall finish. Indulge in luxury with Virtus Luxury Interior Emulsion, where sophistication is just a brushstroke away. This unique paint in India features a luxury pure acrylic emulsion, making it not only washable but also exceptionally durable. Its advanced stain guard makes cleaning effortless, while also safeguarding your walls from fungus, moisture, and mildew. With its non-toxic, lead-free formula, low VOC levels, and odorless properties, it shields your walls from stubborn stains and harmful bacteria.



RICH SMOOTH FINISH



ULTRA LOW ODOUR



EXCELLENT WASHABILITY



EXCELLENT STAIN RESISTANCE



EXCELLENT ANTI-FUNGAL



EXTERIOR EMULSIONS

ADVANCE PROTECT EXTERIOR EMULSION

Virtus Advance Protect Exterior Emulsion is a water-based, all weather, modified acrylic, anti algal, dirt proof, high performance luxury Exterior wall finish. Virtus Advance Protect Exterior Emulsion is a premium exterior paint designed to eliminate issues like dampness, algae, cracks, color fading, and fungus. It ensures your walls remain vibrant despite harsh weather conditions—rain, dust, or intense sun. Featuring advanced Lamination Guard and Fiber technology, this exterior paint offers exceptional protection and durability.



RICH
SMOOTH
FINISH



DIRT
PROOF



EXCELLENT
STAIN
RESISTANCE



CRACK
BRIDGING
ABILITY



EXCELLENT
FLOW &
BRUSHABILITY



FLOOR COATS

VIRTUS FLOOR COATS EMULSION

Virtus Floor Coats Emulsion is a water-based, all weather, modified acrylic, anti algal, dirt proof, high performance premium floor coat finish. Introducing Virtus Floor Coats Emulsion specifically engineered to safeguard interlock tiles, cement surfaces, walkways, driveways, and terrace floors. Floor Coat Emulsion offers exceptional abrasion resistance and high adhesion strength, making it ideal for withstanding both vehicular and foot traffic. It effectively prevents algae and fungus growth, ensuring your floors remain pristine and durable.



ADDED
SOFT SHEEN



ANTI-FUNGAL
& ANTI-ALGAE



SPECIAL
SILICON
PROTECTION



WATER &
SCRUB
RESISTANCE



EXCEPTIONAL
DURABILITY

DISTEMPERS

V-GOLD DISTEMPER

V-Gold Distemper is a water-based product best suited for a smooth finish for interior and exterior walls. Achieving a beautiful home at an affordable price is now a reality. Virtus paints V-Gold Distemper is not only washable and lead-free but also features a superior finish.



SMOOTH
FINISH



BETTER
WASHABILITY



CRACK
BRIDGING
ABILITY



COMING SOON!

Our Upcoming Innovations!



TEXTURE PAINTS

Our Texture Paints offer a rich, thick consistency ideal for creating a diverse array of finishes, from delicate grainy patterns to striking raised designs. These paints enhance your walls with added depth and character while effectively concealing imperfections. As a water-based solution, our texture paints are environmentally friendly and less toxic than traditional oil-based options, ensuring a safer and more sustainable choice for your space.



METALLIC PAINTS

Our Metallic Emulsions bring a touch of modern luxury to your walls, featuring a shimmering effect that reflects light and adds a sophisticated glow. These paints mimic the appearance of real metals such as copper, bronze, and iron, providing a sleek, high-end finish. Additionally, they are designed to withstand various climatic conditions and offer protection against algae and fungi, ensuring lasting beauty and durability for your walls.

CONTACT US

Thank you for your interest in Virtus Paints. We are committed to providing exceptional service and support. If you have any feedback, complaints, or inquiries, please reach out to us using the following contact information:

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For Feedback/Complaints:
Please write to the Customer Centricity
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We look forward to hearing from you and are here to assist with any questions or concerns you may have.



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