



# *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.



# INTERIOR EMULSIONS

## 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



# PRIMER



## VIRTUS BASEPRO INTERIOR PRIMER

Virtus BasePro Interior Primer is a premium acrylic emulsion-based primer designed to provide superior bonding and a smooth, even surface for interior walls. Specially formulated to enhance paint adhesion, it creates an ideal base for emulsion paints and other decorative coatings, ensuring a long-lasting, vibrant finish.



SUPERIOR  
WHITENESS



MOISTURE  
RESISTANCE



MAXIMIZE TOP  
COAT COVERAGE



ALKALI  
RESISTANCE



## VIRTUS BASEPRO EXTERIOR PRIMER

Virtus BasePro Exterior Primer is a high-performance, acrylic emulsion-based primer specifically designed for exterior surfaces. Engineered for superior resistance to alkali, moisture, and dampness, it ensures long-lasting protection and a smooth foundation for your paint job. Ideal for freshly plastered walls, asbestos, concrete, and other exterior surfaces, this primer enhances adhesion and provides excellent coverage.



OPACITY AND  
WHITENESS



EXCELLENT  
BONDING



ENHANCES TOP  
COAT FINISH



ANTI-CHALKING



HIGH  
COVERAGE



TEXTURE PAINTS



METALLIC PAINTS

## 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:**  
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We look forward to hearing from you and are here to assist with any questions or concerns you may have.



# Virtus Paints

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