



KHUSHIYO
KE RANG
SOFTTOUCH
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softtouch

About Us

Softtouch Paints is an ISO 9001:2015 Certified Company and trusted name in premium wall putty, primers, and interior and exterior emulsions.

We are committed to delivering high-quality, durable, and affordable paint solutions that enhance the beauty and protection of every space.

With a strong focus on product performance, customer satisfaction, and continuous innovation, Softtouch Paints serves homeowners, contractors, dealers, and institutional clients with solutions designed for modern construction needs.

Our brand stands for smooth finishes, long-lasting protection, and dependable quality.

Vision

To become a leading paint brand recognized for quality, innovation, and trust, while creating beautiful and lasting spaces for every customer.

Mission

To provide affordable and reliable solutions without compromising on finish or durability.

Note

We do Contract Manufacturing of Wall putty and Paint Products along with Specialty Products like Tile gap filler & Waterproofing products.

Base Coats



WALL PUTTY

Coverage : 12-15 sq.ft./kg
 Finish : Smooth (Matt)
 Pot Life : 80 Mins
 Recoat Time : 6-8 hours
 Sizes : 20 kg | 40 kg



PRIMER ADVANCE

Coverage : 90-100 sq.ft./ltr
 Finish : Bright Matt Finish
 Pot Life : 80 Mins
 Recoat Time : 5 to 8 Hrs
 Sizes : 1 L | 4 L | 10 L | 20 L



PRIMER PLUS

Coverage : 90-100 sq.ft./ltr
 Finish : Matt Finish
 Pot Life : 80 Mins
 Recoat Time : 5 to 8 Hrs
 Sizes : 1 L | 4 L | 10 L | 20 L



PRIMER LITE

Coverage : 80-90 sq.ft./ltr
 Finish : Matt Finish
 Pot Life : 80 Mins
 Recoat Time : 5 to 8 Hrs
 Sizes : 1 L | 4 L | 10 L | 20 L



SUPERLITE PRIMER

Coverage : 80-90 sq.ft./ltr
 Finish : Matt Finish
 Pot Life : 80 Mins
 Recoat Time : 5 to 8 Hrs
 Sizes : 20 L



ECO PRIMER

Coverage : 60-80 sq.ft./ltr
 Finish : Matt Finish
 Pot Life : 80 Mins
 Recoat Time : 5 to 8 Hrs
 Sizes : 20 L

Interior Emulsion



GRANDEUR

Coverage : 120-140 sq ft/ltr
 Finish : High Sheen
 Washability : Best in Class
 Pot Life : 60-80 Mins
 Recoat Time : 6-8 Hours
 Sizes : 1L | 4 L | 10 L | 20 L



ASTHETA

Coverage : 100-120 sq ft/ltr
 Finish : Smooth Glossy
 Washability : Medium
 Pot Life : 60-80 Mins
 Recoat Time : 6-8 Hours
 Sizes : 1L | 4 L | 10 L | 20 L



AURA

Coverage : 100-120 sq ft/ltr
 Finish : Medium Gloss
 Washability : Medium
 Pot Life : 60-80 Mins
 Recoat Time : 6-8 Hours
 Sizes : 1L | 4 L | 10 L | 20 L



SOFTFLOW

Coverage : 80-100 sq ft/ltr
 Finish : Matt
 Washability : -
 Pot Life : 60-80 Mins
 Recoat Time : 6-8 Hours
 Sizes : 1L | 4 L | 10 L | 20 L

Exterior Emulsion



STORMSHIELD

Coverage : 55-65 sqr ft/ltr
Finish : High Sheen
Washability : Best in Class
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 1L | 4 L | 10 L | 20 L
Warranty : 11 Years*+



ATOMSHIELD

Coverage : 55-65 sqr ft/ltr
Finish : Rich Sheen
Washability : High
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 1L | 4 L | 10 L | 20 L
Warranty : 7 Years*+



EVERSHIELD

Coverage : 50-60 sqr ft/ltr
Finish : Medium Sheen
Washability : Good
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 1L | 4 L | 10 L | 20 L
Warranty : 5 Years*+



EXTERIO

Coverage : 50-60 sqr ft/ltr
Finish : Matt
Washability : Medium
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 1L | 4 L | 10 L | 20 L
Warranty : 3 Years*+

Speciality Range



DAMPFIXX PRO MAXX

Coverage : 30-35 sq.ft./ltr
Finish : Smooth Bright white
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 4 L | 10 L | 20 L
Warranty : 12 years* +



DAMPFIXX ULTRA

Coverage : 30-35 sq.ft./ltr
Finish : Smooth Bright white
Pot Life : 60-80 Mins
Recoat Time : 6-8 Hours
Sizes : 4 L | 10 L | 20 L
Warranty : 9 years* +



EXTERIOR TEXTURE

Coverage : 70-80 sq.ft./25 kg
Finish : Rustic Textured
Pot Life : 60- 80 Mins
Recoat Time : 8-10 Hours
Sizes : 25 kg



SOFTCEM WHITE WASH

Coverage : 80-100 sq.ft./kg
Finish : Matt Finish
Pot Life : 80 Mins
Recoat Time : 4 to 6 Hrs
Sizes : 25 kg



ACRYLIC DISTEMPER

Coverage : 60-80 sq.ft./kg
Finish : Matt Finish
Pot Life : 80 Mins
Recoat Time : 6 to 7 Hrs
Sizes : 1 | 5 | 10 | 20 Kg



SOFTHOLZ WB WOOD POLISH

Coverage : 100-120 sq.ft./kg
Finish : Smooth with Sheen
Pot Life : 80 Mins
Recoat Time : Req. 3 coats
Sizes : 4 L | 10 L | 20 L

Oil Based Range



OLEO

Coverage : 90-100 sq.ft./ltr
Finish : Smooth Gloss Finish
Pot Life : 80 Mins
Recoat Time : 6-8 hours
Sizes : 500 ml | 1 L | 4 L



RED OXIDE PRIMER

Coverage : 130-150 sq.ft./ltr per coat
Finish : Matt Finish
Pot Life : 80 Mins
Recoat Time : 6-8 hours
Sizes : 500 ml | 1 L | 4 L



BLACK JAPAN

Coverage : 70-100 sq.ft./ltr per coat
Finish : Smooth Finish
Pot Life : 80 Mins
Recoat Time : 6-8 hours
Sizes : 500 ml | 1 L | 4 L



Why Us

BEST QUALITY

We are committed to providing full satisfaction to our customers with respect to Quality, Reliability and, Delivery

COST EFFECTIVE

We believe in delivering superior quality products. Every item is crafted with care. And all of it comes at prices that stay easy on your pocket.

NEW INNOVATION

We are upgrading our Technology continuously to meet the expectations of customers and provide them best in class products

ETHICAL STANDARDS

Our company maintains the highest standards of ethics and integrity in all spheres of its business activities.



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