

ADVANTAGES

-  Green Pro Certified
-  Superior Whiteness
-  Smooth Surface Primer
-  Good Adhesion
-  Good Sealing Power
-  Anti-Chalking Protection
-  Enhanced Topcoat Durability
-  Interior & Exterior Use
-  Smooth Matt Finish

IDEAL USE AREAS



SURFACE PREPARATION & APPLICATION GUIDE FOR INTERIOR & EXTERIOR WALLS

WALLS

NEW SURFACES

- Cure new plaster for 28 days
- Ensure surface is clean, dry, and dust-free
- Repair cracks with Jewell Wall Filler/Putty
- Ensure the surface is smooth/applying primer.

PREVIOUSLY PAINTED SURFACES

- Remove loose or flaking paint by scraping or wire brushing.
- Clean the surface thoroughly to remove dust, grease, algae, or fungal growth.
- Light sanding may be done for better adhesion.
- Ensure the surface is completely dry before primer application.

POST CARE

Allow 3 days for full cure. Clean tools with soap and water after use.

MAINTENANCE

Do not apply on damp or uncured surfaces. Ensure proper ventilation during application & drying.

TECHNICAL SPEC.

Finish	Smooth Matte
Application	Brush Roller Spray
Dilution	Up to 40% with clean water
Drying Time	Surface dry: 30-45 minutes*
Recoat Time	6-8 hours*
Coverage	90-100 sq.ft/ltr on well-prepared surface (2 coats)
Usage	Interior & Exterior
VOC	Low/meets Global Standards
Pack Sizes	1Ltr, 4Ltr, 10Ltr & 20Ltr



▲ BASE COAT



4Ltr Nett



JEWELL DURA LITE PRIMER



Durable + Economical – New Value Optimized Formula

JEWELL DURALITE PRIMER is a high-quality water-based acrylic primer designed to provide excellent surface sealing and strong adhesion for interior and exterior walls.

Powered by ValueBond™ Sealing Technology, it creates a smooth, uniform base that improves topcoat coverage, enhances finish, and increases paint durability. Its advanced formulation promotes even absorption, minimizes surface porosity, and delivers a brighter, longer-lasting paint finish.



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The Jewell Brand, Design & logo, are Registered Trademark, of the Ozell Cooner Ltd. **WARNING:** imitation of graphics is a punishable offence. ® =Reg. tm. of Ozell Cooner Ltd. **Keep Out Of Reach Of Children. Protect From Freezing.** Refer to MSDS for additional health & safety information.

GENERIC NAME: WALL PRIMER

SHADE NAME:

MRP ₹
Incl. of all taxes:

USP ₹
Incl. of all taxes :

BATCH NO.

& MFG DT:

SHELF-LIFE: 36 MONTHS

Lead contents do not exceed 90 parts per million