



**WARRANTY  
BOOKLET**

**PRIDEXCEL**  
ACRYLIC INTERIOR EMULSION



# PrideXcel Plastic Emulsion Interior

---

## THE WARRANTY COVER

---

Apollo Paints PrideXcel Interior Emulsion is a value for money emulsion paint with wide range of colors to choose. PrideXcel Interior emulsion is specially formulated paint for Mid-range, Commercial & Budget friendly paint.

## THE MINIMUM PURCHASE

---

For the warranty to be valid, you have to make a minimum purchase of 30 liters of PrideXcel Plastic Interior Emulsion.

## HOW TO REGISTER YOUR WARRANTY

---

- a** Call our Apollo Paints Helpline on +91 08 2839 4211, within fifteen days from the date of purchase of PrideXcel.
  
- b** Keep the following information ready. This will help the Company to log in the Customer Warranty details, and issue Customer Warranty Identification Number.
  - Customer name and contact details
  - Site address
  - Quantity of PrideXcel purchased.

- The name of the paint shop where the customer bought PrideXcel
- Invoice number
- Date of purchase
- Name of the contractor who applied PrideXcel
- Mobile number / Tel. number of the contractor who applied PrideXcel

- c** The operator will issue a unique Warranty Identification Number.
- d** Should you ever experience a problem or have any questions regarding the warranty call on +91 08 2839 4211 and keep this booklet with your unique Customer Warranty Identification Number and Invoice at hand.
- e** For sites where the quantity of PrideXcel's usage exceeds 150 liters, the Warranty is subject to a satisfactory Pre-inspection of the surface to be painted by the company representative.
- f** For pre-inspection of those sites where the quantity of PrideXcel usage exceeds 300 liters, call our Apollo Paints Helpline on +91 08 2839 4211 and provide Customer name, contact details and approximate interior surface area to be painted.
- g** The Company's representative will pre-inspect the surface to be painted of those sites where the quantity of PrideXcel usage exceeds 300 liters within 10 days of calling our helpline.

- h** Post the completion of the painting of those sites where the quantity of PrideXcel usage exceeds 300 liters; you must call our Apollo Paints Helpline on +91 08 2839 4211 and provide details as indicated in Clause b. This will be followed by a post-painting inspection by the Company's representative.
- i** Your Warranty Identification Number will be provided subject to satisfactory inspection by the Company's representative.

## **EXTENT OF WARRANTY**

---

### **THE WARRANTY SHALL APPLY WHERE:**

- a** The total purchase of PrideXcel exceeds 30 liters for usage in a particular site.
- b** For sites where the quantity of PrideXcel usage exceeds 150 liters, the Warranty is applicable, subject to satisfactory pre-inspection of the interior surface to be painted by the Company's representative.
- c** The Company will provide replacement paint and labour for re-application of coating, as may be necessary to set right the Paint Failure in the affected portion only in accordance with Liability as indicated in the 'Liability' section.
- d** Throughout this Warranty, the words 'Paint Failure' shall mean any of the following occurrence, subject to the other conditions laid under this Warranty:

- Flaking or peeling of the paint PrideXcel, caused by one coat of paint PrideXcel coming off from another or the paint PrideXcel film coming off from the substrate.
- Shade fading.
- Growth of fungus on the wall surfaces (Black fungus spots at least spread over a minimum area of 10 sq. ft.).

## COMMENCEMENT AND DURATION

---

- a This Warranty shall commence on the date ('the Commencement Date') that the consumer telephonically lodges his Warranty with the Company by contacting +91 08 2839 4211 and furnishing all the purchase and personal details requested by the Company. In order for this Warranty to be valid, the registration needs to be done within Fifteen (15) days of the purchase date of PrideXcel.
- b The Company at its own discretion may appoint a person to inspect and validate the application of the PrideXcel as per the directions specified.
- c The Warranty shall be for a period of **Five (5) years** from the Commencement Date on all performance parameters mentioned earlier in the conditions.
- d Where any claim arises during the Warranty period, the period will not start afresh after settlement of the claim.

# APPLICATION

---

## THIS WARRANTY SHALL ONLY BE APPLICABLE WHERE:

- a PrideXcel has been used on interior masonry wall surfaces only.
- b The Customer has used the entire paint system recommended by the Company as given in the directions for use section. Final coverage obtained post the correct usage should be between 75-80 Sq. ft/lit.

# LIABILITY

---

- a The Company's liability will reduce over the Warranty period according to the following scale:

In the first 12 months after Commencement Date	100% of Replacement Cost
From month 13 to month 24 after Commencement Date	70% of Replacement Cost
From month 25 to month 36 after Commencement Date	50% of Replacement Cost
From month 37 to month 48 after Commencement Date	30% of Replacement Cost
From month 49 to month 60 after Commencement Date	15% of Replacement Cost

- b The replacement cost shall be the cost of the paint PrideXcel and labour only required to set right the area of Paint Failure, at the time of the lodgment of claim.
  - The labour rate will be determined by the Company and it will be a reflection of the current prevailing market labour rates and the same will not be disputed by the Customer, at any point of time.

- The labour rate may be determined on the basis of a per Sq. ft rate or on a daily wages rate.
  - The Customer will be liable for the balance costs, which are not Company's obligations, as indicated above.
  - The maximum liability of Apollo Paints if any, shall never exceed the limits as set out in a) and b) above.
- C** The Company will not be liable for any indirect or consequential loss or damages to the Customer. The Customer's exclusive and sole remedy under this Warranty shall be as mentioned here in this clause.

## EXCLUSIONS

---

The Warranty will cover only manufacturing defects of PrideXcel and will not cover any defects arising out of factors or out of control of the Warrantor, including but not limited to:

- Cracks arising due to joinery works at joint location for any substrate shall not be covered under warranty.
- Structural cracks or any crack with width greater than 0.5mm.
- Paint failure due to structural defects/cracks & damage of film due to high abrasion of the surface with furniture, nails or other sharp objects.
- Paint applied on the surface, which is contaminated, improper painting system followed or inadequate curing time for the paint film to dry.

- The substrate is affected by high alkalinity, water seepage, constant/rising dampness in the substrate, Frosting or Efflorescence, constant submersion in water or water condensation resulting from temperature gradients.
- Failure or defects in the structure or previous coating.
- Usage of improper shade recipes or incorrect bases for tinting colors (other than white shade)
- De-bonding of the base (material used for levelling in ceiling) from the surface & cracks formation on the same. Failure of underlying plaster which in turn causes a failure of the paint film.
- Natural calamities such as earthquakes, cyclones, Vandalism, Acts of God, Normal wear and tear, etc.
- Abuse or negligence by the customer.
- Improper surface preparation and any act or omission on the part of the contractor/painter causing the paint to be defective by any means.
- Where any claim arises during the warranty period, the period will not start afresh after settlement of the claim.
- Causes other than defects in PrideXcel.

# CLAIMS AND REPAIRS

---

- a** Any claim made in terms of this Warranty shall be made within 30 days of the consumer discovering any defect, damage or failure which gives rise to a claim.
- b** The consumer shall forthwith notify the Company of the claim providing full details thereof, and shall set out the basis on which he believes that the Company is liable in terms of the Warranty. The Company reserves the right to carry out inspections of the paint PrideXcel's application process, in which PrideXcel is alleged to have failed and to perform any tests in respect thereof, and may do so either itself or by means of any person nominated by it. Prior to such inspection or testing, the Customer shall not be entitled to perform any repairs to or remove or tamper with any part of the paint, PrideXcel.
- c** The Company shall use its best endeavors to ensure that the paint required for repairs is available as soon as possible at the place where the repairs are to be carried out, but does not assume Liability for delay in this respect.
- d** The Company, in its sole discretion shall be entitled to

  - Control/monitor re-painting which is to be carried out in accordance with all its specifications and instructions.
  - Appoint a contractor and/or approve the contractor appointed by the Customer

- e This Warranty disclaims any liabilities, contracts, tort or otherwise including negligence and strict liability and the Company makes no Warranty or merchantability or of fitness for any particular purpose whatsoever for PrideXcel. There are no warranties expressed or implied under law, which extend beyond the Warranty set out herein.
- f If any dispute arises between the Company and the Customer, in respect of the above Warranty, neither shall commence any court or arbitration proceedings relating to the dispute, unless they have first complied through mediation.
- g In case of any disputes, the same is subject to exclusive jurisdiction of the courts of Bangalore.
- h The facts and all matters concerning any dispute will be kept confidential by both the Customer and the Company at all times.

## **BASIC PAINTING SYSTEM**

---

- 1 The warranty is applicable only when PrideXcel is applied on interior wall masonry surfaces with Apollo Paints Aroprime Interior Primer or Intex 2 in 1 Primer.
- 2 Warranty is applicable only for the cracks that emerge on the surface post application of the product as per the application system recommended in point 3. Pre-existing cracks on the surface should be treated properly to have a crack free surface before product application for warranty to be applicable.

3 Warranty is applicable only when the paint is applied as per the painting system mentioned below:

- Clean the surface with Sand Paper No.180 and wipe the surface clean.
- First Coat Primer – Apollo Paints Intex 2 in 1 Primer or Polo Interior Primer coat at 50% Dilution.
- Polo Silky Acrylic Wall Putty – A minimum of 2 thin coats less than 2mm thickness. OR alternatively, Apollo Wall Grace Cement Putty – A minimum of 2 coat application less than 2 mm + Skim coat of Acrylic Wall Putty 1 coat with film thickness deposition less than 1 mm.
- Sand with Sand Paper No.180 and wipe clean.
- Second Coat Primer – Apollo Paints Intex 2 in 1 Primer or Polo Interior Primer coat at 50% Dilution.
- Sand the surface with Sand Paper No.320/400 and wipe clean.
- Apply a minimum of Two coats of PrideXcel with a maximum dilution of 400ml of water per litre of paint.
- Allow a minimum of 4 hours' drying time between each coat.

Painted surface is not subject to cleaning with harsh chemicals or cleaning agents based on acid /alkali, peroxides or corrosive materials. Cleaning with mild diluted detergent solution is accepted.

# WARRANTY INFORMATION

---

This Warranty and all its terms and conditions are agreed and accepted in full for and on behalf of the Consumer.

## CUSTOMER DETAILS

Name

Contact Number

Site Address

Warranty Identification Number:

Dated:

(To be issued to the customer by helpline operator)

## PRODUCT DETAILS

Product Name:

Shade Name & Number

Quantity (Itrs)

Undercoat Name:

Quantity (Itrs)

### DEALER DETAILS

Dealer Name

Address

Invoice No.

Invoice Date

### CONTRACTOR DETAILS

Contractor Name

Mob. No

Apollo Paints Pvt Ltd.(referred to as 'Company') offers Four (4) Years Warranty\*# from the date of purchase, on its product PrideXcel Plastic Emulsion Interior (referred to as PrideXcel). The Warranty is valid only on the Customer's registration with us. To register, please call on +91 08 2839 4211 and kindly do comply with the requisites laid under the 'How to Register your Warranty' section.



---

For more information on our products ranges & services,  
visit: [www.apollopaintsindia.com](http://www.apollopaintsindia.com),  
+91 80 2839 4211, [info@apollopaintsindia.com](mailto:info@apollopaintsindia.com)  
Apollo Paints Pvt. Ltd., Plot No. 51, 4th Main Road, 3rd Phase,  
Peenya Industrial Area, Bangalore – 560 058, INDIA