



**JOTASHIELD**

ETERNA



A wing, 601/602, Sahar Road, Next to Hyatt Regency, Ashok Nagar,  
Andheri East, Mumbai, Maharashtra 400099

# Feel the everyday newness.



## An innovation that goes beyond.

Introducing Jotashield Eterna, our latest premium smooth topcoat that's been expertly crafted with superior binder technology and special additives. This exceptional product delivers best-in-class durability, colours that don't fade, superior dirt protection and dirt streak resistance to ensure a long-lasting, beautiful finish on your exterior walls.

One unique feature of Jotashield Eterna is its self-cleaning technology, which allows rain to effortlessly wash away stubborn dirt, keeping your walls fresh and clean for a longer time.

Jotashield Eterna offers 12 years of protection keeping your walls beautiful and protected. Now Enjoy the look of freshly painted exterior walls for longer with Jotashield Eterna.

\*12 years warranty - Please read the warranty document.

\*\*Self-Cleaning Technology- Self Cleans with Rain.

BEST IN CLASS  
DURABILITY



COLOURS THAT  
DON'T FADE

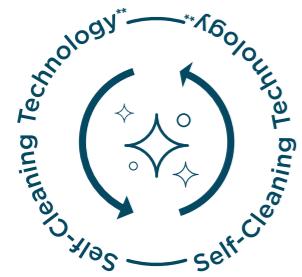


SUPERIOR DIRT  
PROTECTION



DIRT STREAK  
RESISTANCE





# Self-Cleaning Technology

Over time most exterior paints end up looking dirty even after it rains. Instead of washing the dirt away, regular paints soften, allowing dirt to stick, settle, and leave stubborn marks that don't wash off. Over time, the walls look dull, patchy, and tired as dirt goes inside the paint film.

Introducing Eterna Self-Cleaning Technology\* – a groundbreaking feature that keeps your exterior walls clean by washing away dirt every time it rains. This advanced coating actively resists dirt build-up, ensuring your home stays pristine without the need for constant cleaning. It's the perfect solution for a long-lasting, low-maintenance exterior.

Eterna's Self-Cleaning Technology\* fixes that. Its special binder doesn't let dirt hold on, and every shower helps clean it off the surface. So, your walls stay cleaner for longer.



**Resists dirt and  
self-cleans with rain.**

Introducing a superior dirt-repellent paint that self cleans with rain keeping your exterior walls beautiful everyday.

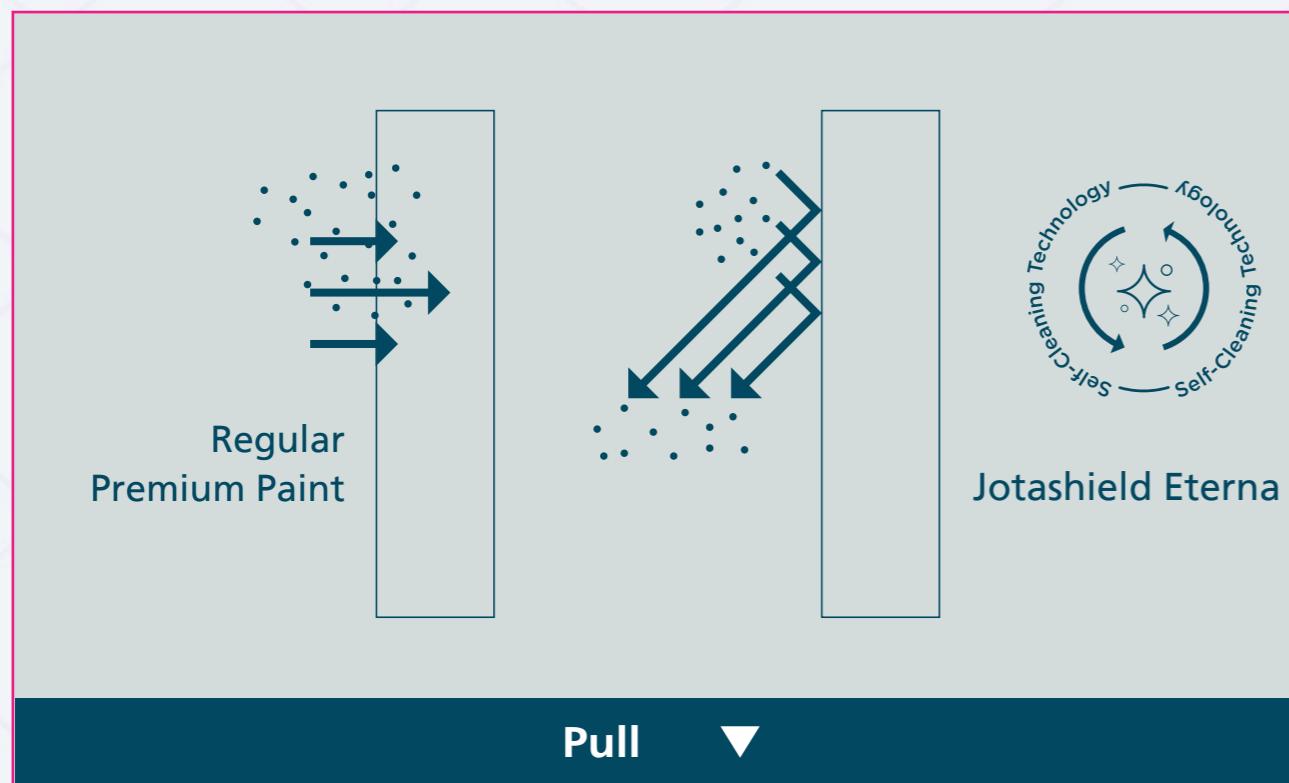
Superior Dirt Protection



## Holding onto colour, not dirt.

Due to the harsh weather conditions, normal paint softens and allows dirt to penetrate, causing colours to become dull over time.

Jotashield Eterna's superior dirt protection resists dirt and pollutants, keeping your home cleaner for longer. This reduces maintenance, saves time, and helps your exterior stay fresh with minimal effort.



Dirt Streak  
Resistance



## Fresh look that lasts.

Eterna is formulated with a superior hard binder that resists softening under harsh UV exposure. This keeps the paint film hard, preventing dirt from penetrating in the Paint film. As a result, rain naturally washes away surface dust, helping your home stay cleaner and look beautiful for much longer.

Regular Premium Paint (After Rain)

Jotashield Eterna (After Rain)

Best in class  
Durability



## Designed to be Durable.

Paint often faces challenges from harsh weather conditions such as heat, humidity, pollution, salt-exposure, dirt and heavy rains. Over time, these conditions can cause chalking, flaking, fading, streak marks and blistering, leading to repeated maintenance.

Jotashield Eterna's formula has been tested by accredited labs to prove its ability to resist the harmful effects of weather. It prevents against dirt, water penetration & CO<sub>2</sub>, while still allowing your walls to breathe. Hence protecting your wall's plaster, concrete, even steel for a longer period.

Backed by a 12-year warranty, Jotashield Eterna keeps your home looking fresh and beautifully protected year after year. Enjoy the confidence of an exterior that looks newly painted for much longer.

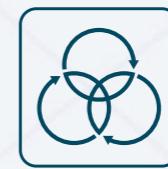


### Tested and Certified to Perform

Scan QR Code to Know More



Colors that  
don't fade



## An everlasting vibrance.

Understanding the severe harshness of UV rays, Jotashield Eterna has been rigorously tested over a 4-year period, in actual weather conditions that are known to degrade paint over time.

To ensure the durability of colour performance, our paint has been formulated with superior pigment technology to actively slow down the colour fading process, alongside special additives that enhance the colour and protection against ageing.



\*Results of 4 years of natural exposure

Best in class  
Durability



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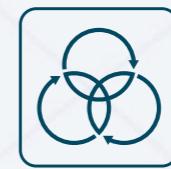


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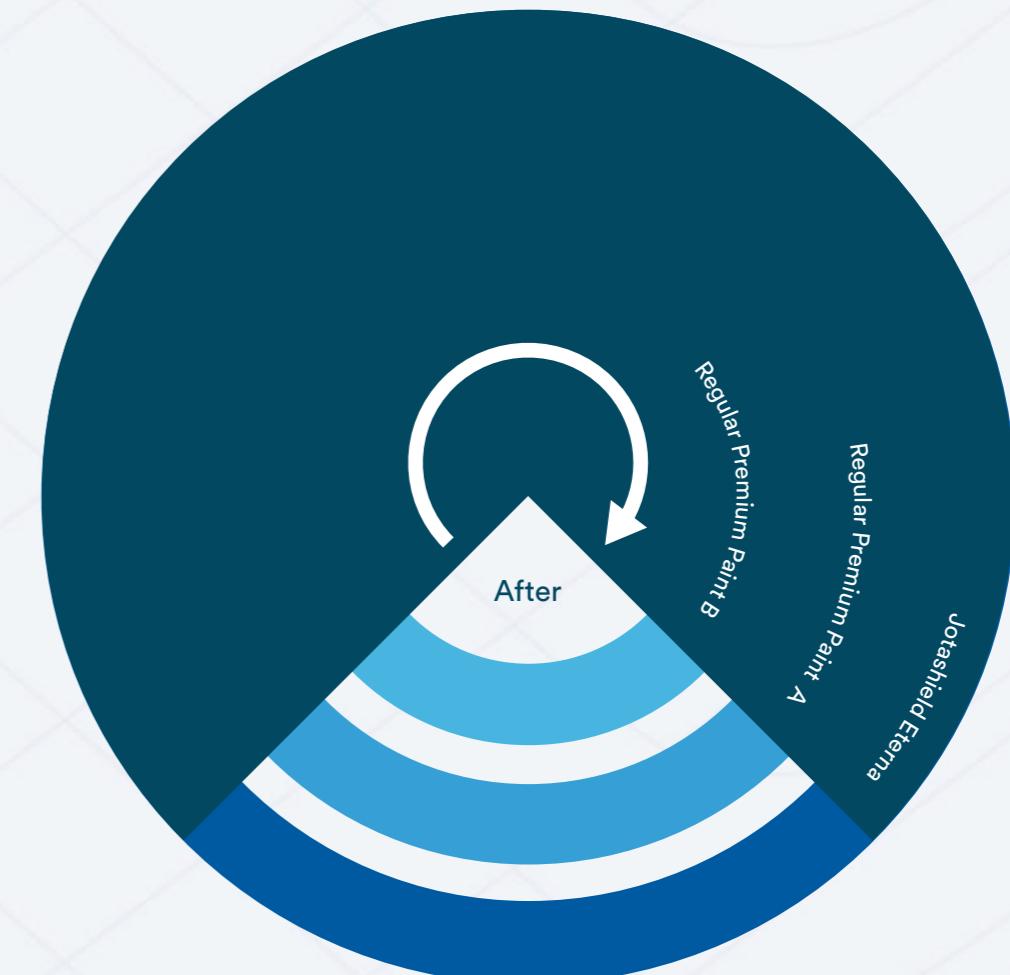
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**A new house,  
every single day.**

**Make a statement with Jotashield Eterna.**

Enjoy the feeling of a freshly painted house for years to come.

With its long-lasting durability, Eterna saves you the hassle and expense of repainting sooner than necessary.

