

WHERE EARTH MEETS ART

Pure Lime.
Perfected for the
Modern Artisan.



ABOUT JCOAT

JCoat is a premium lime-based plaster crafted for professionals who value timeless materials and seamless application.

Manufactured by JBR Coatings Pvt. Ltd. and born from the expertise of Limocoat, JCoat is a ready-to-use product:

- No installation complexity
- No proprietary systems
- Just honest lime, in a bag

Whether you're restoring a bungalow, styling a café, or shaping a studio. JCoat lets you build with tradition, but apply with freedom.



BECAUSE WALLS
SHOULD BREATHE,
JUST LIKE
THE PEOPLE WHO
LIVE WITHIN THEM.

From ancient aqueducts to Mughal domes, lime has preserved buildings for centuries.

It's more than a finish, it's a material with soul:

- ✓ Welcomes age
- ✓ Responds to climate
- ✓ Deepens with time

JCoat brings this timeless material into today's spaces, with modern simplicity.

"The materials of the past, refined for today. That's the promise of JCoat."

NATURE'S OWN CLIMATE CONTROL



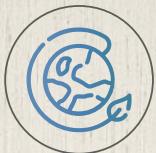
Cooler in Summer
reflects heat,
balances humidity



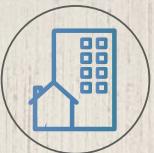
Warmer in Winter
natural insulation



Mould Resistant
antiseptic
and alkaline



VOC-Free
Safe for you
and the planet



Elegant Versatility
Works in both
rustic & contemporary design



THE JCOAT EDGE

If your walls could choose, they'd select JCoat.

- | Lime-based and 100% breathable | Regulates moisture and temperature |
- | Easy for professionals to mix, apply, and master | Matte textures that evolve beautifully |
- | Low carbon footprint. Zero synthetic toxins |



JCOAT IS NOT JUST A MATERIAL IT'S THE ARTISAN'S VOICE. CHOOSE YOUR FINISH. LEAVE YOUR MARK.

Variant	Look & Feel	Best For
JCoat-S	Smooth, marble-like, satin	Luxury interiors
JCoat-M	Cloudy, hand-troweled, matte	Studios, boutiques and homes
JCoat-L	Raw, urban, mineral texture	Modern facades
JCoat-XL	Grainy sand finish	Rustic exteriores and interiors

How to Apply: 3-Step Application System



Step 1



Step 2



Step 3

Primer Seal & bond the surface

Apply as a base coat
for improved bonding
and to seal the substrate.

JCoat – 2 Coats Create texture using your technique

Use the tools of your choice to create
the desired texture. Ensure the surface is
clean, and free from dust.

Sealer Finish for stain resistance & longevity

Apply a water-based
transparent sealer to enhance
stain resistance and surface durability.

J Coat Primer and sealer are available and recommended (Optional)

Compatible Surfaces

Gypsum punning | Gypsum boards | AAC blocks POP & MDF (with primer) | Previously painted surfaces (with primer)

WHAT YOU NEED TO GET STARTED:



Stainless Steel Trowel



Electric Mixing Paddle
(Putty Mixer)



Sandpaper or Sponge
(optional)

Packaged for Professionals

Variant	Coverage (2 Coats)
JCoat-S	140-160 sq.ft.
JCoat-M	120-140 sq.ft.
JCoat-L	100-120 sq.ft.
JCoat-XL	95-105 sq.ft.

Primer: ~115 sq.ft./kg | Sealer: ~250 sq.ft./kg



LET YOUR NEXT WALL BE A CONVERSATION. NOT JUST A SURFACE.

Share your work with us at sales@jcoat.in



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Manufacturing Unit: New Panvel, Maharashtra



Available across India via authorised partners.