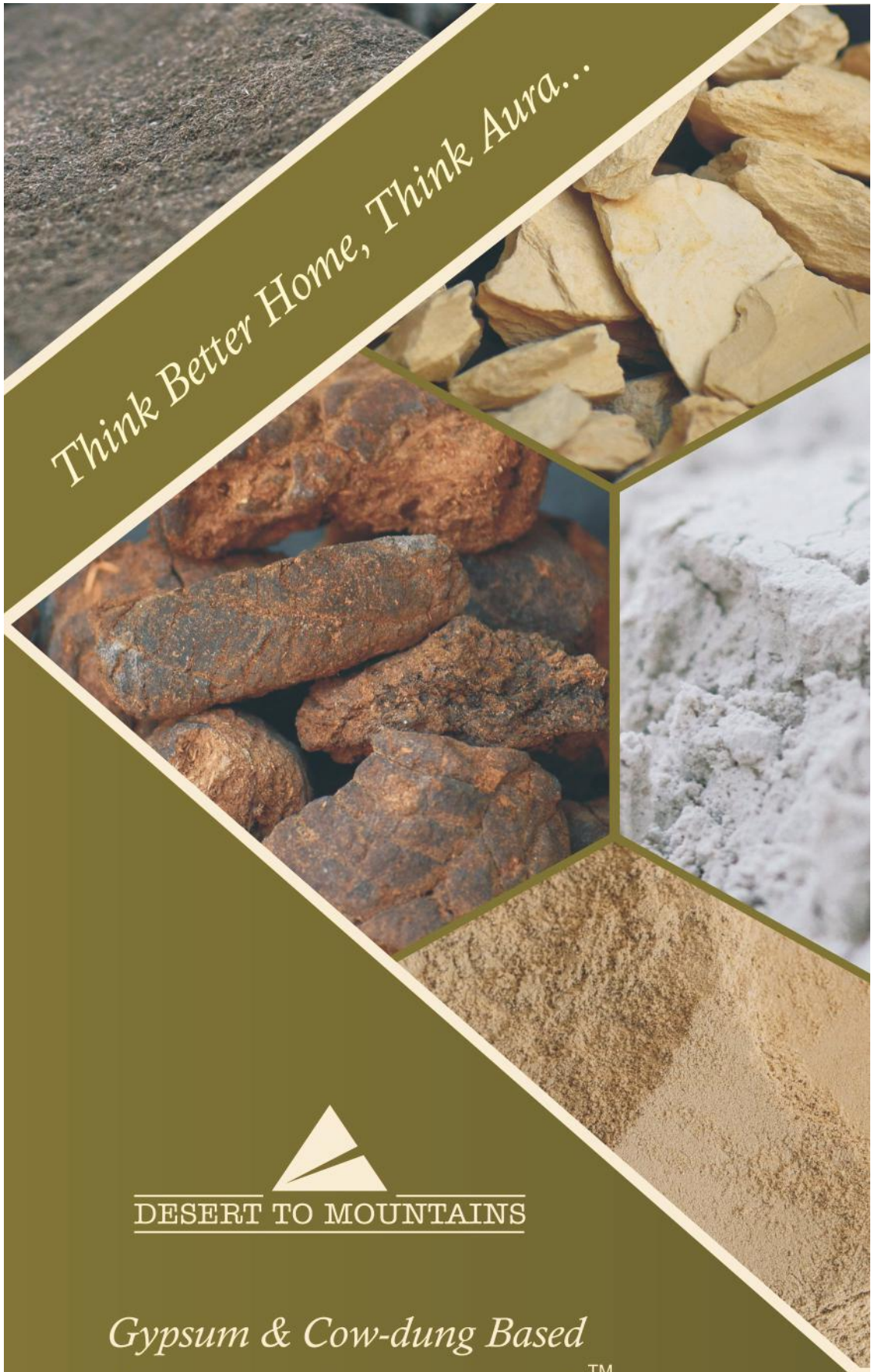


Think Better Home, Think Aura...



DESERT TO MOUNTAINS

Gypsum & Cow-dung Based

AURATM

NATURAL WALL PLASTER



1. An Ode To Mother Earth | Message From The Founder

We believe in nature. It provides us with a bounty of abundance. From sustaining economies to Enabling livelihood means, Mother Nature is the start and end of all. As the world's order changes, it's vital that the focus of business across industries shifts from profit making to environment protection and sustainable practices.

From the time of its inception, Desert to Mountains' goal was one-track: to revolutionize the way we live and create environmental-friendly solutions that benefit all stakeholders. By extracting the best out of our ecological heritage from the golden sands of the Thar to the ever-changing landscapes of the Himalayan mountains, Desert to Mountains manufactures a wide variety of natural, 100% organic products that are aimed at helping you, our dear consumer, adopt and live a healthy lifestyle, in tune with the natural environment.

Our range of products include:

- Green-building materials (Aura: Gypsum and Cow-dung based natural plaster)
- Eco-friendly textiles and sustainable fashion.
- Range of daily-use natural lifestyle products.
- Upcycled furniture.

For the society and conservation of natural resources, For natural landscapes and our environment.

With Love,
From Desert to the Mountains.

2. Finding Beauty | What Makes A Space Beautiful

Ever wondered, what makes a construction project :

- Attractive?
- Strong & durable?
- Aesthetically pleasing?

Subjective to the beholder's eye, there exist several reasons that add to the factors above. If you ask us, finishing is a top-ranking factor. The process of finishing on plastering, visible dominantly both inside-out, will determine how attractive the project looks.

But what about strength and durability?


Like the outer membrane of the cell, a good plaster functions like the external, protective sheath of the building or living space. Guarding it from nature's extremities, temperature shifts or humidity, it is the choice of plaster that determines the strength and durability of any construction dream.

3. Origin of Natural Plasters

For as long as mankind existed, use of naturally-occurring materials for covering walls and surfaces has existed. In ancient India, extracts of herbs, fruits and tree barks like Methi (fenugreek), Gur (jaggery), Kadukkai (Haritaki), Amla (Indian Gooseberry) and herbs like aloe vera, cactus, Arabic gum, starch from rice, tapioca, wheat etc. were put to use as surface protectants.

Even animal derivatives like animal hair, cow urine, green algae, burnt coconut shells, and cow dung were popular choices for polymers. To add color to the plaster, mud and natural pigments like vegetable or mineral-based dyes were used.

Owing to the industrial revolution, natural earthen plasters fell out of usage in the early 20th century as the market headed towards synthetic building materials. However, with growing concerns about the wide-spread damages caused to the environment along with detrimental





health effects, has again increased interest in natural homes for environmental and health reasons.

4. Natural Plaster In Modern Age

Despite the onslaught of modern industrial methods and technological advancements in the construction & building industry, the popularity of natural plasters and renders hasn't decreased.

Today, commonly used natural earthen plasters fall into three main categories: clay, lime, and gypsum, popular non-toxic substitutes for residential and commercial interior wall coverings, providing supreme quality, health, beauty and value for money.

Since time immemorial, gypsum-based (a soft, sulfate mineral made of calcium sulfate dehydrate) plasters have been used all over the world for over hundreds of years, still existing in all their glory and beauty in numerous traditional and vernacular buildings, proving to be a reliable dependant till date. Owing to its long list of advantages for all stakeholders, offering healthy, creative and dynamic design solutions for beautiful interiors.

5. Why We Do What We Do | Aura Natural Wall Plaster

Obviously, for the good of all involved, natural earthen plasters like gypsum-based ones, emerge clear winners, defeating sand-cement plaster by a long stretch. Earthen plasters bridge the gulf between stellar masonry and beautiful, cosy wall surfaces. It closes the gap between cold, emotionless concrete and your warmth-inducing living room. Among other advantages, such organic-material based plasters aren't just great for the environment, they're good for you and your overall wellness.

Our dream to keep Mother Earth safe, and help realtors and property owners create well-laid, and aesthetically attractive spaces to live, work and play, led us to create Aura, an innovative gypsum-based natural plaster that gives you a beautiful, safe, 100% healthy for all means to finish your home or any building type or space.

6. Aura Natural Wall Plaster

Made using finest quality of sustainable, 100% organic, natural ingredients, Aura Natural Plaster is a distinct blend of locally sourced, eco-friendly ingredients that guarantees a stunning wall-surface finish and ensures all round optimum performance.

Born out of love for the environment and an entrepreneurial zeal to serve the local community, Aura's founder Divyveer was inspired by the magnanimity of the Himalayas and his homeland's golden sand dunes in Thar, to create Aura, a product that promises to inspire a love for Nature and change how real estate projects materialize today.

Free from the hazardous effects of cancer causing volatile organic compounds (VOC's), Aura natural wall plaster is repairable, recyclable, breathable, and extremely robust. Built to combat rigorous environmental forces as well as commercial installations, Aura will give you the dazzling, smooth finish that appears naturally raw yet wholesomely warm and luxurious inside-out.

7. Sand-cement Plaster Versus Aura

Other than being an eco-friendly alternative to traditional sand-cement plaster, another USP that makes Aura's story a successful one, is built on the formula of simplicity (manufacturing process) plus functionality to give lasting, stunning and robust plastering solutions.

Forget sand cement plaster. The benefits of Aura over any sand-cement plaster are many and mentioned below are few to help you make the best choice when it comes to plastering for any project.





Parameter	Sand-Cement Plaster	Aura
Composition	<ul style="list-style-type: none"> • Homogeneous mixture of cement, sand and water. 	<ul style="list-style-type: none"> • Organic mixture of gypsum, cow dung, Mud and other natural ingredients. • Readymix, No need of sand
Thickness	<ul style="list-style-type: none"> • For wall surface, the thickness of sand-cement plaster is 12 mm to 20 mm. 	<ul style="list-style-type: none"> • Undercoat of Aura is generally 6-8 mm thick for walls. • Finish coat plaster is 2 mm thick.
Weight	<ul style="list-style-type: none"> • Density of cement plaster is high. This increases the load on the construction. • Additional water curing is needed to attain strength. 	<ul style="list-style-type: none"> • Light in weight and total strength is achieved in air.
Area Recommendation	<ul style="list-style-type: none"> • Can be used on both internal and external surfaces. 	<ul style="list-style-type: none"> • Only in internal walls and ceilings. • Cannot be used in wet areas like a toilet, bath, kitchen, wash area, etc.
Ease of Application	<ul style="list-style-type: none"> • The mixture of the sand and cement is to be done on site in different ratios. This is generally done and controlled by mostly unskilled labour and hence not likely to be accurate and perfect. 	<ul style="list-style-type: none"> • Available as pre-mix in easy, convenient handle bags. Only addition of water is required. • A single coat application procedure leads to saving time, money and wastage.
Cost	<ul style="list-style-type: none"> • Plastering of sand-cement ranges between Rs. 23-27 per square feet. (labour + material) • Additional cost of POP punning & putty is required. 	<ul style="list-style-type: none"> • Aura plastering at will cost about Rs.27-30 per square feet. (labour + material) • No additional POP punning or putty is required.
Construction Time	<ul style="list-style-type: none"> • Sand-cement plaster requires a total 28 days (water curing + POP punning) to get paint-ready surface. 	<ul style="list-style-type: none"> • With adequate initial and final setting time, Aura improves surface workability and provides a ready-to-be-painted surface within 7 days.
Curing	<ul style="list-style-type: none"> • Around 2 lakh litres of water needed to cure 1000 sq ft. of sand-cement plaster over a period of 21 days. 	<ul style="list-style-type: none"> • No water is required for curing after the application of Aura.
Bonding Properties	<ul style="list-style-type: none"> • Cannot be applied on the smooth surface. 	<ul style="list-style-type: none"> • Can be applied on smooth as well as rough surfaces.
Flexural-tensile strength	<ul style="list-style-type: none"> • Weak tension and flexural strength and hence prone to cracking. Most of the cracking happens due to shrinkage, which is quite common. 	<ul style="list-style-type: none"> • Exhibits high tensile and flexural strength, making it less prone to cracking.
Finish	<ul style="list-style-type: none"> • Rough finish. • Space looks unattractive due to grey appearance. 	<ul style="list-style-type: none"> • Smooth finish, acceptable for all types of paint-work. • Space looks 'roomy' and beautiful due to the pure white color.
On-site wastage	<ul style="list-style-type: none"> • High. 	<ul style="list-style-type: none"> • Very Low.





8. A Timeless Finish For Beautiful Homes & Living Spaces

Nobody wants to breathe toxins. Then, why would you choose a plaster finish that fosters toxins inside your home? Many people have come to realize the damage caused to oneself and the environment by using sand-cement plasters. As more people come face-to-face with grim reality, a growing demand for natural, organic alternative options came to the fore, opening demand for economically feasible and naturally beneficial alternatives for the purpose of plastering or finishing.

After years of conducting tests and experimentations, practising eco-friendly sourcing and manufacturing methods, Aura came to be born, an aesthetically-pleasing yet strong gypsum-based plaster to give you a healthy, breathable finish for your wall, floor and ceiling.

Manufactured in Jodhpur, home to a rich ecosystem of raw materials, the ingredients in Aura are naturally sturdy, born in the harshest of environments to withstand the most inhuman conditions. Aura was a promise the desire to create the most sustainable and healthy plaster available in the Indian market today.

A promise fulfilled, Aura is 100% natural, offering high performance across all evaluating points. Aura helps in regulating relative humidity plus temperature, allowing buildings to breathe, absorb toxins, odours and acoustics.

9. The Star-Cast | Ingredients

Gypsum : The primary ingredient or the dominant binder in Aura, gypsum offers exceptional yield and high-performance with superior acoustic and thermal insulation properties. Additionally, it provides passive fire-resistance, moisture & vapour control with shock resistance, which helps in regulating the interior climate and air quality. It's timeless appeal lies in its excellent resistance to wear and tear, making the wall surface impervious to natural ageing or deterioration over time.

Cow Dung : A natural antiseptic and antifungal insecticide, the bacterium *Mycobacterium Vaccae* present in cow dung provides effective protection from microbial growth that affects most wall surfaces. Not only is it a good binder, but the fibers present in it creates a smooth, fine finish that stops cracks from appearing. What's more, it also increases the insulation properties of the plaster. Traditionally used for plastering walls and floors, the cow dung used in Aura Natural Wall Plaster is only of the Desi (Bharatiya) cows, grazed in a natural habitat on the land of Thar. This results in a quality organic insulation of your home, giving you a very pleasant earthy freshness. We source our cow dung from an independently run Gaushala, helping in the upkeep and maintenance of local community-driven initiatives.

Earthen Clay : Earth Clay enhances the plaster's inherent durability. The natural earth clay absorbs excess humidity in the air and releases it slowly, thus helping in regulating the house temperature. An often overlooked and subtle benefit of clay is that when it comes into contact with water, it emits a negative charge. These negative ions help humans to absorb more oxygen. This also helps to counteract the positive charges and ions that are emitted by home electronics. Makes wall surfaces fireproof and mold resistant as well.

Other Natural Additives : Aura also contains lime concentrate and other natural binders that makes your wall surface durable and all-weather resistant. It makes the wall impervious to mold and bacteria and also enhances the workability and ease of application of the final mixture, providing good whiteness index, smooth finish and supreme natural adhesion.

10. Benefits of Aura Natural Wall Plaster

Compared to any sand-cement plaster in the market, Aura edges out all competition by providing numerous advantages

- **Light Weight :** Compared to any sand-cement plaster aura doesn't increase the load on the building and ensures longer durability of walls.



- **Bright, white appearance** : High-white index.
- **Cost Effective** : With its superior paint-holding properties, Aura will cut out Putty or POP punning costs which have to be incurred for cement plastered surfaces.
- **Environment conscious** : No sand needed, saving river-banks and other water bodies from degradation. No curing needed, saving on gallons of water.
- **100% Eco-friendly, non-toxic** : Free of VOCs and other harmful ingredients.
- **Time Saving and Labour Friendly** : Easy application. Available in ready-to use pre-mix form. Even application time between two successive coats is very short, ensuring swift completion of work.
- **High Tensile and Flexural Strength** : Aura makes wall surfaces and floors less prone to cracking and shrinking.
- **High Green factor** : Creates less wastage because it can be recycled an infinite number of times. Made from natural gypsum rock that is dehydrated to produce a plaster powder, Aura needs water alone to produce the plaster. This paste can be salvaged and again converted to powder plaster for reuse purpose. 100% biodegradable.
- **Low Thermal Conductivity**: Excellent thermal insulation properties that help in saving energy and power. Aura will keep your space warm during the cold months and cool during the warm summer.
- **Infestation Resistant** : Aura protects against insect infestation, mould mildew, and fungal growth.
- **Fire Resistant** : Aura plaster acts as a barrier against fire and will protect the block work, concrete and steel.
- **Easy Application** : Traditionally-revered and local ingredients provide superior bonding properties, hence applied in a single coat on RCC ceilings, internal bare-brick walls, AAC blocks and concrete columns. Aura can be used on both smooth as well as rough surfaces.
- **Prohibits Rusting** : Inhibits corrosion of electric metal fittings, pipes etc, making surfaces durable and long-living. Metal lathing in Aura will not corrode or rust, giving long life to surfaces.
- **Levelled Walls** : Provides smooth finish for ceiling and walls.
- **Design Friendly** : Versatile in form, Aura supports all types of paints. Ideal for effects and texture experimentations.
- **No Shrinkage** : Aura does not shrink like cement during the drying out and hardening process as it undergoes very little expansion and contraction.
- **Less Supervision Needed** : Any sand-cement plaster requires careful scrutiny while maintaining accurate proportions. Aura premix is easy to prepare and very easy to work in comparison to cement plaster.

Among numerous natural resources, groundwater & sand is under extreme duress as it continues to disappear from our reach with every passing year. Particularly, since the availability of water and sand is severely limited today. To reverse the damage, or say, prevent more damage from occurring in the name of development, we have adopted construction practices that will help in protecting Mother Nature. It is this vision that led to the inception of Aura natural wall plaster, that combines the wisdom of our forefathers with the simplicity of traditional building methods. Assuredly, compared to the cement-sand plasters, it is eco-friendly, sustainable, cost-effective and reliable for your beautiful spaces and homes too.

Created with love, inspired by the stunning vistas of the mountains and deserts, here's Aura for you.



Registered head office and manufacturing unit
Desert to Mountains, 149 Roop Vihar, Shikargarh,
Jodhpur (Rajasthan, India)

www.deserttomountains.com

8171189456, 9828503977

@aura_natural.wall.plasters