

Financial Express	Date : 27.08.2015
Page no: 4	Editions : Chandigarh,Pune,Ahmedabad,Mumbai

## **Bajaj Allianz ties up with Dulux, offers sops on paints**

Now, you can buy a home insurance at a hardware shop next door. Or get a freebie from the paint company – paint your house and get your home insured for free. This is the first-of-its-kind cross selling deal for individual home owners to pick up a home insurance cover and overcome their indifference to buying home insurance. General insurance company, Bajaj Allianz General Insurance and Akzo Nobel India's decorative paint business, Dulux Weathershield, have got into a tie-up to bundle their offerings.