

Dulux Weathershield and Bajaj Allianz General Insurance Enter into a First of its Kind Bilateral Association

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Dulux, the flagship Decorative Paints brand from AkzoNobel India and Bajaj Allianz General Insurance today announced a unique strategic alliance. The Dulux Protect Plan will provide a home insurance cover of upto Rs.10 Lakhs and will be available with every 20l pack from the Dulux Weathershield range i.e. Dulux Weathershield Protect, Dulux Weathershield Max and Dulux Weathershield Powerflex.

Rajiv Rajgopal, Director, Decorative Paints, AkzoNobel India said, "The Dulux Weathershield product range keeps the walls of a home protected from rain, sun, dust and fungus. We have now broadened the proposition of protection being offered by Dulux Weathershield by partnering with Bajaj Allianz General Insurance to provide protection from natural and accidental calamities."

Rajiv added, "In our continuous endeavour to provide complete home protection to our customers, we are going beyond the contemporary ways of protecting walls through paint. This partnership is aimed at reaffirming both Dulux and Bajaj Allianz General Insurance's commitment of providing unsurpassed protection of homes."

Tapan Singhel, CEO, Bajaj Allianz General Insurance says, "We are pleased to partner with a global leader like Dulux that is backed by a rich heritage and international standards of quality. This partnership is aimed at increasing awareness on home insurance and leveraging Dulux's strength of reaching out to premium households to expand our customer base. Staying protected is an important risk mitigation tool in today's time of rising frequency of threats and damages that can occur."

Under this offer, each home owner can avail a maximum of upto Rs.10 lakhs of insurance cover. It is valid on all packs carrying the 100% protection mark only. The coupons can be redeemed by logging on to www.dulux.in/protection. The unique redemption code will be applicable till March 31, 2016 and validity of this insurance is for 12 months from the date of policy issuance

Dulux Weathershield will be running a nationwide campaign including Press, TV and digital, commencing August 2015. The campaign will be supported by massive retail presence and awareness across all communication mediums.

AkzoNobel India

Present in India for 60 years and a significant player in the paints industry. Over the years, it has witnessed sustained expansion, growth and transformation. In 2008, Akzo Nobel N.V. became owner of the entire equity share capital of Imperial Chemical Industries Ltd., by virtue of which the company became a member of the AkzoNobel Group. AkzoNobel India manufactures and markets a wide range of coatings covering Decorative paints, Protective coatings and Specialty Chemicals. We provide solutions to many industries and sectors including automotive, consumer electronics, power, aviation, shipping and leisure craft, construction, oil and gas, water and waste water, food and beverages, etc.

We supply industries and consumer with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Interpon. With employee strength of close to 1800, AkzoNobel India has manufacturing sites, offices and distribution network spread across the country. All manufacturing facilities have state-of-art environmental management system. Its commitment to Health, Safety, Environment & Security (HSE&S) has been amongst the best in class globally, with due care being taken to protect the people and the environment.

Safe Harbour Statement

This press release contains statements which address such key issues as Akzo Nobel's growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory.