

Make this Diwali colourful with Dulux 'Colour your World' offer

For long lasting walls and long lasting happiness-An assured prize for everybody

Gurgaon, Haryana, September 29, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- This Diwali make your dreams come true with Dulux. Get set to win a flat, Maruti Dzire cars, LCD TV's, A.C.'s, laptops, music systems and a range of other exciting prizes with Dulux's new consumer promotion.

Dulux has announced a mega consumer promotion '**Colour your World**' for the festive season. The promotion which is already on, gives consumers an opportunity to indulge themselves and stay in a festive mood till a very long time. Every participant wins an assured prize along with the opportunity to win any of the exciting prizes.

All consumers have to do to avail of this offer is to buy a can of Dulux promotional pack with which they will get a scratch/coded card with the can. Every scratch card/coded card contains a unique code, which consumers have to enter by dialing Dulux's toll free number **1800-1022-299**. No more waiting for long periods to know what you've won, as consumers instantly get to know their assured prize, by dialing the IVR number.

Commenting on the offer, **Mr. Hemant Somani, Head-Marketing, AkzoNobel India, said, "With Dusshera and Diwali around the corner, painting one's house or surroundings takes on a new dimension. Understanding our consumer's needs, Dulux has come up with a very exciting offer, which allows consumers to cash in heavily this festive season, while beautifying their homes. We are certain that this offer will give consumers an occasion to indulge themselves and their walls with Dulux."**

Combining safety and durability, Dulux gives consumers the opportunity to colour their walls and their lives this festive season. In fact, recently, an independent research conducted by the Centre for Science and Environment (CSE) has found that ICI Dulux Paints has much lower levels of lead content than what the Bureau of Indian Standards (BIS) has set as a permissible limit. So, go ahead and colour your world with Dulux paint.

Notes to Editor

About ICI Paints Limited (An Akzo Nobel company)

ICI India manufactures and markets paints and specialty polymers. With employee strength of about 900, ICI India is one of the largest paint company in India having manufacturing sites, business and sales offices and distribution networks spanning the length and breadth of the country. It had a sales turnover of Rs 1015 cr in 2008-09, predominantly from Paints. ICI's manufacturing activities in India commenced in 1939. With effect from 2 January 2008, AkzoNobel NV, Netherlands has become the owners of the entire equity capital of Imperial Chemical Industries, PLC, UK. Accordingly, AkzoNobel NV, the largest paint company in the world, has become the ultimate holding company of ICI India with effect from that date. For more information please log on to www.icidulux.co.in.

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