

Paints

SOV-E



April 10

Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Diamond Paints	75,000	0%	170	0%	12	0%
ICI Dulux Paint	82,378,224	66%	109,378	58%	6,476	54%
Master Paints	74,655	0%	35	0%	1	0%
Nippon Paints	42,896,425	34%	77,066	41%	5,405	45%
Silver Sand Paint	169,500	0%	2,495	1%	186	2%
Union Paint	18,150	0%	100	0%	9	0%
Total	125,611,954	100%	189,244	100%	12,089	100%

