



IISER students create a Limca Record for the largest Warli composition supported by Fevicryl

Pune, November 01, 2014: Over 300 students joined hands at IISER Campus to create a confluence of Warli Art and in the course created a Limca Record. Indian Institutes of Science Education and Research and Fevicryl, one of the leading art and craft brands, came together to celebrate and pay a tribute to this oldest tribal art forms of Maharashtra.

Warli paintings depict the daily labour and lifestyle. This art beautifully depicts respect for nature; reverence for all creatures however big or small. These paintings are a rhythmic portrayal of the basic yet essential components of one's life.

The composition, made up of smaller and individual paintings, was over 2500 square meters and has set a new Limca India Record.

Mr. Rahul Sinha, President- Sales & Marketing - CPASF, Pidilite Industries Limited, said, "We are delighted to partner with IISER for hosting the event and we congratulate the students for achieving the feat. It has further augmented our efforts to promote art and craft among the young generation. Also by setting a record, the institute is celebrating art and its importance. "

Mr. xxx, xxx, IISER Pune, said, "We intended to put together the largest Warli composition with the aim of creating a LIMCA BOOK OF RECORDS as a tribute to this age old art form. We are happy to have successfully achieved the same. We appreciate the gesture and support from Fevicryl in sponsoring such significant initiative. Such projects are important for the students to develop their creative ability during their important years of life."

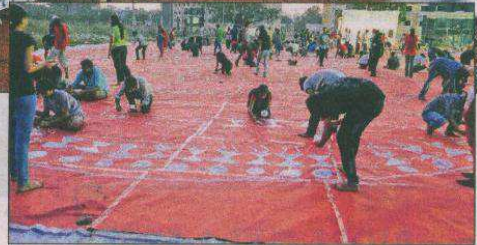
About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas, Motomax and Cyclo.



ART ATTACK

Over 300 students from the Indian Institute of Science Education and Research (IISER) came together on Saturday to create a confluence of Warli art, in an attempt to enter the Limca Book of Records. The institute said it's their attempt to pay tribute to the state's oldest form of tribal art. The composition, made up of smaller individual paintings, measured over 2,500 sq metres





Dr. Fixit presents Bluseal at Acetech 2014

~ Bags prestigious Design Wall award 2014

- Adheres well to concrete, masonry & variety of other substrates
- Unique spray applied instant set monolithic waterproofing layer with no joints
- 2 and a half times Superior to Brick bat Coba in insulation
- Less labor intensive

Mumbai, Nov 6, 2014: Dr. Fixit, the waterproofing expert, from the house of Pidilite Industries Ltd, announced the launch of **Dr. Fixit Bluseal** at the AceTech 2014 held in Mumbai. This product provides fool proof waterproofing system that is leak-free and guarantees a superior performance in comparison to Brickbat Coba. Bluseal also bagged the prestigious Design Wall Award 2014 for its extraordinary innovation.

Dr. Sanjay Bahadur-Global CEO, Construction Chemicals, Pidilite Industries Ltd said, *“We are extremely delighted to launch our product, **Dr. Fixit Bluseal** at the **AceTech 2014**. This is an innovative waterproofing product for the roofs and has 3 times more life expectancy than Brickbat Coba. It has no critical failure points of most conventional and some modern roofing systems. It has been launched at competitive rate for wider acceptance. Dr. Fixit Bluseal is a unique and revolutionary product that will provide effective solution against -roof leakage.”*

Dr. Fixit Bluseal is a unique Spray Applied Polyurethane Waterproofing System with no joints. It offers 2 ½ times better insulation and the manpower required is just 1/10th as compared to brickbat coba.

Dr. Fixit is one of the most trusted brands in the Indian construction industry known for its innovation and pioneering solutions for waterproofing problems. Continuing the brand promise further, Dr. Fixit is committed to launching solutions for different application areas. Dr. Fixit products breaks common myths and demystifies the problems associated with conventional waterproofing practices.



About Pidilite Industries Ltd.

Pidilite Industries Limited has been a pioneer in consumer and specialties chemicals in India. Over two-third of the company's sale come from products and segments it has pioneered in India. Its product range includes Adhesives and Sealants, Construction and Paint Chemicals, Automotive Chemicals, Art Materials, Industrial Adhesives, Industrial and Textile Resins and Organic Pigments and Preparations. Most of the products have been developed through strong in-house R&D. Pidilite is also growing its international presence through acquisitions and setting up manufacturing facilities and sales offices in important regions around the world. Fevicol is now the largest selling adhesives brand in Asia.

Dr. Fixit launches Blueseal at Acetech 2014



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