

BRAND:  
**DR.FIXIT**

#NC 5-POINT  
WATERPROOFING



**DR. FIXIT**  
WATERPROOFING EXPERT

100% WATERPROOFING

5  
POINT  
WATERPROOFING

1800 209 5504 [www.drfixit.co.in](http://www.drfixit.co.in)

## AGENCY



When I look at the commercial, I think of all the problems that we have faced during our lives when water seepage troubles us in the most surprising fashion. I am sure that this

interesting TVC will enable a lot of people to plan their homes in a better fashion by waterproofing them.

### **Piyush Pandey**

Executive Chairman and Creative Director, South Asia, Ogilvy & Mather

## CLIENT



Dr. Fixit, as the pioneer and market leader continues to educate consumers about the need for modern waterproofing methods. The 5-point TVC further expands the awareness

amongst consumers about the criticality to do their home waterproofing in the right way that is through Dr. Fixit 5-point waterproofing.

### **Vivek Sharma**

Chief Marketing Officer,  
Pidilite Industries

## CREDITS

CREATIVE TEAM:

PIYUSH PANDEY, SONAL DABRAL

ACCOUNT MANAGEMENT:

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CYRUS PAGDIWALA

