

Fevikwik Adds Four New Variants to Enhance Consumers' Instant Repair Experience

~ Fevikwik adds 4 new variants: Fevikwik Precision Pro, Fevikwik Gel, Fevikwik Advanced and Fevikwik Craft to address the evolving consumer needs ~

~ Fevikwik currently is a market leader in the instant adhesion segment ~

India, 2 April, 2024: Fevikwik, a leading brand of instant adhesive solutions, from the house of Pidilite Industries Limited, announced the launch of innovative new products, *Fevikwik Precision Pro*, *Fevikwik Gel*, *Fevikwik Advanced* and *Fevikwik Craft*. The launch of new products aims to revolutionise the repair experience for consumers across diverse use cases.

Commenting on the launch of new products, **Mr Sudhanshu Vats, Managing Director Designate, Pidilite Industries Ltd.**, said, "Over the past two decades, Fevikwik has been a market leader in the instant adhesives space. We are committed to meeting ever evolving consumer needs across various repair occasions. Our new variants, developed through extensive insights, aim to redefine customer experience. Each variant is tailored to specific needs, offering superior performance, and enhancing the overall repair experience while maintaining the strong adhesion feature across the line-up. Our vision is to continuously exceed expectations and set new industry benchmarks."

The new range of products have been designed to offer superior performance and user experience across various usage categories - Fevikwik Precision Pro for precise application, Fevikwik Gel for spill-free repairs and opportunity to correct mistakes, Fevikwik Advanced with water-proof and shockproof properties, and Fevikwik Craft for crafting enthusiasts.

In addition to addressing consumer needs, Fevikwik prioritised product accessibility and availability by adding new channels and distribution centres across India. The brand has introduced multi-use, easy-to-stock packaging to meet the preferences of urban consumers, ensuring readiness for emergencies.

About Pidilite:

Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial 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, Araldite and Fevicryl.

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