

## Pidilite Announces Launch of Fevikwik Gel with a Quirky Ad Campaign

~ Naya Fevikwik Gel – Galti sudharneka mauka de ~

Link: <https://youtu.be/R5IW1Z3eWtk>

**India, 29 February, 2024:** Pidilite Industries Limited, a leading manufacturer of adhesives, sealants, construction chemicals, and craftsmen products, announced the launch of a new campaign "Galti Sudharne ka Mauka De", for its latest variant Fevikwik Gel. The film emphasizes that small mistakes can be promptly rectified, highlighting the product's effectiveness in real-life situations.

The film opens with a handyman diligently affixing an 'M' (Male) signboard onto the door of an office washroom using Fevikwik Gel. As soon as the handyman affixes the board, a man hurries down the corridor towards the same washroom, clearly in urgent need. And as he reaches for the door handle, it swings open, and surprisingly a woman exits the washroom, creating a state of embarrassment. Sensing the mistake, in a swift motion, the handyman turns the 'M' upside down to a 'W' and heaves a sigh of relief. The tagline appears: "Naya Fevikwik Gel. Galti sudharne ka mauka de"

Says, **Manish Dubey, Chief Marketing Officer, Pidilite Industries Ltd.** "Fevikwik dominates the instant repair category to the extent that it is the only brand people think of when it comes to repairing broken items. However, we recognized that in some cases, repairers need a few more seconds to readjust the pieces for a perfect outcome. This realization prompted the development of Fevikwik Gel. Our new Fevikwik Gel represents a significant advancement in the instant repair category. The campaign, employing trademark Pidilite humour and real-world situation, illustrates how Fevikwik Gel streamlines the repair process by facilitating swift corrections and enables users to approach any repair or adhesion task with ease and confidence."

Fevikwik Gel, through its thicker, non-drip formulation gives users complete control over the application process. The formulation allows consumers to use it in situations which need very precise application along with some additional setting time.

Says **Piyush Pandey, Chief Advisor, Ogilvy India,** "Pidilite is a forever innovative company. This time the innovation is with Fevikwik Gel. The Gel gives you that little extra time that you require for adjusting before permanently fixing. The Fevikwik team at Ogilvy & Pidilite found it to be another great opportunity to communicate product benefits in Pidilite style which leaves a smile on your face."

Fevikwik Gel's new TVC is part of its broader marketing strategy, which includes digital campaigns, social media promotions, and other advertising initiatives. The company aims to reach a wider audience and showcase the benefits of its high-performance adhesive.



### **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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