**Pidilite’s Roff Launches Humorous Ad Campaign to Showcase the Strength of ‘Magar Ki Jakad’**

***~ The Latest Campaign Uses Humour to Highlight the Importance of Quality in Every Build ~***

***Video Link:*** [*https://www.youtube.com/watch?v=uq6fuWTOOHA*](https://www.youtube.com/watch?v=uq6fuWTOOHA)

**India, 22nd November 2024** – Pidilite Industries Ltd., the makers of Fevicol, unveiled a new ad campaign for Roff – it’s tile and stone adhesive brand. The campaign underscores the critical role of using reliable and high-quality tile adhesives in homes to withstand unexpected shocks, breakages and maintain the durability of interiors.

Speaking on the campaign launch, **Mr. Salil Dalal, Chief Business Officer, Construction Chemicals**, **Pidilite Industries, says**, *“We wanted to creatively convey the importance of using trusted and specialised products like Roff Tile and Stone Adhesives instead of traditional cement, for long-term, stress-free living. The TVC humourously emphasizes out how Roff Tile Adhesives are designed to provide homeowners with peace of mind. Pidilite’s Roff offers a wide range of innovative and easy-to-use solutions for tile and stone fixing”*

Speaking on the campaign launch, **Mr. Piyush Pandey, Chief Advisor, Ogilvy,** says, *“Roff continues to build on its humorous style of conveying that tiles stuck with Roff do not come off even if it faces high impact which can make tiles stuck with ordinary adhesives or cement fall off. This TVC, directed by Prasoon Pandey from Corcoise Films, has an engaging and entertaining style typical of Pidilite Advertising. I am sure the viewers will enjoy this communication, be persuaded to change the way tiles are fixed.”*

With this campaign, Roff once again solidifies its commitment to empowering customers with tile fixing products that provide reliability and unmatched quality, ensuring their homes remain strong and beautiful for many years to come.

The campaign is live across all the platforms including television, digital, OTT and cinema.

**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.

**About Roff:**

Roff, from the house of Pidilite Industries Ltd., is one of the leading tile adhesive companies in India.

Pidilite Roff products are technologically advanced bringing in global expertise with local intelligence. Roff has expanded its manufacturing footprint across the country, with its state-of-the-art infrastructure, ensuring quality, consistency and prompt service making it an Industry leader among the myriad tile adhesive brands. With a robust dealer network and 300+ trained personnel, Roff is fully equipped to provide on-site technical assistance for product recommendations, sample testing, and problem redressal making it a pioneer among the other tile adhesive brands.

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