**Dr. Fixit marks its 25 Years with KBC’s Silver Jubilee Season**

**India, January 24, 2025** – **Dr. Fixit**, the leading waterproofing solutions brand from Pidilite Industries Ltd., announced its collaboration with **Kaun Banega Crorepati (KBC)** for its landmark Silver Jubilee Season airing on Sony Entertainment Television. Both brands celebrate their 25th anniversary this year. The partnership will run across 40 special episodes, delivering impactful visibility and meaningful audience connection.

Speaking about the collaboration, **Sandeep Tanwani, Chief Marketing Officer, Pidilite Industries Ltd.**, said, *“Over the last 25 years Dr. Fixit’s expert waterproofing solutions have ensured that consumers’ most significant investment—their home—is protected against leakage and damage. Our association with KBC aligns perfectly with the ethos of using one’s expertise to bring meaningful change to lives.  This partnership is a step forward in reinforcing our commitment to providing pioneering solutions to Indian consumers.”*

Celebrating its 25th year, KBC continues to inspire millions with its intellectually inspiring and captivating format. This collaboration will see Dr. Fixit seamlessly integrated into the show’s format, strengthening its positioning as the ‘Waterproofing Expert’ through various high-engagement elements.

Leveraging the platform’s prominence, Dr. Fixit’s key integrations will include featuring in the "Expert Play of the Day" segment during every episode. Additionally, some winners who have used their expertise to reach a milestone in the show will receive an exclusive Dr. Fixit hamper—enhancing the brand’s association with expertise and reliability.

The collaboration aims to build awareness and engage meaningfully with audiences while further cementing Dr. Fixit’s position as the preferred expert in waterproofing solutions.

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**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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