

Glued to the leadership position

FEVICOL

Born: 1959

History: Owned by **Pidilite Industries Ltd**, it is the company's flagship product.

Status: Has approximately **two-thirds market share** in the adhesives market.

Brand story: Sold in its trademark white-and-blue packaging, this product is almost a category by itself. Just think about it—who is Fevicol's competitor? What other products can you recall that stick things as well as Fevicol does? *Zor lagake haisha* (put all your might into it), the good old punchline, still comes to mind when we think about Fevicol. The Fevicol story began when chairman D.B. Parekh saw some carpenters using glue from animal bones, which required days of preparation. Spotting the potential, he started Pidilite Industries.



"We are so successful because we were first in the market, and then, the pioneers in all other innovations," says Apurva Parekh, executive director at Pidilite Industries.

Fevicol's success and reputation got a boost when Pidilite introduced its first product line extension—a 30g tube—in the early 1970s. Later, a host of uniquely packaged Fevicol products were introduced for school students, office-goers and institutions. "We didn't want to be restricted to a 'carpenter' brand, and introduced different applications and packaging formats that helped change our image to an all-purpose adhesive," says Parekh.

And that gets reflected in every ad campaign, with each advertisement depicting a new application. In fact, the basis of its success is the brand's communication.

A creative approach of owning "bonding" while retaining the Indian flavour in the campaign, with a good measure of humour, has been the



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trademark of its advertising.

The ads have showcased human bonding in different forms—be it the rickety bus ad (an overloaded bus with people all over it, hanging on and not falling), the *Pakde rehna, chodna nahi* series (the hold-on, don't-let-go ads, doffing the hat to the climaxes of Bollywood films), or the pundit reciting the mantra, *Yeh Fevicol ka mazboot jod hai, tootega nahi* (this bond won't break). The Fevicol ads have won 30 awards in the last five years.

While the advertising definitely gives the brand an edge, Fevicol has always maintained a close connect with its primary customers—the craftsmen. "We have a Fevicol Champions Club (FCC) for skilled craftsmen, which acts as a platform for social gatherings and to celebrate festivals, etc.," says Parekh.

Like its creative advertising campaigns, Fevicol is still glued to the leadership position, even after 45 years.

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