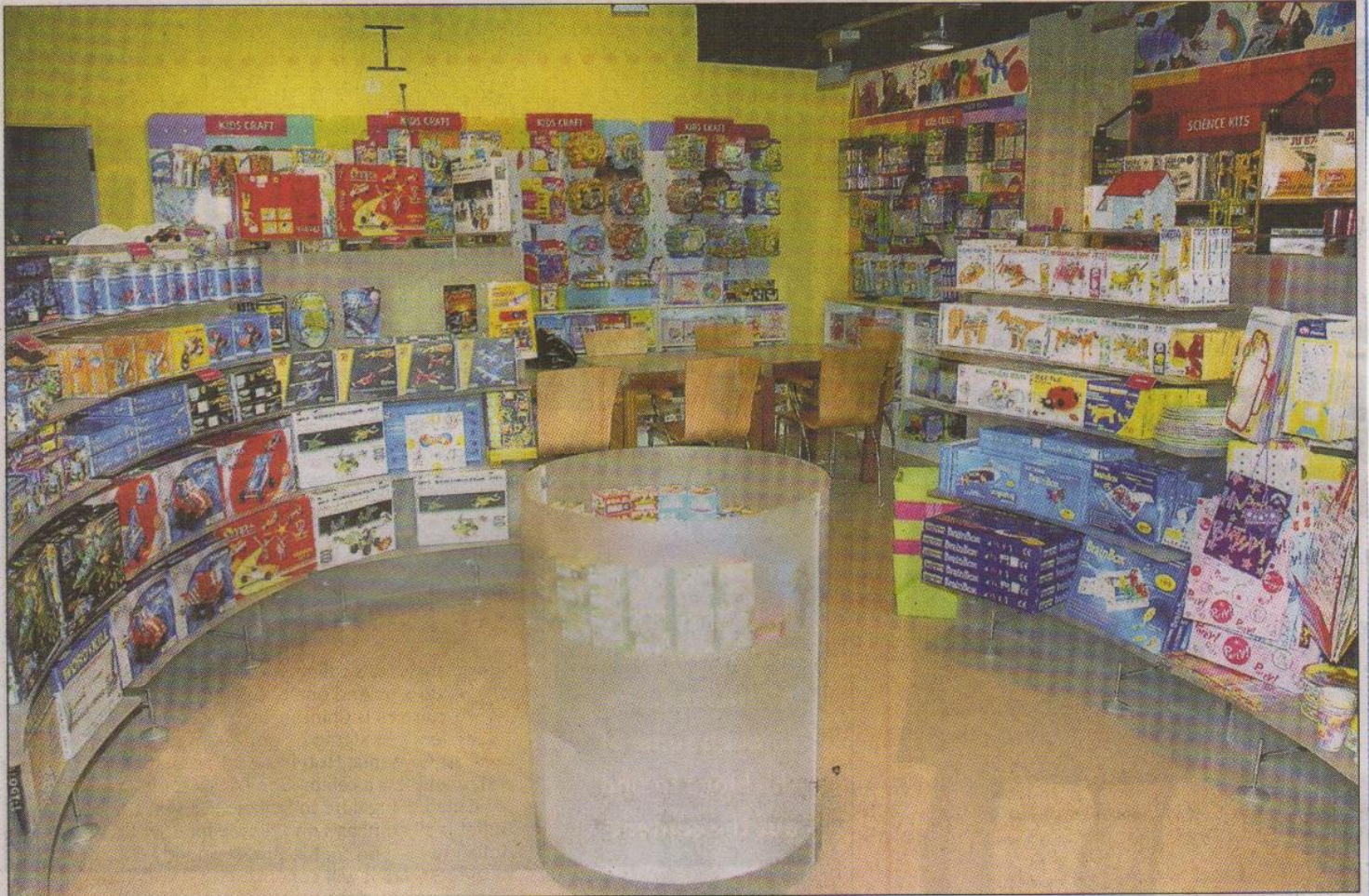


# Unleash your creativity



**C**reativity has always been suppressed in India giving no room to broaden the minds of children and adults. Hobby Ideas, India's first craft and hobby store promoted by Pidilite Industries Ltd has found a solution for this problem. This new innovative store is now open at 100-ft Road, Indiranagar offering a comprehensive range of craft and hobby products from various countries around the world. Having categories as diverse and exciting as Home Craft, Fine Art, Soap Craft, Paper

Craft, Kids' Craft, Moulding Craft, Fabric Craft, Glass Craft, Boys' Craft, Beads Craft and Floral Craft ensuring that the interests and needs of young boys and girls, teenagers, men and women are met and encouraged to be developed into something more.

In addition to the products Hobby Ideas also offers various workshops and theme based demos. The store has also handpicked an extensive range of products that will help one host the perfect birthday party for a child. Kara4Kids has partnered

with Hobby Ideas to encourage children to explore the world of art and to give them the freedom to express themselves and nurture new born hobbies that grasp their interest by conducting a workshop called KINDEKlasses in the store itself for children of ages 3 to 12 years and hopes to start a workshop for adults as well.

The opening was held recently, which drew in many parents and enthusiastic children who were all set for their first day of fun, creativity and learning. The children were so engrossed

in their clay modelling that they were completely oblivious to the fact that famous sports commentator and TV personality Charu Sharma was in the store to share their enthusiasm with them. When asked what was it that brought him to the opening of a craft and hobby store, he spontaneously replied, "I love the concept of children being given the opportunity to have well rounded personalities and what better way to ensure that than expanding their creativity."

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