



## Pidilite Unveils Quirky Digital Campaign Showcasing Fevicol Glue Drops' Instant Bonding Strength

~Fevicol Glue Drops: Chipkaane Mein Aasaan, Chhode No Nishaan~

Link: <https://www.youtube.com/watch?v=UWwzWjGa0k>

**India, XX September, 2023:** Pidilite Industries Limited, a leading manufacturer of adhesives and sealants, construction chemicals, and craftsmen products, has unveiled its new digital campaign (DVC) for Fevicol "Glue Drops" – a drop adhesive that promises to redefine the way you decorate and adhere things.

This visually captivating campaign showcases the humorous story of 'Bittoo's' post-birthday party disaster, where decorations stuck with regular tape leave the walls in ruins. This fun and quirky campaign highlights the importance of using Fevicol Glue Drops for a smarter and cleaner way to decorate. The campaign not only underscores the extraordinary bonding capabilities of Fevicol Glue Drops but also celebrates the limitless creativity and precision that these drops bring to crafting, modelling, and repairing projects.

**Kashyap Gala, Senior Vice President of the Arts & Crafts Division at Pidilite Industries Ltd.,** said, "At Pidilite, we are always looking ahead, and Fevicol Glue Drops is a testament to our forward-thinking approach. This groundbreaking adhesive product is poised to redefine the category. While the campaign begins with decoration space as one of its uses, the versatility of this adhesive caters to countless temporary sticking needs. The campaign will go live across multiple digital touchpoints and will be complemented by a strong influencer component as we showcase the many use cases of this truly disruptive innovation."

**Commenting on the campaign, Piyush Pandey, Chairman of Global Creative & Executive Chairman, Ogilvy, India,** said, "Fevicol, the mother of all adhesives, keeps looking for need gaps to fulfill them with innovative products. This time, it's Fevicol Glue Drops that do the job better than ordinary tape without leaving any marks. The ad captures the use of Fevicol Glue Drops in a day-to-day situation in a fun way, providing an easy demonstration with interest value for the family."

The film revolves around a creative storyline that resonates with anyone who has ever had to deal with the mess left behind by adhesive tape after a party or celebration. The ad demonstrates how simple it is to apply Fevicol Glue Drops. They are effortlessly peeled off and applied to decorations, securely sticking them to the wall without damaging the paint. This showcases the convenience and mess-free application of Fevicol Glue Drops.

The new campaign will be available on major digital platforms and social media channels, ensuring wide visibility and reach amongst consumers, inspiring and transforming the way we perceive adhesive artistry.

### **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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