

## The Fevicol Room leaves people saucer-eyed with yet another sticky activity

*~ Spreads joy at Lalbaugcha Raja's pandal*

*~ Reiterates brand proposition of being the ultimate adhesive in an off-the-wall manner at Lalbaugcha Raja*

Fevicol walked away with yet another unique and quirky activity that had the participants and the attendees laugh uproar. The company's sticky stunt at the pandal of Lalbaugcha Raja, that draws lakhs of devotees, took visitors by surprise.

The Fevicol Room was set up right next to the mannat line with the activity aimed at bringing out the strength of the brand. The visitors were required to get themselves clicked in a whacky pose.

At the Fevicol Room, consumers were seen posing and taking pictures of 'walking on walls' and 'hanging by ceiling' to shock their friends on Facebook, Twitter and Whatsapp.

The stunt, titled as the Fevicol Room, will continue till 26<sup>th</sup> Sept 2015. The same is amplified on social media through #TheFevicolRoom.

Yet again, Fevicol has reinforced its brand proposition of being the ultimate adhesive in a unique manner. Fevicol has always been synonymous with entertaining tone of communication. Albeit, this time, too, Fevicol's divergent participation at Lalbaugcha Raja is funny yet in a salient manner and it was well applauded.

The success of Fevicol's communication lies in its earthiness and its ability to break the clutter and connect with its audiences using the wit and humor quotient. Not only it managed to break the clutter but its ludicrous act was well received reinforcing Fevicol's brand proposition of being the ultimate adhesive'

**Salil Dalal, President - Sales & Marketing, Fevicol, Pidilite Industries Ltd** said, "We at Fevicol firmly believe in out of box ideas that grab eyeballs of the onlookers. The activity not only reiterated the brand's identity of being the ultimate adhesive but also engaged people in some fun. This act helped us clearly reach our message to the consumers making them smile."

### About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile 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, Fevistick, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas and Cyclo.

# Fevicol's 'Sticky Surprise' at Lalbaugcha Raja

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*The brand's activation at the most popular destination during Ganesh Chaturthi, to bring out the strength of Fevicol, has devotees amused.*

Fevicol, the popular adhesive brand from Pidilite Industries, on the occasion of Ganesh Chaturthi, has launched an interesting on-ground activation at Mumbai's Lalbaugcha Raja pandal. The brand has set up 'The Fevicol Room' right next to the mannat line. Devotees walking into the room are treated to an illusion of them 'walking on walls' and 'hanging by the ceiling'. Caught by surprise, people have been sharing their pictures on Facebook, Twitter and WhatsApp. The activity will continue until September 26.



The 'Fevicol Room' is aimed at bringing out the strength of the adhesive. The activity has a dual purpose - to bring saliency to the



## **Pidilite partners with IPSC to initiate skill development program for Plumbers**

*~ To train 1000 plumbers across India in FY 15-16 under Pradhan Mantri Kaushal Vikas Yojana*

**September, 2015:** Pidilite Industries Ltd, one of the leading companies in adhesive, sealants and plumbing segment, initiated the first skill development program for the plumbing fraternity in Mumbai under 'Pradhan Mantri Kaushal Vikas Yojana' (PMKVY). Over 50 plumbers have already been trained and certified under this program. Pidilite aims to train over 1000 plumbers across country in this fiscal year.

PMKVY is an initiative by Hon. Prime Minister Mr. Narendra Modi under Ministry of Skill Development and Entrepreneurship (MSDE). This skill certification and reward scheme aims to enable and mobilize a large number of Indian youth to take up skill training and become employable and earn their livelihood.

Plumbing has been selected as the core initiative for skill development under the National Skill development program and Pidilite will partner with the Indian Plumbing Skills Council (IPSC) to train plumbers across India under this initiative.

Mr. Rajesh Joshi, President-Sales, Consumer Product-Maintenance, Pidilite Ltd, said, "We are proud to be associated with the Indian Plumbing Skills Council. As an industry, plumbing plays a paramount role in providing potable water, safe sanitation and water conservation apart from ensuring safety of buildings and their occupants. It is crucial that plumbers are trained and provided with required skill-sets. We are extremely delighted from the kind of response that we received from our first batch and hope to reach out to 1000 plumbers in 6 months.'

As opposed to developed countries, where the percentage of skilled workforce is between 60% and 90% of the total workforce, India records a low 5% of workforce (20-24 years) with formal vocational skills. Therefore there is an urgent need for speedy reorganization of the ecosystem of skill development and entrepreneurship promotion in the country to suit the needs of the industry.

According to a National Skill Development Council survey, just 0.5 per cent of plumbers in the country are trained. There is a requirement of 12 lakh trained plumbers by 2020, while the current availability is 2.5 lakh, with most of them untrained or self-trained.

Through the training program Pidilite along with the IPSC would share the best practices and latest technology with the plumbing community. The program will help to enhance the skill of plumbers. As a pre-requisite, a plumbing laboratory has been set up at Pidilite's Mumbai headquarters where the plumbers would get practical knowledge along with some classroom sessions with the experts.

**पिडिलाईटची  
आयपीएससीसोबत भागीदारी**

■ मुंबई : पिडिलाईट इंडस्ट्रीज लि. या अॅधेसिव्ह, सीलंट्स व प्लम्बिंग श्रेणीतील कंपनीने मुंबईतील प्लम्बिंग क्षेत्रासाठी 'पंतप्रधान कौशल विकास योजना' (पीएमकेव्हीवाय) अंतर्गत पहिला कौशल्य विकास कार्यक्रम सुरू केला आहे. राष्ट्रीय कौशल्य विकास कार्यक्रमांतर्गत मूलभूत उपक्रम म्हणून प्लम्बिंगची निवड करण्यात आली आहे आणि या उपक्रमांतर्गत प्लम्बर्सना प्रशिक्षित करण्यासाठी पिडिलाईट इंडियन प्लम्बिंग स्किल्स काऊन्सिल (आयपीएससी) सोबत भागीदारी करणार आहे. या कार्यक्रमांतर्गत अंदाजे ५० प्लम्बर्सना अगोदरच प्रशिक्षित व प्रमाणित करण्यात आले आहे. या आर्थिक वर्षात देशभरातील एक हजार प्लम्बर्सना प्रशिक्षित करण्याचे कंपनीचे उद्दिष्ट आहे.

