**Dr. Fixit Unveils New Ad Campaign Featuring Amitabh Bachchan!**
*Superstar lends his iconic voice for the campaign*

**Link -** <https://youtu.be/hMTmcPx7j-Q>

**India, March 03, 2025** – Dr. Fixit, the leading waterproofing solutions brand from Pidilite Industries Ltd., launched an exciting new ad campaign featuring the legendary Bollywood actor - Amitabh Bachchan. This campaign revolves around a catchy and relatable jingle, "Water Proofing Ka Baap," sung by Mr. Bachchan himself. Using his signature style, the ad humorously highlights the benefits of Dr. Fixit’s advanced waterproofing solutions, ensuring homes stay dry and protected no matter how heavy it rains outside.

***Bharat Puri, Managing Director of Pidilite Industries Ltd., expressed his enthusiasm:*** *“We aimed to bring a fresh and engaging approach to educate homeowners about the importance of waterproofing. Mr. Bachchan’s powerful presence—both as a narrator and as a character—combined with the humour-infused storytelling, makes the message both entertaining and memorable. Dr. Fixit has been the trusted expert in waterproofing for years, and this campaign reaffirms our commitment to keeping homes safe, leak-proof, and worry-free.”*

Playing the role of the husband, Mr. Bachchan adds his signature style to the humour, making the ad even more relatable and entertaining. The catchy lines—*"Paani hai baahar, sookha hai andar, Dono ko never mix it - Waterproofing ka sach mein, Baap hai Dr. Fixit."*—reinforce the brand’s expertise in keeping homes leak-free.

***Piyush Pandey, Chief Advisor at Ogilvy India,*** *explains, "The partnership with Pidilite, Ogilvy and Prasoon Pandey (Corcoise Films) are legendary. To celebrate the 25 years of Dr. Fixit, this time Prasoon wrote the lyrics apart from directing the film. Mr. Bachchan, in his typical style of humour and singing, has added magic to this film. His spontaneity and humour make this commercial watchable repeatedly. Not much logic can be written on this, just enjoy the magic."*

As Dr. Fixit celebrates its 25th anniversary, the new TVC plays an integral role in its broader marketing strategy, encompassing a comprehensive communication plan across television, digital, OTT platforms, and various other channels. The brand seeks to strengthen and reaffirm its position as the ultimate waterproofing expert.

**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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