**Mumbai’s Marol Naka Metro Station is Now ‘Fevicol Marol Naka’!**

*~ Pidilite rebrands the metro station close to its offices on the 101st birth anniversary of its Founder ~*

**Mumbai, 12 March, 2025:** Fevicol, India’s most iconic adhesive brand from Pidilite Industries Ltd., today announced the renaming of Marol Naka Metro Station to ‘Fevicol Marol Naka.’ This move is not only a tribute to the brand’s deep-rooted connection to the city but also a heartfelt homage to its visionary founder, the late Shri Balvantray Kalyanji Parekh, fondly known as the ‘Fevicol Man,’ on his 101st birth anniversary.

The renaming of the metro station not only reinforces Fevicol’s brand presence but also honours the vision of the man who built a great organization on the simple philosophy of bringing people and materials together seamlessly. The strategic partnership was facilitated by Madison Outdoor Media Solutions (MOMS).

As part of this transformation, one of the vestibules of the Marol Naka station has been turned into a walk-through gallery, showcasing Fevicol’s legendary advertisements from over the years. With the unique approach – setting Fevicol apart from other stations, the focus was to thoughtfully curate a space that connects audiences with the timeless and humorous Fevicol ads, which have brought smiles to Indians across generations. Commemorating the brand’s rich legacy, this unique exhibit allows commuters to relive Fevicol’s most memorable campaigns that have shaped Indian advertising. Additionally, multiple digital screens across the station have been dedicated to playing Fevicol’s iconic ads, ensuring that passengers experience the brand’s creative storytelling while in transit.

Speaking on this occasion, ***Bharat Puri, MD of Pidilite Industries****, said, "At Pidilite, we believe in building lasting bonds. Our founder, Late Shri. Balvantray Kalyanji Parekh, realized his dreams in Mumbai and started the first manufacturing facility in this area. Celebrating his 101st birth anniversary, we honour his legacy and our connection to this city. The neighbourhood is now home to multiple Pidilite offices—this initiative brings immense pride to our employees who frequent this station daily.”*

**Jayesh Yagnik, CEO, MOMS,** said**,** “*As Fevicol continues to be an integral part of everyday life in India, it’s only fitting that we chose a platform that is central to the daily routines of millions of Mumbaikars. The Marol Naka Metro Station, as a key interchange hub, allows Fevicol to reach its target audience effectively and meaningfully. Madison’s meticulous approach has ensured this partnership is executed flawlessly, with a lasting impact for both Fevicol and Mumbai Metro*.”

**Mr. Rohit Chopra, COO, Times OOH** said ***"****We are thrilled to welcome Fevicol as the exclusive station branding partner at Marol Metro Station. As the sole concessionaire of Mumbai Metro Line 1, Times OOH is committed to delivering impactful brand experiences through high-visibility transit media solutions. This collaboration reinforces the power of metro advertising in connecting brands with millions of daily commuters, creating a lasting impression in a highly engaging environment. Marol is an elevated metro station on Mumbai Metro's Line 1 (Blue Line), serving the Marol neighbourhood in Andheri (East), Mumbai. Andheri, being a key Commercial and residential hub in Mumbai, makes it an ideal station to build brand value while targeting a diverse audience. We are confident that this station will prove to be a valuable addition to the brand’s marketing initiatives.****"***

As Fevicol celebrates this landmark moment, the brand remains committed to innovation and customer trust—values that have made it a leader in the adhesive industry. Marol Naka is a key transit point in Mumbai’s bustling metro network. Strong ambient media visibility across the station will further augment the brand’s core thought of Mazboot Jod, strengthening Fevicol’s place in the hearts and minds of Mumbaikars and beyond.

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**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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