



Dr. Fixit Communicates the Message of Waterproofing Through Unique 'Auto-rickshaw' Outdoors

~ To Brand more than 1000 Auto-rickshaw Flaps with 'Paani-Roke' creatives

Mumbai, August 8, 2014: Dr. Fixit, the waterproofing expert, from the house of Pidilite Industries Ltd, along with MOMS, an outdoor arm of Madison Communications, has innovated an interesting medium for outdoor advertisement. This monsoon Dr Fixit will be branding Auto-rickshaw flaps with the message of 'Paani Roke'.



Mr. Ashish Prasad, President – Sales & Marketing, Construction Chemicals Division, Pidilite Industries, said “Dr. Fixit is a market leader in waterproofing solutions and has pioneered various innovations in the category. As a leader, we are creating awareness amongst the consumers about the necessity of Waterproofing their homes. The 'Auto-Rickshaw' campaign is simple and focused on strengthening the brand positioning of Dr. Fixit = Waterproofing.”

Mr. Dipankar Sanyal, COO, MOMs outdoor media solutions, said, “As Dr. Fixit waterproofs & protects the homes from leakages, on the same lines Auto Rickshaw flaps protects its passengers from rain water splashing inside. Taking the cue from this, Dr. Fixit last year had decided to brand these flaps with the message of PAANI KO ANDAR GHUSNE NA DE. This year we have taken idea to the next level and have done branding for 1000 rickshaw's across Western Suburbs of Mumbai with the strong message of 'Paani Roke' with call to action SMS number.”

About Pidilite Industries Ltd.

Pidilite Industries Limited has been a pioneer in consumer and specialties chemicals in India. Over two-third of the company's sale come from products and segments it has pioneered in India. Its product range includes Adhesives and Sealants, Construction and Paint Chemicals, Automotive Chemicals, Art Materials, Industrial Adhesives, Industrial and Textile Resins and Organic Pigments and Preparations. Most of the products have been developed through strong in-house R&D. Pidilite is also growing its international presence through acquisitions and setting up manufacturing facilities and sales offices in important regions around the world. Fevicol is now the largest selling adhesives brand in Asia.



About CC Division

Construction Chemicals Division of Pidilite offers a wide range of applications such as Waterproofing, Repair Solutions for existing structures and Tile Fixing Solutions. Also it offers host of other applications like Exterior Coatings, Sealants, Concrete Admixtures, Floorings and Grouts to satisfy all construction related problems.

Pidilite is dominant player in Construction Chemical Industry and the market leader in Retail Segment. Hitherto, the competitors were focusing only on projects. But Pidilite has changed the industry paradigm when it forayed in retail segment. This step ensured that latest in Construction Chemical technology was made available to the common man. The company further enhanced its customer centric policies by being the first in the industry to start an in-house Technical Services Cell, which assists customers in diagnosing the problem and selecting the right product.

All these efforts are supported by Cutting Edge R&D centers (in India & Singapore), manned by an excellent pool of professionals and state-of-the-art manufacturing facilities. Today, **Dr. Fixit** is exported in 20 countries and has been launched in Thailand; UAE & Singapore through Pidilite's wholly owned subsidiaries.

Dr. Fixit protects auto passengers from rain

Pidilite Industries has taken an innovative outdoor route to promote its waterproofing solution 'Dr. Fixit'. The company has branded over a thousand autorickshaws in the western suburbs of Mumbai with the message 'Paani Roke' to connect with its target audience in this monsoon season. The flaps on the sides of the vehicle carry the brand message and also a call to action through SMS. The campaign has been executed by MOMS.

On the campaign, Ashish Prasad, President - Sales & Marketing, Construction Chemicals Division, Pidilite Industries, said "Dr. Fixit is a market leader in waterproofing solutions and has pioneered various innovations in the category. As a leader, we are creating awareness amongst the consumers about the necessity of waterproofing their homes. The 'Auto-Rickshaw' campaign is simple and focused on strengthening the brand positioning of Dr. Fixit = Waterproofing."

Dipankar Sanyal, COO, MOMS Outdoor Media Solutions, said, "As Dr. Fixit waterproofs and protects the homes from leakages. On the same lines, autorickshaw flaps protect the passengers from rain water splashing inside. Taking the cue from this, Dr. Fixit last year had decided to brand these flaps with the message of 'Paani ko andar ghusne na de'". This year we have taken the idea to the next level and have done branding for 1,000 rickshaws across the western suburbs of Mumbai with the strong message of 'Paani Roke' with call to action via SMS." •

