**Pidilite unveils Fevicol’s *‘Jugalbandi’* Campaign**

~ The film emphasizes the bond of Fevicol in its quintessential traditional and quirky humour~

**Link:** <https://youtu.be/ZnYZ1cbfYj8>

**India, 4 June 2024**: Fevicol, renowned adhesive brand from Pidilite Industries Limited, unveils its latest campaign, ‘Jugalbandi’ – a film which celebrates musical journey of two brothers with a blend of traditional charm and quirky humour. The campaign marks the return of Fevicol's signature creative style and humour.

**Bharat Puri, Managing Director at Pidilite Industries Ltd.,** remarks, "Fevicol, as a trusted household name, continues to uphold its core value of building Mazboot Jod (Strong Bond). Our latest Jugalbandi film humorously portrays Fevicol as an emblem of lasting connections and enduring strength. We are proud to launch this campaign in a year that holds special significance, as we celebrate the 100th birth anniversary of Fevicol’s founder, Balvantray Kalyanji Parekh.”

Crafted by Ogilvy India and Prasoon Pandey of Corcoise Films, the film encapsulates Fevicol’s signature quirky storytelling. The humorous real-life scenario and contextual reference offers a rib-tickling experience.

**Piyush Pandey, Chief Advisor at Ogilvy India,** explains, "Fevicol’s Jugalbandi campaign underscores Fevicol's unbreakable bond. Using a combination of Pidilite’s unique humorous style and quirky musical journey of two brothers, we bring alive Fevicol's commitment to forging enduring connections and resilience across generations.”

Fevicol’s new TVC is integral to its broader marketing strategy, encompassing a comprehensive communication plan across television, digital, and various platforms. The brand seeks to fortify and reaffirm its promise of an unbreakable bond.

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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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