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2015-16



# Creativity

has the ability to add magic to the world and make life joyful like few other things can.

By helping people unleash their creativity to the fullest, our products manifest beauty and open up unlimited possibilities.

## The Sculptoonist

RANIAN KAPUR

What began as a fascination with ready-made M-seal Ganesha idols has grown into a healthy obsession for Mr. Ranjan. Malleable when soft and hard when dry, M-seal has enabled him to sculpt the quirky figurines he lovingly calls 'Sculptoons', each one proudly bearing a unique name and identity too!





# Crafting the everyday

### BHAVANA MISHRA

Ex-chef and hospitality trainer Bhavana initially took up art as a hobby, and has never looked back since. She abhors wastage, which is why she uses her creativity and the brilliant shades and viscosity of Fevicryl to give old utensils and everyday kitchen products a brand new lease for life



### Educate to elevate



DIIRNIMA SAMPAT

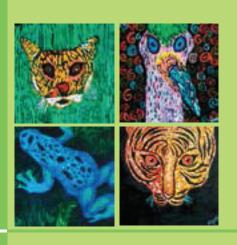
As an art educator, Purnima strives to help people of all age groups reach their full creative potential. By encouraging creative expression and experimentation, she passionately transforms her students from beginners to masters. And they, in turn, transform canvases into masterpieces!



### Creation is liberation

ANVITA SHAH &

Although Anvita and Janine have been exposed to the contemporary digital world, they are both far more drawn to the charm of the traditional, hands-on approach to art; it feels more real and personal. And Pidilite's products serve as the perfect outlets for creative expression, experimentation and exploration.







LUISA & HERVÉ

From beautiful jewellery and vases to lamps and wall art, Luisa and Hervé work in tandem with local villagers to create hand-made paper items. Born out of a simple idea, Auroville Papers uses passion for paper, unrestrained creativity and Fevicol for binding so as to empower locals and contribute to their well-being.





# Little pieces make big dreams





Post exiting the ad-mad world, Nita took up mosaic art as a hobby and felt an instant connection. After exhibiting her works she Italy. Today she creates beautifully using a range of Pidilite products like Fevicol, M-seal, Fevikwik and

