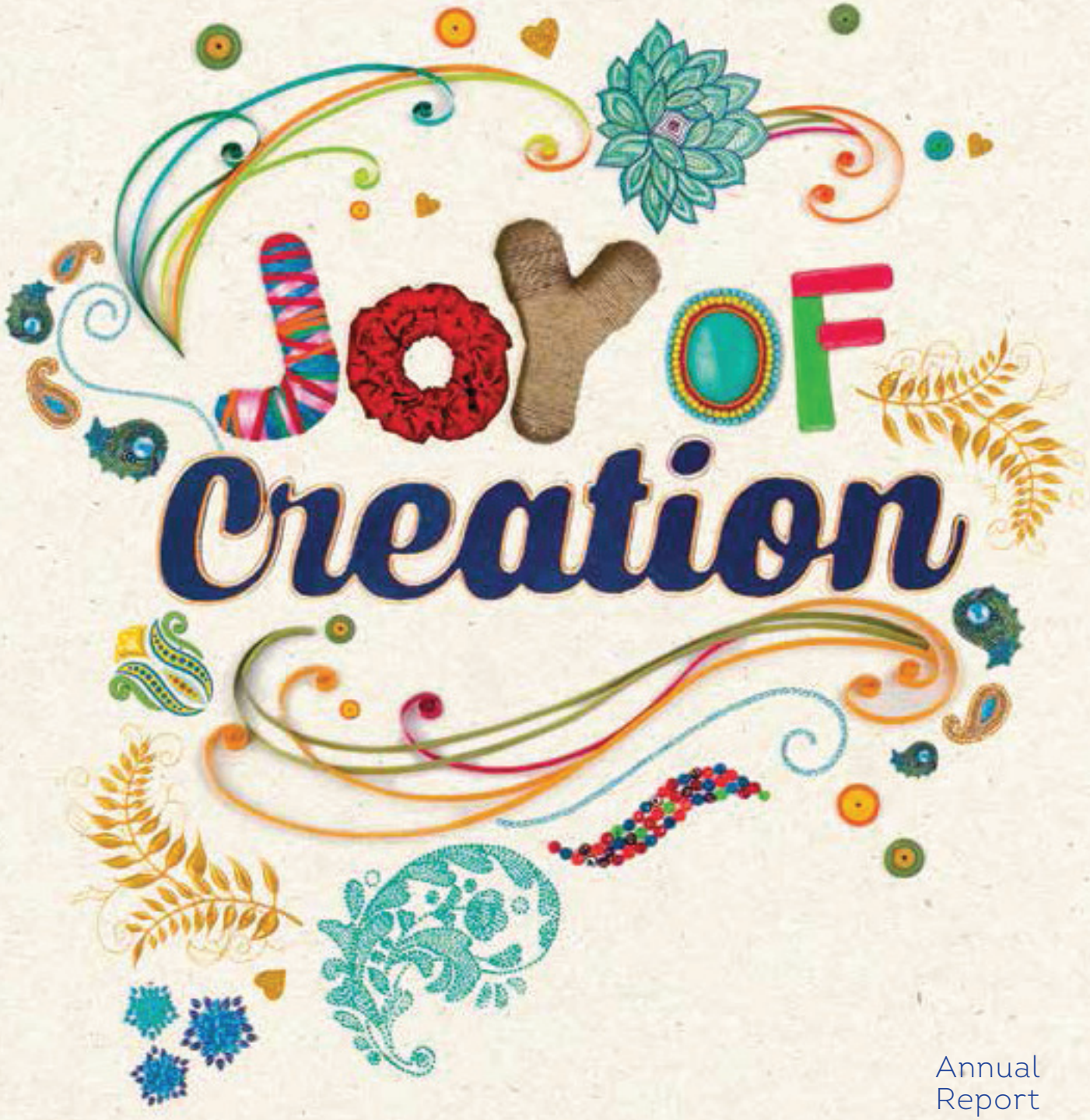
Pidilite




Annual Report

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



RANJAN 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

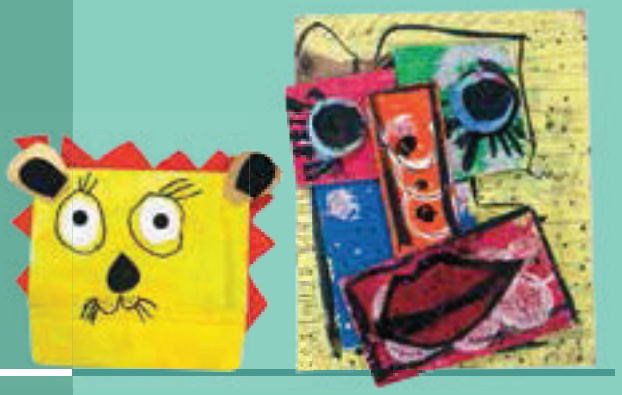


BHAVANA MISHRA

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



PURNIMA 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 &
JANINE DOCTOR

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.



# Handmade art from the heart



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.



# Of expression & creation





RAJASHREE THAKKAR

Adept at 300 art and craft forms from across the globe, Rajashree believes that art isn't about a specific form; it's about creativity. Dedication, an impressive repertoire, contemporary teaching techniques and a host of Pidilite products have enabled her to nurture the creative artist within many a child.



# Little pieces make big dreams



NITA JOSHI

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

