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## **A STORY OF GROWING TOGETHER**

*We believe growth is collective.  
The growth story of Pidilite is written  
with the stories of so many lives that  
we have touched, each one as special.  
We bring to you six such stories.  
In their success, lies ours.*









# I am 86. I still love coming to work because this is my family.

I was a young man when I met the founder of Pidilite, Mr. B K Parekh.

My first day of work was the same day India got its independence. I was working with the Group even before Pidilite came into existence. Everything I learned, I learned here. At that time, there was no technology, and I had to be very meticulous; my memory was my super power. I would find ways to be cost-conscious for the company, which I treated as my own.

I was the first employee at Pidilite. I've been here for the longest time, and still continue to come to office for a few hours. I get a lot of respect from my colleagues, old and new. Seeing different generations working together is common at Pidilite – people don't just grow into their roles, they also grow here as individuals.

**JAYSHANKAR BHAI**  
Employed with the Group  
since 70+ years



# *Fevicol jodne ka kaam karta hai, aur humare parivaaron ko bhi jodke rakhta hai.*

We had a furniture workshop, which we transformed into an FCC\* office. That is the influence FCC has had on my life.

Even our families have met and bonded over various FCC activities. My favourite activity is Shram Daan Divas, an initiative that gives carpenters the opportunity to come together for a noble cause. Instead of competing against each other, this unites us with a common goal and gives us a sense of community; I have not seen this anywhere else. We usually start preparations for Shram Daan Divas a month in advance. We treat it like any other festival in India.

Overall, the FCC platform has also helped me a lot, especially to increase and improve my business.

**PRAMOD TIWARI (Panditji)**

FCC Contractor since 11 years

\*FCC stands for Fevicol Champions' Club launched by Pidilite in 2002.











# *Jo bhi seekhne ko mila hai, woh sabse zyada Pidilite se hi mila hai.*

My grandfather was one of the masons who worked on the stonework at Gateway of India and Taj Hotel in Colaba. At that time, the wage for labourers was just 10 paise! I have preserved that coin as a memento. My grandfather has always been my role model.

When I started doing masonry at the Pidilite sites, everyone liked my work. I remember I also did stone work for the Pidilite office buildings. It makes me proud that I was a part of building Pidilite.

Everything I know about waterproofing and its techniques, I learned here. Because of the Company's trust in me and my work, I know business *accha hi chalega*. I think this has assured me to encourage my children to study further and follow their dreams. I want them to do what they like best and I am happy that I can support them.

**CHHAJURAM MISTREE**

*Mason associated with  
Pidilite since 20 years*



# My relationship with Pidilite has always been one of trust, whether in business or personal life.

My dad began his association with Pidilite way back in 1987. Later in 2005, when I joined his business, Pidilite recommended that we enter a new geography – Vashi. At that time, Vashi was unheard of.

Pidilite trusted us with the job, and thanks to our partnership, we were able to create a strong base that they needed in that region. Since then, we have been given responsibility for other geographies too. Overall, Pidilite helped Prime to set up distribution and learn the trade. It constantly keeps up with latest technology, making it a joy for us to conduct business.

On a personal note, when my father fell ill and was hospitalized, Pidilite management was concerned and offered help that was required. This gesture was very touching and one that I will always remember.

**RAJ KOTECHA**  
*Prime Distributors*

*Distributor associated with  
Pidilite since 30 years*