



HINDU JANA JAGRUTI SAMITI



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॥ Jayatu Jayatu Hindurashtram ॥

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To,

The Editor/Chief Reporter

PRESS NOTE

Pidilite Industries insult Bharatiya Army

'Pidilite Industries' should tender public apology to the Bharatiya Army and withdraw the advertisement on the TV channel ! - A demand by Hindu Janajagruti Samiti

Mumbai - During the 'World Cup 2015' cricket match between Bharat and Pakistan played on 15th February, M/s Pidilite Industries have exhibited extremely tasteless advertisement of their product 'Fevikwik' on a TV channel. In this advertisement, during the 'Retreat' ceremony regularly held on Wagha border, Bharatiya javan is shown as fixing a torn shoe of a Pakistani soldier with the help of 'Fevikwik'. When Bharatiya javans are protecting the nation day and night by endangering their lives, it is totally intolerable to witness a Bharatiya soldier paying obeisance to Pakistan under the pretext of fixing a shoe. Due to this advertisements, sentiments of crores of Bharatiya citizens are hurt. Therefore, Hindu Janajagruti Samiti demands that M/s Pidilite Industries should tender public apology to the Bharatiya Army and withdraw the advertisement on the TV channel. A memorandum to this effect has been sent to M/s Pidilite Industries.

In this advertisement, Bharatiya javan is shown as saying 'Todo nahi Jodo' (Do not break, mend) while fixing the shoe with 'Fevikwik'. As a result, a wrong message that our nation and army are responsible for spoiling the relations between two countries and tension is on rise due to javans is being circulated. This not only insults Bharatiya javans, but the entire people of Bharat. Pakistani soldiers do not possess any special competence so that Bharatiy javans should prostrate before them.

In this connection, we would like to bring to the notice of M/s Pidilite Industries that in the year 1947, Bharat was partitioned in two nations and Pakistan got the independent nation on the basis of the religion. Later, let alone being grateful toward Bharat, Pakistan fought 3 wars against Bharat, thus displaying its hared toward Bharat. Pakistan is persistently indulging in terrorist activities and trying to divide Bharat once again. Pakistani army is constantly violating cease-fire and targeting Bharatiya citizens on the border by firing at them. Some of Bharatiya javans had to lose their life in these firing incidents. Therefore, we are demanding that M/s Pidilite Industries should tender public apology to the Bharatiya Army and withdraw the advertisement on the TV channel. If M/s Pidilite failed to take immediate action, it is warned that we would be forced to hold severe agitation.

Yours Truly,

Ramesh Shinde

(National Spokesperson, Hindu Janajagruti Samiti)

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