



HINDU JANA JAGRUTI SAMITI



Reg. No. 1540/I-634, 12.11.2002, Ponda, Goa.

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Date: 21st Feb 2015

Shri. M. B. Parekh
Chairman & MD , Pidilite Industries,
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Mumbai - 400021 Maharashtra. INDIA
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Dear Sir,

Subject : Request to stop the advertisement of Fevikwik Insulting Indian Army

Pidilite Industries Limited has been a pioneer in consumer and specialities chemicals in India. Fevicol is now the largest selling adhesives brand in Asia and we are proud of your Company and products. We appreciate your Marketing strategies and funny advertisements. However this is being stretched too far to hurt our National sentiments and patriotism. We have received lot of complaints about your latest advertisement shown on your website, you tube and during **World Cup 2015 cricket match between Hindusthan (India) and Pakistan on varies channels promoting "FEVIKWIK" where our proud BSF Jawan at Wagha Border is interested in repairing shoe of Pakistan soldier. This is humiliating and insulting our Defence force** and question is raised in the minds of patriotic citizens whether your Company is antinational? That is why we are writing this letter to resolve the matter.

Hindu Janajagruti Samiti is an NGO engaged in Nation building, educating people about Dharma & Dharmacharan, awakening & uniting Hindus for the past 12 years. The objective of the Samiti is to create awareness about Hindu Dharma and National issues, to educate Hindus, to unite Hindus globally, to achieve broader social and National interests., to stop denigration of Hindu Dharma (Righteousness) and National pride. For further details please visit our website www.HinduJagruti.org where more than 9 lac proud Hidus visit.

Every Indian citizen is aware of India and Pakistan relations and border tension. Pak army is beheading our soldiers , killing hundreds of Indian citizens, promoting terrorism. Pakistan is an

enemy Naton and has opend proxy war against India. In this situation in your advertisement you want our proud soldier to repair the shoe of enemy during serious issue of Retreat March. Next time a shoe polish company may show that our soldier is doing polish of Pak soldier's shoe. Whether this is acceptable to you as a Indian citizen and Chairman of an esteemed organisatio. This act of your esteemed organisation is not fair to give advertisement in this sensitive and National issue. No proud Indian will dare to make such fun of Defence force.

I am proud of your organisation and discussed this issue with marketing department on 20.2.2015 so as to resolve the matter. However it seems that they are least bothered about our National feelings and also your organisation.

Please note that M/s Pidilite has insulted and hurt the National Sentiments of crores of Indian Citizens who will boycott your products resulting loss and defamation to your organisation. Hence it would be appropriate on your part to withdraw / stop the advertisement immediately on channels, website, you-tube and to render written apology of the Indians and Defence force .

Please acknowledge and inform us in writing about action taken by you, failing which we will be compelled to start protest campaign against you.

Kind Regards,

Shivaji Vatkar,

Mobile No: 93 22 533 595

Coordinator, Hindu Janajagruti Samiti