



# FinOlex

PIPES

CREATING AWARENESS  
& TARGETING DEFINED  
TARGET AUDIENCES  
FOR BUSINESS GROWTH



## SUCCESS STORY

### THE CLIENT

- Finolex Industries is a leading manufacturer of PVC-U Pipes & Fittings in India.
- Finolex was aiming at announcing new business entry into Plumbing and Sanitation sector
- It offers pipes & fittings in numerous sizes, pressure classes and diameters.

### MANDATE

- Predominantly renowned for its agriculture business, Finolex was entering into plumbing & sanitation sector.
- Finolex was looking at creating national awareness about their new business entry and simultaneously building the customer base

## COMMUNICATION OBJECTIVES

- To create awareness about Finolex's entry into Plumbing & Sanitation sector
- To build customer database for business growth
- Highlight complete bouquet of product offerings for plumbing & sanitation sector

## KEY CHALLENGES

- Simultaneously reaching the TG nationally across multiple locations
- Creating awareness across target geographies at given point of time
- Strong background and perception of Finolex as a leading manufacturer of PVC pipes catering only to agriculture sector
- Mammoth size & scale of the event
- Large & diverse media universe

## STRATEGY

- Achieving dual objectives (Awareness & TG) with one idea  
Building an event on World Plumbing Day in association with Kushal-CREDAI
- Event to focus on training plumbers on modern ways of plumbing
- Event to be organized at multiple locations as per target markets with local flavor
- Leverage the events nationally and locally to maximise media visibility by spreading relevant key messages
- Building the event for entering into Limca book of records and leverage across media platforms for greater visibility

## EXECUTION

- Associating with Kushal-Credai for skill development program for plumbers
- Organise 60 skill development programs at one time across 26 states & 58 cities
- Create local & national media visibility by using multiple PR tools
- Disseminating key messages of new business entry by Finolex in Plumbing & Sanitation sector

## RESULT

- Finolex was awarded with the National Record certificate by The Limca Book of Records for conducting the largest number of plumbers meets
- Considerable awareness created on new business entry by Finolex
- Robust customer database created through participated plumbers
- Created a strong pre-event buzz and ensured maximum participation by the plumbing community across India
- Garnered national visibility in top mainline, regional, financial, online & electronic media

40  
YEARS OF  
Finolex  
1973

