



 **asianpaints**

# Wari 2024





**IDEA 1**



The Wari Yatra is one of the biggest, yet most well-managed pilgrimages.

The Warkaris manage their waste quite efficiently, but there's only so much they can do.

The waste eventually ends up in landfills. So, we found a better place for it.







presents

PAINT  
FROM  
WARF



Paint that has been repurposed from plastic waste collected by the Warkaris on their journey.

Research shows that plastic derived from wasted PET bottles, plastic food containers etc. can be repurposed into latex paint.





Plastic waste collected during the Wari Yatra will be repurposed into our latex paint, available as a limited edition - 'Paint from Wari Collection'.

This initiative not only solves the pressing environmental problem of toxic landfills, but also showcases how Asian Paints Neo Bharat can pave the way as the paint for a new Bharat.







**IDEA 2**





Abhangs. Soulful devotional songs that fill the air during the Wari Yatra, along with the sweet sound of cymbals. Songs that connect every devout worshipper to the divine.

We found that many Abhangs are themed around colours, their meaning and their glory.





Asian Paints will gift Warkaris a unique branded keepsake for these celebratory moments.

A keepsake that they would insist on taking back home as well and preserve forever.





P R E S E N T S

# the abhang

S H A D E   C A R D

A progressive shade card for a progressive India.



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# अभंग

## अबीर गुलाल

अबीर गुलाल उधळीत रंग  
नाथा घरी नाचे माझा सखा पांडुरंग ॥१॥

उंबरठ्यासी कैसे शिवू आम्ही जाती हीन ।  
रूप तुझे कैसे पाहू त्यात आही लीन ।  
पायरीशी होऊ दंग गावूनी अभंग ॥२॥

वाळवंटी गावू आम्ही वाळवंटी नाचू ।  
चंद्रभागेच्या पायाने अंग अंग न्हाऊ ।  
विठ्ठलाचे नाम घेऊ होऊनी निःसंग ॥३॥

आषाढी कार्तिकी भतजन येती ।  
पंढरीच्या वाळवंटी संत गोळा होती ।

Abhangs printed on pages with the vibrant shades of Neo Bharat.



Specific shades from our range will be assigned to each Abhang, relevant to its lyrics and meaning.

As the Warkaris safely take home the Shade Card for the Abhangs in it, they would also take along key information about Asian Paints Neo Bharat inside it, and keep it safely.

They can refer to this Shade Card for Neo Bharat shades, prices, nearest Dealer stores and so on when they want to paint their homes.





A digital video will be made, showcasing Warkaris interacting and engaging with this one-of-a-kind Abhang Shade Card during the Yatra, to drive the idea to wider audiences.



**THANK YOU**

