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ACTIVATION IDEAS

IDEA 1

Vibrant colours, delicious aromas and iconic floating markets mark the onset of **Onam**.

A feast for the senses, the **Triveni Floating Market** at **Alleppey**, overflows with the freshest seafood, glistening coconuts, fragrant flowers, and the warmth of spices.

But this time, floating alongside these items will be something no one expects to find.

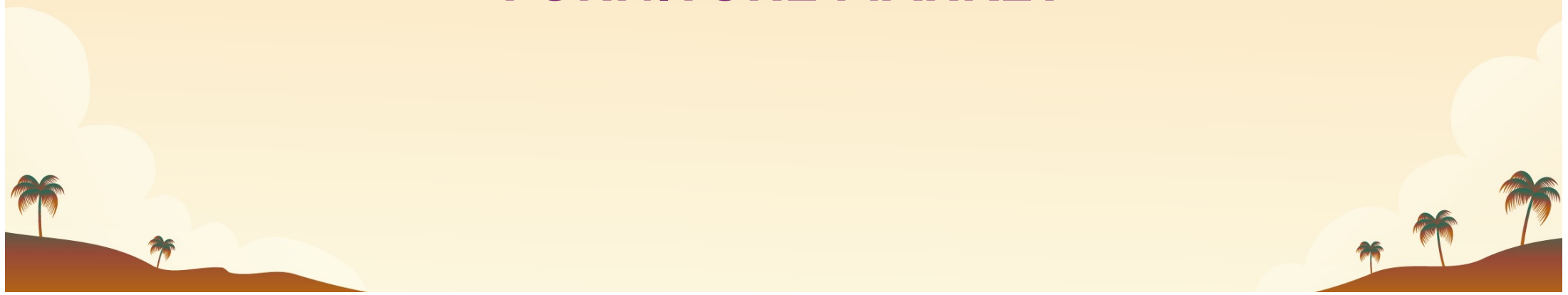




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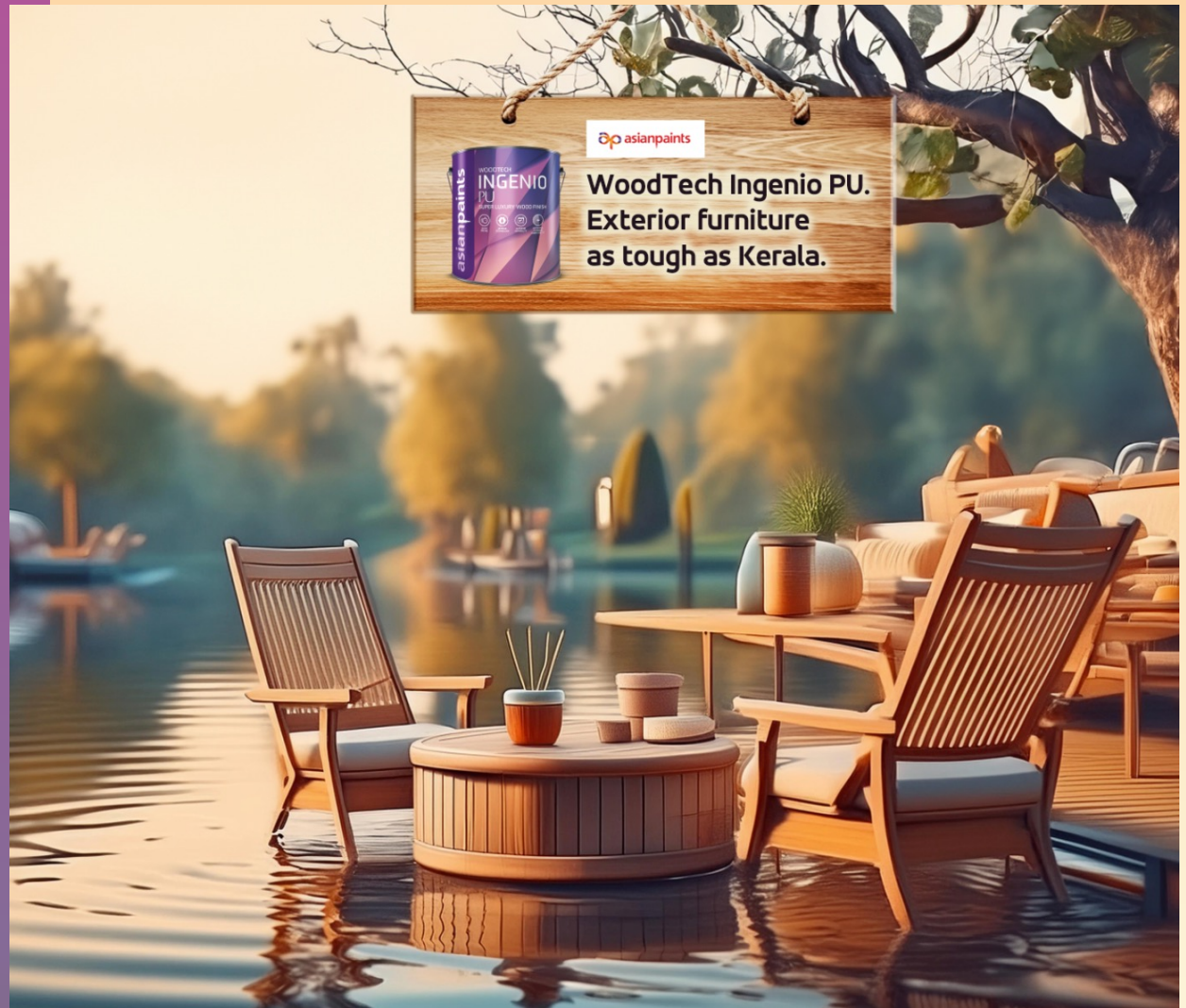
PRESENTS

FLOATING FURNITURE MARKET



Once the floating market is open, to the surprise of everyone, nestled between the regular shops will be a floating furniture shop. We will invite the dealers and contractors to see the same furniture they had coated with Ingenio PU, floating on the river.

Throughout the Onam festivities, from the 5th to the 14th of September, we'll showcase the craftsmanship of Kerala and the toughness of Ingenio PU.



IDEA 2

Kerala's love for football is unlike anything else.

It's a religion, a shared heartbeat that transcends age, background, and even the weather.

Scorching sun or monsoon downpours - the stands are always packed with unparalleled passion, unwavering support and tough spirits.

So this time, we wanted to give our toughest football fans a chance to show their love for the sport.

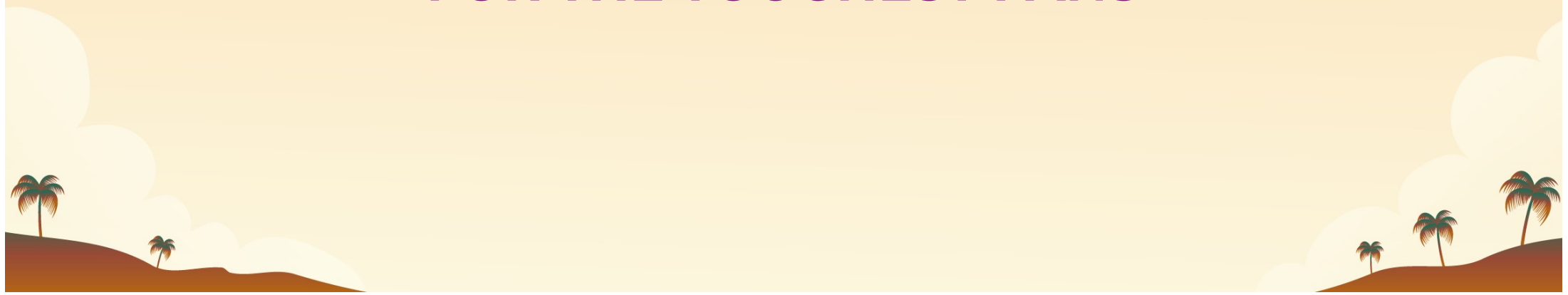




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THE TOUGHEST STAND FOR THE TOUGHEST FANS



An open-roof wooden booth with the best view, so our toughest fans can enjoy football unequalled fervour.

All the benches would be made of the best wood and protected with Ingenio PU, that would shine bright despite rains and storm during monsoon matches.

The fans' passion for football will prove tough despite the weather, quite like Ingenio PU.

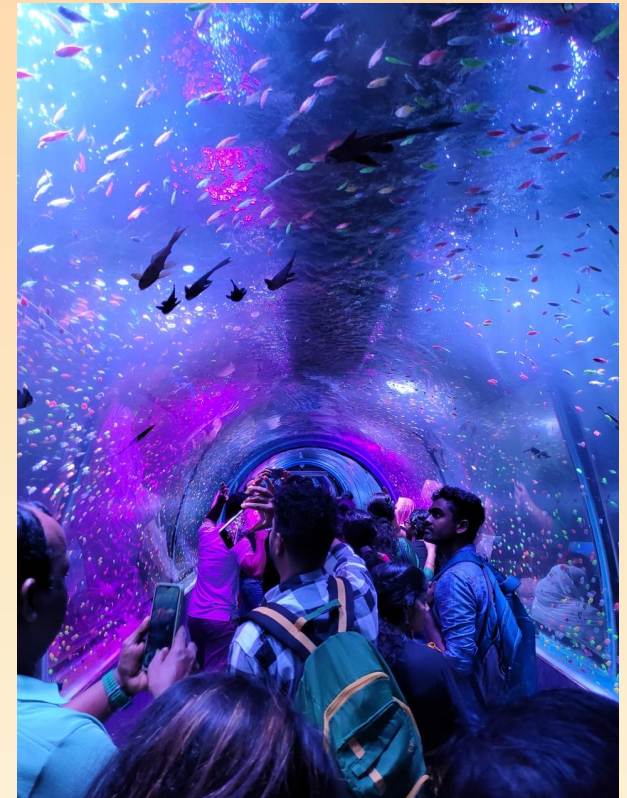
We would invite our dealers and contractors to see their favourite teams play from the toughest seats in the house.



IDEA 3

During Onam, there are lots of activities that grab people's attention.

But this time, on the bustling shores of Alappuzha beach, we're unveiling something never seen before.

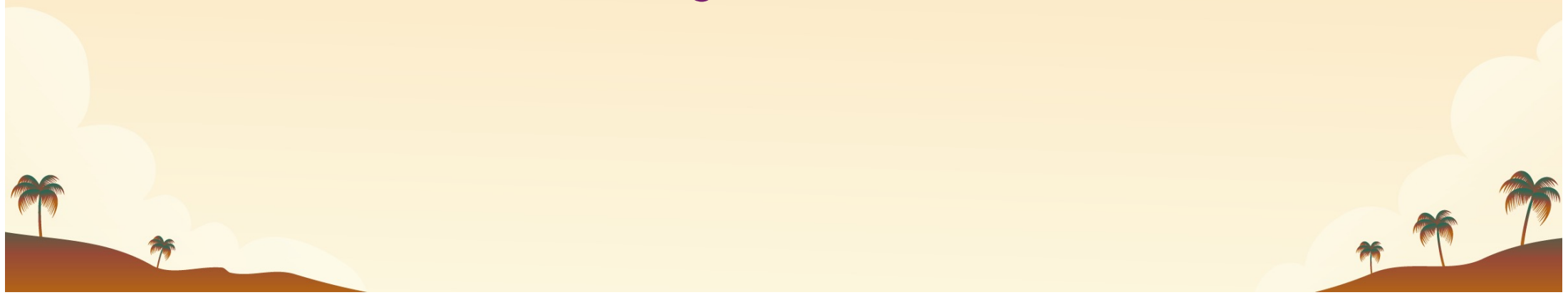




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THE FURNITURE AQUARIUM



Along with the usual reefs and exotic fish, the underwater tunnel aquarium at the Alappuzha beach would also feature wooden furniture finished with a protective coating of Ingenio PU.

Chairs, tables, even a beautiful wooden chest, all submerged in water. Defying the very notion that wood and water can't coexist. We'll give free passes to our dealers and contractors to be a part of this unique experience.



IDEA 4

At the Beypore Waterfest in Kozhikode, the air is full of joy and the backwaters shimmer with colour.

Races, games, treasure hunt and vibrant celebrations happen every year.

But this time, something extraordinary awaits.

A one-of-a-kind, underwater treasure hunt, unlike any other.

Not for gold or jewels, but for something unique.

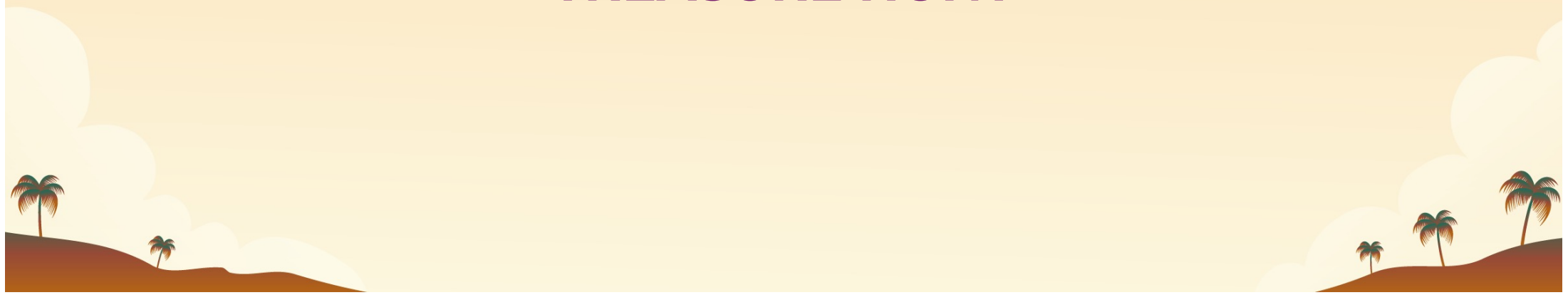




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THE TOUGHEST TREASURE HUNT



Beautiful wooden furniture, each with a clue attached will be submerged under the surface of the Beypore backwaters.

Each masterpiece of craftsmanship, will be coated with Ingenio PU making sure it stays flawless despite the water.

Each clue will lead the participants to a glorious treasure chest, which will be sponsored by Asian Paints.

This will be a powerful testament to the unmatched protection offered to wooden furniture by Ingenio WoodFinish PU.



THANK YOU

