

Press Release

For Immediate publication

Homesure Gypex Brand Film by BeanstalkAsia Highlights Strength, Flexibility, and Durability

Navi Mumbai, India - July 25, 2024: BeanstalkAsia, an integrated marketing communications agency, has conceptualized and delivered an engaging brand film for **Homesure Gypex Boards and Plasters**, presenting them as the ideal solution for long-lasting, beautiful interiors. **Homesure**, a retail brand from Walplast Products, is a leading building materials manufacturer and the third-largest producer of Wall Putty in India.

The brand film draws inspiration from Krav Maga, a self-defense technique known for its efficiency and adaptability. By showcasing the dynamic nature of Krav Maga, the film metaphorically aligns these qualities with the attributes of **Homesure Gypex Boards and Plasters**. The **GypEx range of products** are **strong, flexible, lightweight, and heat-resistant**, capable of withstanding the rigors of home construction while providing an aesthetically pleasing finish.

The campaign aims to de-construct and simplify construction practices by addressing customer pain points and establishing new benchmarks in efficiency, durability, quality and premium features. Through this campaign, **Homesure** aims to empower consumers with product knowledge and accompanying benefits, highlighting the unique features of **Homesure GypEx**. With a core made from **100% natural gypsum and other eco-friendly materials**, these products ensure structural integrity and contribute to sustainable building practices. Moreover, the product boasts of faster setting time, light weight and effortless application, transforming construction methods for beautiful, functional living spaces.

The positioning of "**Damdaar Looks, Zordar Protection**" emphasizes the dual importance of aesthetic appeal and structural strength in home interiors, resonating with homeowners' desire for products that offer both beauty and durability. The film illustrates the resilience and adaptability of **Homesure GypEx** range of products, making a compelling case for their superior quality and performance. The narrative connects with the audience on a deeper level, reflecting the emotional investment that homeowners place in building their dream homes.

Mr. Aniruddha Sinha, Senior Vice President, Marketing, CSR, and Business Head – P2P Division, Walplast, expressed his enthusiasm for the brand film, saying, "BeanstalkAsia's creative vision beautifully encapsulates the strength and resilience of **Homesure GypEx**, aligning perfectly with our brand values of trust, dependability, and reliability. We are presenting not just building materials, but comprehensive, eco-friendly solutions designed for today's construction challenges. This campaign underscores our dedication to excellence emphasizing our role as a trusted partner committed to building sustainable structures, now and into the future."

Upendra Singh Thakur, Founder of BeanstalkAsia, added, "Our goal was to create a high-impact brand film that highlights the technical superiority of **Homesure GypEx** while connecting with the audience through the defense techniques of Krav Maga. By shooting with a professional Krav Maga practitioner, we were able to visually convey the product's robustness and versatility."

TEAM CREDITS:

Agency: BeanstalkAsia

Production House: Abunsun Film Company

Creative and Strategy Head: Upendra Singh Thakur

Film Director: Shashii Bhushan

Creative Concepts & Script: Amitabh Chatterjee

Creative Director: Naresh Mestry

Art Director: Jayesh Wadwal

Business Head: Murali Menon

Director of Photography (DOP): Sachin Gandankush

Music Director: Rimi Dhar

About Walplast Products

Walplast Products Pvt. Ltd., an associate of DryChem India Private Ltd. is an Indian Multinational Corporation founded by **visionary Mr. Ashok Mehta** in 2004. It is one of the **leading and most reputable** producers of **building materials** and **3rd largest** manufacturer of **Wall Putty** in India.

Walplast has **25 manufacturing units** that are strategically located across the country. It is also equipped with **NABL-certified** state-of-the-art **R&D Labs**, fully equipped with cutting-edge testing equipment that meets international standards. Globally, Walplast exports to **more than 23 countries** across the GCC region & North & Central Africa. It is one of the largest exporters of Wall Putty from India.

The B2C interface **Homesure** is a **preferred brand** for the construction ecosystem that delivers **superior customer experience** on product performance, solutions and services. It helps create **strong and sustainable communities**, with a network of 800+ active Distributors, 6000 + Dealers & more than 65000+ influencers engaged in business operations.

The HomeSure product range includes Wall Putty, Tile Adhesives, Gypsum-based products, Construction Chemicals, Admixtures, AAC blocks, paints and other building materials with a growing business portfolio. Walplast is dedicated to industrial excellence, customer satisfaction, and environmental sustainability.

For more information visit www.walplast.com

About BeanstalkAsia

BeanstalkAsia is an Integrated Marketing Communication Agency that provides premium consulting services in the areas of brand strategy, brand communication, ATL, BTL, high-end branding and packaging design, digital marketing & PR services to medium & large corporates & multinationals in India, Nepal and Dubai.

BeanstalkAsia has a rich experience of working across categories such as Agri, Dairy, FMCG, Chemicals, Hospitality, Healthcare, Insurance, Banking, Retail, eCommerce, IT, Fashion, Finance, Media, Entertainment, Real Estate, Engineering, Lubricants and Paints. Some of the brands the agency has worked very closely with are Sony YAY!, BASF - The Chemical Company, International Finance Corporation (A World Bank Group), IFC Edge, Huntsman, Master Builders Solutions (MBS), Sunteck Realty, Growel Group, Nutraprep for their sports nutrition brand XTEND and C4, NXT Digital, In Digital,

One Broadband, The Free Press Journal, Growel 101 Mall, Retailers Association of India (RAI), Clothing Manufacturers Association of India (CMAI), Bostik India, Huhtamaki India, Jayshri Gayatri Food Products Pvt Ltd, Milk Magic, Panchakanya Group, Subaru Automobiles, Berger Paints Nepal, Himalaya Wellness Nepal, Surya Life Insurance, The Hidden Treasure – Miss Nepal, Edelweiss Group, Edelweiss Tokio Life Insurance, IDFC First Bank, Development Bank of Singapore (DBS), HDFC Ergo General Insurance, Principal Retirement Advisors, VKL Spices, VVF LTD., Kasyap Sweetners, Gulshan Polyols, Wyzon Biotech, Parry Nutraceuticals, Welspun Group (WIL, WEL, WCL), EVA Live, Laqshya Event Capital, Wify, Gufic Biosciences, marinashion, Organic Theory, China Gate Group of Restaurants, Pramukh Papers, Nayra Tradewell, Apollo Hospital, EyeSpa, SRCC Children's Hospital managed by Narayana Health, Shop CJ, MTV, Future Media, MiD-DAY, Nick TV, VH1, CNBC Bestsellers 18, High Ground Entertainment, Picture Thoughts Production, GuruKrupa (Marina Enclave and Guru Atman), Event management Development Institute (EMDI), MyITreturns.com, Divine Solitaires, Jupiter Hospital, The United Cafe and Bar, Atharva Group of Institutes, Nahar Amrit Shakti, Sahayog Dairy, Sheltrex Karjat, Rajesh Lifespaces, amongst others. More information: www.beanstalkasia.com

For Media Queries Contact BeanstalkAsia:

Jyoti Prakash | +91 8010681238 | jyoti@beanstalkasia

Kamalika De | +91 8591609986 | kamalika@beanstalkasia.com

Upendra Singh Thakur | +91 9821526187 | upendra@beanstalkasia.com

Malini Thakur | +91 9820500200 | malini@beanstalkasia.com