

Kisan - October 2026						
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<https://www.canva.com/design/DAHRCVOH090/hzPKp3At5RPUmjGLnNPCiQ/edit>

2 October - Gandhi Jayanti - AI Reel

[Kisan Mascot walks across a cracked, dusty village path, sun rising behind him. He plants a Kisan pipe into the ground like a flag.]

Text on Screen / VO:
Har chhoti Shuruaat.

[Water bursts upward from the pipe and spreads outward in a wave, turning the dry path green and lush as it travels. Villagers step out of their homes, watching in wonder.]

Text on Screen / VO:
Badlaav Laati Hai.

[Children run through the newly flowing water, mascot standing tall in the middle of the now-green field.]

Text on Screen / VO:
Har Kadam Se, Har Boond Se.

Ending Frame:
Happy Gandhi Jayanti
Kisan Pipes — har badlaav ki neev banate hain.

5 October - HDPE Pipes - Static

Copy: UNINTERRUPTED CONNECTIONS

Subcopy: Kisan HDPE Pipes - one solution for irrigation, water supply, and industrial distribution.

USPs: High Tensile Strength / Impact Resistant

Visual: Mascot connecting HDPE pipe sections across a split-screen landscape — farmland on one side with water flowing to crops, factory on the other with industrial flow, mascot bridging both with pipe in hand.



8 October - SWR Pipes - Static

Copy: SILENT BUT UNSTOPPABLE

Subcopy: Kisan SWR Pipes - engineered for quiet, reliable drainage in every building.

USPs: Noise Reduction Technology / Leak Proof Joints

Visual: Mascot in ninja-style pose with a finger to his lips, standing inside a cutaway building wall as water rushes silently through a Kisan SWR pipe beside him, other pipes shown vibrating/noisy for contrast.



11 October - Sharad Navratri Begins - Static

Copy: NAU DIN, APAAR SHAKTI

Subcopy: Kisan Pipes - strength that flows through every season.

Visual: Mascot standing heroically with nine glowing pipe segments arced behind him like a halo, each lit in a different Navratri color, dandiya sticks crossed at his feet.



13 October - Casing Pipes - Static

Copy: GEHRAI PE BHAROSA

Subcopy: Kisan Casing Pipes - reliable protection for borewells, however deep you go.

USPs: High Collapse Resistance / Corrosion Free

Visual: Mascot rappelling down a borewell shaft gripping a Kisan casing pipe like a rope, confident grin, drill rig visible at the surface above.



15 October - Kisan Crest Furniture - Static

Copy: BUILT TO CARRY THE LOAD

Subcopy: Kisan Crest Furniture - strong enough for everyday, styled for more.

USPs: Weatherproof Finish / Heavy Load Bearing

Visual: Mascot doing a superhero-style one-arm lift of a stacked pile of Crest furniture (chairs/tables) overhead, family relaxing on identical furniture in the background unaffected.



17 October - Durga Puja - Static

Copy: दुर्गा की शक्ति, हर कण में

Subcopy: दुर्गा पूजा की हार्दिक शुभकामनाएँ।

Visual: Mascot standing in a heroic warrior pose in front of a grand Durga Puja pandal, arms raised triumphantly, golden light radiating from behind, marigold flowers and dhak drums framing the entire scene, Durga idol visible in the backdrop, pure festive grandeur.

#HappyDurgaPuja

Ref.



20 October - Dusshera - AI Reel

Hook (0-3 seconds):

[A massive Ravana effigy made of cracked pipes stands silhouetted against the sky at sunset. Water drips uselessly from broken joints.]

Text on Screen / VO:

Kamzori Ka Ant.

Body (3-9 seconds):

[Kisan mascot steps forward in warrior pose, drawing back a glowing arrow of light like a bow.]

Text on Screen / VO:

Satya Ki Jeet.

[The arrow fires. The effigy shatters into pieces. In its place, a gleaming new Kisan pipe structure rises, clean water flowing powerfully through it.]

Text on Screen / VO:

Har Boond Mein Bharosa.

Call to Action (9-15 seconds):

[The camera pulls back to show the mascot standing victorious, the new pipe structure glowing behind it against a clear sky. Children run through the water below, celebrating.]

Ending Frame:

Happy Dussehra

Kisan Pipes - har kamzor kadi par jeet.

22 October - Rainwater Harvesting - Static

Copy: HAR BOOND KI KADAR

Subcopy: Kisan Rainwater Harvesting Systems - channel every drop toward a sustainable tomorrow.

USPs: High Flow Efficiency / Durable Under Pressure

Visual: Mascot standing under a monsoon downpour with arms outstretched, catching rain into a Kisan pipe funnel that channels it underground, plants visibly blooming where the water flows.



24 October - Storage Water Tank - Static

Copy: DHOOP HO CHAHE TOOFAN, TANK RAHE HAR MAUSAM KA PEHREDAAR

Subcopy: Kisan Storage Watertanks - built to hold strong, whatever the weather.

USPs: 100% UV Stabilized / Special Foam Insulation

Visual: Mascot standing in front of the tank with a shield raised on one side blocking blazing sun, and an umbrella raised on the other side blocking a storm, tank untouched in the middle (mirrors the existing "Dhoop Full On" post).



27 October - CPVC Pipes - Static

Copy: FLOW THAT POWERS PROGRESS

Subcopy: Kisan CPVC Pipes - built to perform in challenging industrial environments.

USPs: Chemical Resistant / Durable & Long-Lasting

Visual: Mascot standing confidently inside a busy factory floor, steam and chemical pipes swirling around him, gripping a glowing Kisan CPVC pipe that stays clean and intact against the industrial chaos.



29 October - Karwa Chauth - Static

Copy options:

1. The Wait. The Faith. The Love.
2. Rituals That Bind Hearts Together

Visual: Wife gazing through the decorative sieve at the moon, husband's silhouette visible through the mesh. Soft moonlight, diyas glowing at their feet, the mascot standing quietly in the background as a witness to the sacred moment of devotion and togetherness.

