The new strategy of the fevicol would be

The bangle was broken by the by a woman a she joins it with the fevicol and it gets transferred from generation to generation ….

After so many years the bond doesn’t break and newly wedded of that generation wears that joined again ..then her grandparents told that it was joined by fevicol that never breaks.

Another one

10 elephants vs wwe team in a tug of war

Rope is joined by fevicol to two wooden blocks

Elephant dies and teams faints.

But bond never breaks.