

Bengaluru FC announces partnership with JSW Paints

The Beautiful Game Just Got More Colourful

Bengaluru: Reigning Indian Super League champions Bengaluru FC, on 5th December, announced a partnership with JSW Paints as its Official Paints Partner. As part of the association, JSW Paints will be providing the club's fans with paint for them to colourfully express their support on the banners that are unfurled at the Sree Kanteerava Stadium on matchdays.

"We are very glad to sign a partnership with JSW Paints because they are a thoughtful brand with a big vision in their industry, and this deal also gives our supporters a helping hand in the brilliant work that they do. The opportunity for the club to sign a deal that would benefit the supporters in a big way is something that gives us immense joy and we're looking forward to seeing JSW Paints and the West Block Blues join hands to create many more magical banners in the future," said club CEO Mandar Tamhane.

"Our aim is to be a thoughtful paint company by creating beautiful experiences for our customers, while empowering them to make informed and confident choices. With this association, we wish to inspire fans to Play Beautiful and Think Beautiful" said Mr. A.S. Sundaresan, Joint Managing Director & CEO of JSW Paints.

Bengaluru FC are currently placed 3rd on the Indian Super League table, and next face Mumbai City FC at the Kanteerava Stadium on 15th December.

ABOUT JSW PAINTS: JSW Paints is part of the US\$ 14 billion JSW Group. It complements JSW offerings in Steel & Cement in home building and care. JSW Paints aims to be a thoughtful paint company as it builds its Industrial Coatings & Decorative Paints business. JSW Paints innovative & thoughtful disruptions aim to redefine and discover new ways in paints & painting. The company plans to achieve this with prime focus on emerging consumer needs, state-of-the-art-technology, execution excellence and focus on sustainability. JSW Paints as a brand aims to inspire consumers to Think Beautiful as Beautiful Thoughts make the World Beautiful.