



JSW Paints expands retail footprint in Karnataka

Launches second Colourvista Senses store in Bengaluru

BENGALURU, JANUARY 21, 2021: JSW Paints, India's new age Paints company and part of the US\$12 billion JSW Group, is expanding its retail footprint in Karnataka. The Company has launched its first Colourvista Senses retail store in Bengaluru in partnership with Siddhi Hardware a leading paints retailer in the city. This is the second retail store to be launched by the company after their first roll-out in Coimbatore. With Colourvista Senses, JSW Paints aims to redefine the retail experience for its consumers in Bengaluru.

The JSW Paints Colourvista Senses store in Bengaluru is conceptualized to have a home-like look and feel. Designed to inspire homeowners, the Siddhi Hardware- Colourvista Senses store is approximately 200 square feet in the main retail market for building materials. The one-of-its-kind retail experience store is designed to assist consumers in the colour and product selection. The store layout resembles a compact home -metaphorically representing the core spaces, like living room, kitchen, bedroom and balcony. Its location is at the heart of the prime residential area of J.P. Nagar in Bengaluru.

Colourvista Senses aims to inspire homeowners through its home-like ambience. This is a significant departure from a conventional paints store. The touch & feel experience offers consumers a refreshingly different perspective on paints and colours for various surfaces from walls, ceilings, doors to windows and kitchen cabinets. The Colourvista Senses store in Bengaluru also offers visualization of the painted look of a consumers' home space. All that a customer has to do is to walk in with a picture of their home and rooms to be painted. In the store they can visualize and paint their home spaces with the Colourvista range of 1808 colours and go on to choose colours confidently. JSW Paints as created this format for its Retail partners who are keen to give a rich experience to their customers while selecting paints.

Commenting on its retail roll-out in Bengaluru, Mr. AS Sundaresan, Joint MD & CEO of JSW Paints said, *"We are proud to partner with Siddhi Hardware to roll out our second Colourvista Senses retail store in Bengaluru. With the Colourvista Senses store, JSW Paints ushers in an unparalleled experience of look & feel in retail aimed at making consumers confidently choose the right colours and products for their home. JSW Paints aims to bring about thoughtful innovations that offer tremendous value to the consumer and are trend setters into the future of paints and painting. We look forward to providing a simple, swift and sure experience to our customers in this metropolitan city during their painting journey."*

JSW Paints was launched in early 2019 as a greenfield venture backed by cutting-edge technology, automation and scale that is comparable to leading players in the sector. The company manufactures and markets both industrial coatings and decorative paints wherein it offers a range of family friendly water-based paints for Interior & Exterior walls, wood & metal surfaces in Homes. The company's biggest value proposition is its effort to usher transparency in pricing through Any Colour One Price that enables consumers to choose colours confidently for their homes.



ABOUT JSW PAINTS: JSW Paints is part of the US\$ 12 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.

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