



FOR IMMEDIATE RELEASE

JSW Paints launches first Colourvista Senses retail store in Coimbatore

COIMBATORE, OCTOBER 29, 2020: JSW Paints, India's new age Paints company and part of the US\$12 billion JSW Group, has launched its first Colourvista Senses retail store in Coimbatore in partnership with Central Hardwares – a leading paints retailer of Coimbatore. With this launch, JSW Paints aims to redefine the retail experience for its consumers in Coimbatore. JSW Paints Colourvista Senses store is conceptualized to have a home-like look and feel. Designed to inspire homeowners, the Central Hardware Colourvista Senses store is spread over 700 square feet in the main retail market for building materials in Coimbatore. The first-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.

Colourvista Senses aims to inspire homeowners through its home-like ambience, a significant departure from a conventional paints store. The touch & feel experience offers Coimbatore 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 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 has 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 Coimbatore, Mr. AS Sundaresan, Joint MD & CEO of JSW Paints said, *"We are proud to partner with Central Hardwares to roll out the first Colourvista Senses retail store in Coimbatore. With 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 dream 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 Coimbatore during their painting journey."*

Central Hardwares is a 40-year-old multi brand Paints retailer in Coimbatore and one of the oldest organized paint retailers in the city. Being one of the first paint retailers to introduce Spray Paint Machine Application & tools commercially, Central Hardwares strives to be a generation ahead in paint retailing & services.



According to G.Maheshwaran, Owner of Central Hardware, *“Our association with JSW Paints to establish Colourvista Senses store is an important step ahead for both for us to meet the growing needs of consumers for better service and experiences from paints and painting today. Through the Colourvista Senses store at Central Hardware we are delighted to offer our customers a rich and unique experience to visualize their homes in the colours introduced by JSW Paints. We are proud to bring to our consumers the JSW Paints promise of Any Colour One Price.”*

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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