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JSW Paints releases 'Planet Home' - a digital film, reminding people that acts of thoughtfulness make the world more beautiful

MUMBAI, APRIL 15, 2020: JSW Paints, India's leading eco-friendly paints company and part of US\$ 14 billion JSW Group, has released a new digital film titled *Planet Home*. The film reflects on the thoughtful actions taken by people during the lockdown and the impact those actions have had both in their homes and beyond their walls.

The film is based on JSW Paints' philosophy of thinking beautiful by being thoughtful. In the aftermath of the national lockdown, JSW Paints' focus on the humanity of people's actions in their homes as well as around their communities, reminds viewers that thoughtful actions help make our world more beautiful.

YouTube Link: https://youtu.be/vYZPNY_ilaQ

Mr. A. S Sundaresan, Joint MD & CEO of JSW Paints said, *"We wanted our audience to witness the impact of their actions, whether it be at home or in their communities, and how these actions also bring out the beauty in the environment around them. Our film 'Planet Home' shines a light on how our thoughtful actions as a society has the ability to make our world better in the present as well as for the future."*

The film captures a wide array situations ranging from touching moments experienced between family members at home, to actions taken by people to help out in their neighbourhoods, as well as how the environment around us is changing for the better with every act of thoughtfulness. Through this film, JSW Paints wishes to reiterate its position as a thoughtful paint company, always aiming to create beautiful experiences for its customers.

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.

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