



**FOR IMMEDIATE RELEASE**

**JSW Paints plans a thoughtful intervention for safety & hygiene**

**To launch *Securall* hand sanitizer across markets**

*JSW will leverage its Group retail & distribution network across Paints, Steel & Cement businesses to offer consumers easy access to Securall hand sanitizer*

*JSW Foundation to provide free supplies of Securall hand sanitizer to underprivileged communities ensuring safe & hygiene practices across all strata of society*

**MUMBAI, MAY 14, 2020:** JSW Paints, India's new age Paints company and part of US\$ 14 billion JSW Group, is getting ready to launch its hand sanitizer in the domestic market. This is part of the Company's commitment to offer thoughtful interventions related to safety and hygiene for its consumers. JSW Paints has received all statutory approvals, permissions and license to manufacture and market the product across markets. It is expected to roll-out its hand sanitizer brand Securall in May 2020.

Rising incidences of chronic & infectious diseases are driving the demand for hand sanitizers in India. According to WHO, infectious diseases have emerged among Top 10 causes of deaths globally. The process of painting a home involves substantial movement of material & manpower which increases the potential risk of infections. As a family-friendly brand, JSW Paints has been trying to focus on finding ways & means to reduce these risks and will be offering its Securall brand of hand sanitizer to promote hygiene and safe practises.

**Commenting on the Company's plans to launch Securall hand sanitizer in India, Mr Parth Jindal, Managing Director of JSW Paints said, "We are proud to launch Securall hand sanitizer in India. JSW is committed to support consumers and the Government of India in their fight against Covid-19**





*pandemic. As part of our endeavour to promote hygiene and safe health practices in the country, we will leverage our Group businesses' retail distribution & community network to offer consumers access to a world-class product."*

JSW Paints is the first & only company in India that offers anti-bacterial paints for all surfaces at home – Walls, Wood & Metal. The *Halo Safe Home* range for surface hygiene consists of *Halo Majestic Interiors* for Walls and *Halo Aquaglo* Gloss & Satin finishes for Wood & Metal. With the launch of *Securall* hand sanitizer, JSW Paints is extending its world-class offering to personal hygiene & care.

JSW launched its Paints business as a greenfield venture backed by cutting-edge technology, automation and scale that's comparable to leading players in the sector. The company manufactures and markets both industrial coatings as well as decorative paints. In the Decorative category, JSW Paints offers a complete range of water-based paints for Interior & Exterior walls and various surfaces in Indian homes.

**According to Mr AS Sundaresan, Joint MD & CEO of JSW Paints,** *"Consumers want their homes to be clean and hygienic. As a thoughtful brand, JSW Paints is the first & only company to offer a range of anti-bacterial finishes for all surfaces at home – Wall, Wood or Metal with its Halo Safe Home range. With the launch of Securall brand of hand sanitizer, we ensure that the safety and hygiene required while painting a home is taken care."*

JSW Paints is manufacturing the *Securall* brand at its state-of-the-art facility at Vasind in Maharashtra. It will be, initially, launched across South and West markets in 500 ML pack size. In order to support the *Securall* roll-out, JSW Group will leverage its retail distribution network across Paints, Steel & Cement businesses to market this hand sanitizer to Indian consumers. As part of the Group's corporate social responsibility and its commitment to promote community health & hygiene, JSW Foundation will provide free supply of *Securall* hand sanitizer to underprivileged communities there-by ensuring that all strata of society has equitable access to this world-class product. Additionally, JSW Paints will also explore other channels to *distribute* and provide Indian consumers easy & even wider access to the *Securall* brand.

**According to Mr Vinay Shroff, Executive VP – Marketing & Sales at JSW Steel,** *"Personal hygiene has become a critical area of focus for everyone, especially in the current scenario of growing risks of infectious diseases. JSW Steel is concerned about the well-being of its employees, business partners, customers and their families. As part of our commitment to ensure safe health & hygiene practises, we are extending our support in promoting Securall hand sanitiser at our Steel retail counters. This will ensure easy access of this world-class product to all our customers & business associates."*

**Supporting the Securall hand sanitizer launch, Mr Nilesh Narwekar, CEO of JSW Cement adds,** *"JSW Cement, India's leading producer of Green Cement, has the lowest Global Warming Potential in the Industry as per Environment Product Declaration (EPD) International assessment in November 2019. As a green product company, we are committed to promoting healthy and safe environment for all our consuming segments as well as channel partners. We are delighted*



*to extend support by offering Securall hand sanitiser brand from our Cement retail counters. This will ensure that our world class sanitizer product is easily accessible to all consumer groups."*

**Reiterating JSW Group's commitment to deliver greater value addition to the lives of local communities through health & hygiene range of services, Mr Ashwini Saxena, CEO of JSW Foundation adds,** *"As part of our corporate social responsibility and the ongoing endeavour to promote safe health and hygiene practices, the free supply of Securall hand sanitizer to underprivileged communities will enable equitable access of a world-class personal care product to these members of our society as well. Under the current challenges of CoVid-19 pandemic this could not have been more timeous."*

The hand hygiene products are mainly classified into two categories; liquid hand wash and hand sanitizer. While liquid hand wash is soap-based and largely used to clean hands with water, hand sanitizer is an alcohol-based products and largely preferred by those who are unable to wash their hands frequently. The CoVid-19 outbreak has boosted demand for hand sanitizers across consumer groups. JSW Paints expects its *Securall* hand sanitizer brand to play a significant role in creating awareness about the need for better personal hygiene in India.

**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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