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JSW Paints enters Delhi market as part of national scale-up

Plans investment of Rs 750 crores to expand current capacities to meet new demand

New Delhi - August 30, 2021: JSW Paints, India's environment-friendly paints company and part of the US\$ 13 billion JSW Group, has entered the Delhi market. It is offering consumers in Delhi a portfolio of 1808 water-based decorative paints for their homes. Indian Olympic Gold Medallist Neeraj Chopra flagged-off the product roll-out in Delhi during a retailers' function organized in the city. The company is planning to establish a strong retail presence across the Delhi market by March 2022.

Launched in 2019, JSW Paints has so far established a strong presence in the South & West regions of India. It is now scaling up its operations in the North, Central & East regions to become a pan-India player. Its entry in Delhi is part of this national scale-up. JSW Paints has earmarked an investment of Rs 750 crore to scale-up its operations across North, Central & East regions. These investments will be utilized to expand current paint-manufacturing capacities in order to service the customers' demand in Delhi and other new markets as well as on other marketing & distribution initiatives.

Commenting on the rollout of JSW Paints in Delhi, Mr. Parth Jindal, Managing Director, JSW Paints said, *"JSW Paints has embarked on a journey to provide every home in Delhi and around the country the advantage of Any Colour One Price. Through this path-breaking promise, we aim to bring transparency in the way paint colours are priced in India. Our entry in Delhi is part of our overall plan to become a pan-India player by the end of this year. I am pleased to have Indian Olympic Gold Medallist Neeraj Chopra join us to flag-off our market roll-out in this important market. JSW Paint's national scale-up will be supported by new investments to ensure we service the growing demand for our best-in-class environment-friendly, water-based paint products."*

According to Mr. A S Sundaresan, Joint MD & CEO of JSW Paints, *"Our simple, swift and sure way of doing things will ensure that our consumers in Delhi make an informed and confident choice while selecting paints for their homes. Today, the customer's involvement in decorating their homes is very high. Since most of them are well-travelled & well-informed, they seek best quality products. This is why we have ensured that our entire range is packed with best-in-class features and benchmarked to International quality standards. In order to ensure that our consumers have easy access to our entire product portfolio, we are putting in place a robust network of retailers across Delhi as well as provide doorstep assistance with our JSW Paints Buddy."*



While flagging-off the Delhi roll-out of JSW Paints, Indian Gold Medallist, Neeraj Chopra says “I am proud to join JSW Paints for their roll-out in Delhi. I always believe that it is important to be thoughtful in everything we do. I see these values reflecting in the way JSW Paints does its business. I wish the entire team great success in their new endeavour.”

Through JSW Paints ‘Any Colour One Price’ promise, the company is offering 1808 colours at the same price. This is an industry-first offering that has disrupted the entire paints market. This unique proposition will be brought alive with an integrated marketing campaign that will be rolled-out in Delhi market soon. The marketing campaign will have a strong on-ground connect with our consumers, channel partners and influencers.

JSW Paints’ offers water-based paints under the product range Halo , Aurus and Pixa. Halo Aquaglo is the company’s offering for wood and metal surfaces. In addition, it also offers waterproofing products under its IBlok range. It is the only company in India to offer a complete water-based product portfolio. Being environment-friendly, these paint products use no solvents, are low on VOC and family-friendly. As part of its services in the Delhi market, consumers can avail the help of JSW Paints Buddy service where the company representative will offer personalized assistance to customers regarding their paint-related queries at the customer’s doorstep. The Colourvista Touch mobile app is designed to visualize colours in a customer’s home space, making it convenient for them to take decisions.

About JSW Paints: JSW Paints, India’s environment-friendly paints company and part of the diversified US\$ 13 billion JSW Group. JSW Group is India’s leading business group with interests in sectors such as steel, energy, infrastructure, cement, sports and venture capital. Launched in May 2019, JSW Paints aims to inspire consumers to Think Beautiful as beautiful thoughts make the world beautiful. It extends “Think beautiful” to every aspect of the way the Company conducts its business, right from offering environmental-friendly portfolio of water-based paints to its thoughtful disruption of “Any Colour One Price” aimed at bringing pricing transparency to paints . The JSW Paints Buddy is another such initiative wherein consumers are offered personal attention & assistance in colour and product selection. The company currently has two manufacturing units, an Industrial Coatings facility at Vasind in Maharashtra and Decorative Paints facility at Vijayanagar in Karnataka with a combined capacity of 115,000KL per annum. Within a short span of time, it has already become the largest Industrial Coil Coatings company in India. JSW Paints is endorsed by well-known Bollywood actors Ayushmann Khurana and Alia Bhatt.

For Further Information Please Contact:

JSW Group Corporate Communications

Frederick Castro

Mobile: +91 99206 65176

Email: frederick.castro@jsw.in

Mithun Roy

Mobile: +91 98190 00967

Email: mithun.roy@jsw.in