



## JSW Group Launches JSW Paints in Mangalore

*~Introduces Any Color, One Price offer for the entire range~*

**Mangalore, 15 October: JSW GROUP**, India's leading business conglomerate, announced the roll-out of '**JSW Paints**' in Mangalore. JSW Paints is a greenfield venture backed by cutting-edge technology, automation and scale that's comparable to leading players in the sector. The company will manufacture and market both industrial coatings as well as decorative paints. In industrial coatings, JSW Paints commences operations with coil coatings. In the Decorative paints segment, the company will offer a complete range of only water-based paints for Interior & Exterior walls, wood & metal – various surfaces in Homes.

**JSW Paints' brand promise of Simple, Swift & Sure is delivered through its water-based colours for homes.** JSW Paints Colourvista is a curated portfolio of over 1800 shades making it one of the widest & best researched colour ranges in the Indian market. This is the first time an Indian paint company is bringing such pricing transparency as a thoughtful intervention to Indian consumers. This removes the opaqueness in colour pricing in the industry for tinted colours where "colourant cost extra" is charged where every colour in a product-pack has a different price and the difference between colours can be as high as Rs.150 per litre. The paints will be available in **Halo, Aurus and Pixa emulsions, as well as Halo Aquaglo - an innovative water based enamel.**

Commenting on the launch of JSW Paints in Mangalore, **Mr. A.S. Sunderasan, Joint MD and CEO of JSW Paints said**, "*Karnataka is an important market for JSW Paints and we are delighted to launch our product portfolio in Mangalore. As a brand we believe that there is beauty in being thoughtful and this belief is the genesis of our consumer-centric, environment friendly and transparent business approach. Our biggest USP 'Any Color, One Price' product proposition is a first by any paint company in India and we are confident that we will be able to address the consumer needs of Mangaloreans not just with the right offering but with our thoughtful interventions across customer assistance, packaging and manufacturing.*"

JSW Paints also adds a human touch to its consumer experience. The company deploys a Customer Relationship Officer referred to as a JSW Paints Buddy, who is available on ground to assist customers to make an informed choice about products, colours and even to find a contractor if required. JSW Paints offers its paints in an innovative & ergonomic, first time rectangular packaging designed to save space, transportation costs and is easy to store. The packaging is also easy to use, roller-friendly with an ECO tray accessory to assist application of the colour on home walls. The company has also set up India's largest and fully automated coil coatings facility with an annual capacity of 25000 KL and state-of-the-art fully automated only water based decorative paints plant in India with 100,000 KL annual capacity. Both manufacturing units are designed to be environment-friendly and are ZLD (Zero Liquid Discharge) units.

### **ABOUT JSW PAINTS:**

JSW Paints is part of the US\$ 14 billion JSW Group. It complements JSW offerings in Steel & Cement to the consumers while building homes. 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.

**ABOUT JSW GROUP:**

The US\$ 14 billion JSW Group played a key role in India's growth story. Ranked among India's top business houses, JSW's innovative and sustainable forays into the core sectors of Steel, Energy, Cement & Infrastructure are helping build a new nation. The Group continues to strive for excellence with its strengths, differentiated product mix, state-of-the-art technology, excellence in execution and focus on sustainability. With a diverse workforce of over 40,000 people, JSW continues to strive for excellence with its strengths, which comprises its differentiated product mix, state-of-the-art technology, excellence in execution and focus on sustainability.

**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

**Ketchum Sampark India**

Kirti Khemchandani

Mobile: +91 9820550976

Email:

kirti.khemchandani@ketchumsampark.com

Prachi Vedant

Mobile: +91 9967471074

Email: prachi.vedant@ketchumsampark.com