



## **JSW Paints launches its innovative product that focuses on consumers' health & well-being at home**

*Bollywood star Alia Bhatt leads Aquaglo campaign along with standup comedian Atul Khatri and others*

TVC Link: <https://youtu.be/4kf3Ib76B74>

**DATELINE:** JSW Paints, India's environment-friendly paints company and part of the US \$13 billion JSW Group, has launched its product campaign focusing on the Halo Aquaglo range.

JSW Paints has launched Aquaglo as India's first water-based paints for wood & metal surfaces with Germ Block Zn<sup>2+</sup>ion technology. Previously, consumers were using solvent-based enamels, popularly known as "Oil Paint", for painting wood & metal surfaces. These contain chemicals and solvents that have a strong odour and have a high VOC (Volatile Organic Content). These paints are not recommended for kids and people with health conditions as the solvents pollute the home with their unhealthy fumes post-application. They also take a relatively long time to dry, creating inconvenience for the family at home and can be smelly for a week or two. Aquaglo is 100% water-based, has low odour, dries quickly and is completely family-friendly. Due to its quick-drying benefit, it enables the painting to be finished in a very short time as well. Aquaglo also retains its shine for a longer period.

The Aquaglo campaign brings the focus back on consumers' overall health and well-being through the Bollywood star and JSW Paints brand ambassador, Alia Bhatt, as she urges consumers to #PaintKaGKBadhao. The campaign also includes well-known artist and stand-up comedian Atul Khatri and brings to life the mass hysteria related to any new idea. Alia's reaction to the strong smell of solvent-based paint being used on her newly painted door results in a social media tsunami and a cascade of jokes & banter with everyone joining in for a laugh, misconstruing Alia's point that the Oil paint on the door causes pollution, as doors cause pollution. This highlights the low level of awareness among consumers about the availability and benefits of water-based paints for wood and metal. Aquaglo is also the first paint for wood & metal in India with Germ Block, making it very safe for the family. The campaign is on air across leading TV channels across India and Disney+Hotstar streaming platform. The campaign is conceptualized by TBWA\India



**According to Ms Anuradha Bose, Chief Marketing Officer of JSW Paints,** *"Following the successful disruption of our Any Colour One Price, we are delighted to launch our thoughtful product innovation with Aquaglo. It aims to change yet another convention in paints of using only "Oil paint" for wood & metal. Our new campaign draws consumers' attention to the clear benefit of adopting a water-based Aquaglo range of paints for painting wooden doors, metal grills and other such surfaces in their homes. Paint Ka GK badhao is a clear call to action to make India sit up and choose wellness and comfort."*

**Speaking about the Aquaglo campaign's attempt to change Indian paint consumers' expectations, Govind Pandey, CEO, TBWA\India said,** *"Paint category has been dominated by the same market leaders for decades without any real challenger. JSW Paints is the disruptor that is questioning the status quo prevailing in the industry. It is also encouraging the end consumers to get more involved because only then they will discover the best solutions for themselves."*

**Commenting on the genesis of the core campaign idea, Parixit Bhattacharya, Managing Partner Creative, TBWA\India said,**

*"A low involvement category, a great product and the nation's sweetheart. Stir them well and you get a sensational headline. Paint Ka GK Badhao is asking people to make informed choices and shut the door on polluting chemicals."*

**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 150,000KL 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 Alia Bhatt and Ayushmann Khurana.

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