



JSW PAINTS SHOWCASES THE TRANSFORMATIVE POWER OF COLOR IN ITS LATEST HEAR-WARMING DIGITAL CAMPAIGN

TVC Link: <https://www.youtube.com/watch?v=MOsWXaVf2es>

MUMBAI, December 9th, 2024: JSW Paints, the country's leading environment-friendly paints company and a part of the US\$ 24 billion JSW Group, encapsulates the power of transformation through paint in its latest digital film.

Titled 'Room of Hope' and conceptualized by TBWA\India, the film brings to life the journey of an orphanage that, with the help of vibrant colors, turns an empty, lifeless room into a beautiful homestay filled with promise and opportunity. The campaign has been launched across all digital platforms on Monday, December 9th

Capturing heart-warming stories of how acts of thoughtfulness can spark transformation - this film poignantly portrays the struggles of an orphanage striving to provide for its children while balancing limited resources. It explores how a simple idea of repurposing an unused room becomes a beacon of hope. With a fresh coat of JSW Paints playing the catalyst of positive change, the room is transformed into a warm and welcoming homestay.

The film eloquently conveys JSW Paints' brand philosophy of delivering beautiful messages, showcasing how a simple transformation can empower people to create opportunities for a better future.

Commenting on the new campaign, Mr. A S Sundaresan, Joint MD and CEO of JSW Paints said "A single act of transformation can spark endless possibilities. At JSW Paints, we believe in creating beauty through our products as well as through the stories we tell. This film reflects our philosophy of delivering beautiful messages and showing how thoughtful action can bring about positive transformation to create a better world."

Mr. Ashish Rai, Chief Business Officer of JSW Paints, added "Extending our commitment beyond paints, we aim to create a positive impact on communities by unlocking the transformative power of color. The 'Room of Hope' celebrates the resilience and vision of people who strive to make a difference, aligning with our values of fostering beauty and opportunity in every space we touch."

Govind Pandey, CEO, TBWA\India said, "A thought is beautiful when it makes new possibilities come to life. JSW Paints believes in the power of 'Khoobsoorat Soch' to create these new possibilities that make an impact on our homes and lives."

According to Russell Barrett, CCEXP0, TBWA\India, "There are so many people doing such amazing work all around us. In this film JSW Paints demonstrates how a beautiful thought can help those very people who have dedicated their lives to making the world a more beautiful place."



With its heart-warming narrative, '*Room of Hope*' serves as a testament to the brand's commitment to creating beauty in spaces while fostering opportunities for growth and community well-being.

About JSW Paints: JSW Paints, India's environment-friendly paints company, is part of the diversified US\$24 billion JSW Group. As one of India's fastest-growing conglomerates, JSW Group is a leading player in multiple sectors, including steel, energy, infrastructure, defence, B2B e-commerce, realty, 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 170,000KL 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 Dulquer Salmaan (south markets).

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