



## **JSW PAINTS UNVEILS 'RANGON KA KHEL 2.0' - CELEBRATING THE VIBRANT SPIRIT OF IPL**

**FEATURING SUNIL GAVASKAR AND MITHALI RAJ AND  
PARTNERING WITH EIGHT TEAMS ACROSS IPL AND WPL**

**Video Link: <https://youtu.be/RUGsRQ11g8>**

**Mumbai, April 11<sup>th</sup>, 2025** - JSW Paints, India's leading environment-friendly paints company and part of the US\$ 24 billion JSW Group, is set to launch a new campaign for IPL 2025 - **Rangon Ka Khel 2.0**. Building on the success of the previous campaign, the new edition elevates the cinematic and celebratory experience with a blend of colour, community spirit and iconic faces. Conceptualised by TBWA\India, the anthem embodies the vibrant spirit of cricket.

The film begins on a familiar note, with a gully cricket match among a group of children. The match takes an exciting turn with the unexpected arrival of cricket legends Sunil Gavaskar and Mithali Raj. What follows is a visual spectacle of transformation. With the anthem 'Rangon Ka Khel Hai' at its heartbeat, the film captures children, adults and cricket icons uniting to repaint a neighbourhood with colours representing different IPL and WPL teams. Inspired by JSW Paints' diverse range, the anthem embodies the spirit of joy, togetherness, and the emotions that make the game truly spectacular.

JSW Paints has partnered with eight teams across Indian Premier League (IPL) and Women's Premier League (WPL). This marks one of the biggest brand association for JSW Paints, featuring partnerships with eight teams including JSW Group's co-owned **Delhi Capitals (DC)**, **Kolkata Knight Riders (KKR)**, **Sunrisers Hyderabad (SRH)**, **Rajasthan Royals (RR)**, and **Chennai Super Kings (CSK)**, along with **three WPL teams, Gujarat Giants, Delhi Capitals and UP Warriorz.**

**Commenting on the campaign, Sundaresan A S, Joint MD & CEO of JSW Paints,** said, *"Cricket today is an energising festival of colours & emotions. With 'Rangon Ka Khel 2.0,' we aim to capture this essence, reinforcing our connection with millions of cricket fans. With cricket legends, community spirit and our vibrant range, we wanted to capture how colours can thoughtfully turn any space into something beautiful."*

**Ashish Rai, Chief Business Officer, JSW Paints,** added, *"At JSW Paints, we believe that cricket has the power to inspire and bring people together. Our expanded partnership with IPL and WPL teams this year reflects our commitment to connect with fans on a deeper level. 'Rangon Ka Khel 2.0' is not just a campaign, it's a celebration of the passion, energy and unity that cricket and colours create together."*



**Govind Pandey, CEO, TBWA\India**, added, *“Rival colours light up the field, but the colour of love for the game never changes - spreading the spirit of celebration to every home. This anthem celebrates cricket’s magic - vivid, vibrant, and unifying. The film’s theme is also a gentle reminder that when we choose to ‘Think Beautiful’, even the impossible begins to bloom into possibility.”*

**Russell Barrett, CCO, TBWA\India**, said, *“Our campaign brings together the energy of IPL, the excitement of cricket fans, and the unifying spirit of the game. ‘Rangon Ka Khel 2.0’ is an evolution of our celebration of the passion and unity that cricket brings and we are thrilled to take this journey forward with an even bigger presence in IPL 2025.”*

As the tournament unfolds, JSW Paints invites fans to embrace the spirit of cricket, cheer for their teams and celebrate the game.

**About JSW Paints:** JSW Paints, India’s environment-friendly paints company and part of the diversified US\$24 billion JSW Group. As one of India’s leading business houses, JSW Group, in addition to paints also has other business interests in sectors such as steel, energy, maritime 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 actors like Alia Bhatt and Dulquer Salmaan.

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