



JSW Paints Any Colour One Price Campaign reveals Alia in a new avatar as ‘Sawalia’

MUMBAI, MARCH 28, 2022: JSW Paints, India’s new age paints company and part of US\$ 13 billion JSW Group, is releasing its new marketing campaign “Sawalia” with Alia Bhatt on March 26th during the IPL 2022 match. The new TV campaign features Alia Bhatt in a unique double role. In the ad campaign, Alia Bhatt plays the Quintessential Indian consumer as well as an alter ego- Sawalia. The Alter ego, Sawalia prods the consumers to ask questions before making their choice of paints. Sawalia is a contextually important marketing campaign considering that all other paint companies in the Indian paints industry charge extra for colour and a different price for every colour. The deeper the colour the more the charge. This not only increases the cost of the paints but also takes away the consumers’ ‘freedom to choose their favourite colour’.

According to Ms Anuradha Bose, Chief Marketing Officer of JSW Paints, *“JSW Paints is on a mission to give the freedom of choosing colours to consumers with its ‘Any Colour One Price’ offering. However, surprisingly, consumers are not even aware that they have been paying extra for decades and that they no longer have to. For this to change, the first step is to encourage our consumers to question why they are charged extra for colour and make them conscious that when they don’t question, they pay the price. In our new marketing campaign, Sawalia is an alter-ego of Alia Bhatt who persuades people to ask the right questions on why one has to pay more money for darker colours. The film shows Alia asking the contractor to paint a deeper shade of her choice and reluctantly agreeing to pay more. Sawalia ,then,prods Alia to ask the right questions. We hope the campaign will make consumers question the current practice of unequal and opaque pricing of colours and make it a mainstream conversation.”*

JSW Paint’s Sawalia campaign will be released during IPL 2022 on Star Sports and other key regional channels. It will also be launched on Disney+Hotstar streaming platform. This integrated campaign offers a completely new canvas to the JSW Paint’s Any Colour One Price brand promise.

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 Ayushmann Khurana and Alia Bhatt.

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