



**FOR IMMEDIATE RELEASE**

## **JSW Paints creates Konkani version of the new campaign to target Goa market**

**PANAJI, OCTOBER 26, 2020:** JSW Paints, India new age Paints company and part of US\$12 billion JSW group, has created & launched a Konkani version of its new marketing AdFilm with Bollywood Actors Alia Bhatt and Ayushmann Khuranna. The Konkani version of the AdFilm is being promoted through digital & social media targeting new age Goan customers. The integrated marketing campaign has been rolled-out across the State and includes strong on ground connect with consumers, channel partners and influencers. The Konkani AdFilm can be viewed on JSW Paint's YouTube Channel [https://youtu.be/N\\_JlmX5gVx0](https://youtu.be/N_JlmX5gVx0)

The JSW Paints campaign, #EmbraceEveryColour, celebrates the diverse colours of India. It brings to life JSW Paints' unique positioning of 'Think Beautiful'. For years, paint companies in India have been charging varied prices for different colours. This makes certain colours inaccessible to the masses. JSW Paints' 'Any Colour One Price' proposition that offers 1808 colours at the same price is an industry-first offering that has disrupted the entire paints market. This unique proposition will help restore the consumer's freedom of choice in colour.

Paint is an important décor element around which various colours for a home is matched. Thus, the consumer's engagement on selection of colours while painting their home is very high. Moreover, selection of colour also reflects one's choice and taste. It is often believed that colour is an important décor element that facilitates or indicates change, be it in terms of personal, professional or social standing.

**Commenting on the Konkani version of the new TVC, Mr. A S Sundaresan, Joint MD & CEO of JSW Paints,** *"Goa is synonymous with Colours, so it was natural for us to create a Konkani version of our new AdFilm with Alia Bhatt and Ayushmann Khuranna. Moreover, Colour is what consumers most want from paints. This is the reason we have put colours at the heart of our campaign and our brand Ambassadors Alia and Ayushmann have given it a beautiful soul. We are celebrating a unified India's diverse colours with our 'Any Colour One Price' strategy, the first and only paint company to do this, offering consumers complete freedom to choose any colour. Our family-friendly only water-based paints range is focused on creating the most satisfying experiences for customers. We believe the Konkani version of our new AdFilm will help us come closer to our customers in Goa and the #EmbraceEveryColour campaign will be liked by our consumers across the State."*

JSW Paints was launched in early 2019 as a greenfield venture backed by cutting-edge technology, automation and scale that is comparable to leading players in the sector. The company manufactures and markets both industrial coatings and decorative paints wherein it offers a range of family friendly water-based paints for Interior & Exterior walls, wood &



metal surfaces in Homes. The company's biggest value proposition is its effort to usher transparency in pricing through Any Colour One Price that enables consumers to choose colours confidently for their homes.

**ABOUT JSW PAINTS:** JSW Paints is part of the US\$ 12 billion JSW Group. It complements JSW offerings in Steel & Cement in home-building and care. 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.

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