



## JSW Paints launches 'safe to paint' program for contractor partners

Over 2000 contractors provided with safety and sanitization training across Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Telangana and Maharashtra to prepare them to provide safe painting services to consumers

**MUMBAI - JULY 9, 2020:** JSW Paints, part of the \$12 billion JSW Group has taken the initiative to provide safety and sanitization training for its contractor partners across markets. In light of the heightened awareness towards hygiene and sanitization, the company sought to empower its partners under the Star Contractor Partners Program by conducting training modules on preparedness against COVID-19.

With economic activity steadily resuming post months of lockdown, adherence to safety practices by customer-facing partners such as painting contractors is crucial. The JSW Paints training module covers all precautions suggested by the World Health Organization (WHO) and Government of India regarding hand hygiene, respiratory hygiene and sanitization. The Company's programme clearly defines the precautions that one needs to take while completing painting jobs at a customer's site.

**According to Mr. A S Sundaresan, Joint MD and CEO of JSW Paints,** Consumers depend on Contractors for painting safely! *It is imperative to ensure safe painting practices in Consumer's homes. We are training our Star Contractors as per WHO and Government of India guidelines. Through this thoughtful initiative we are making the contractor community aware about the importance of maintaining hygiene, adherence to safety practices and the sanitization necessary to ensure homes are safe. We are committed to providing consumers with a safe painting experience by ensuring that they have access to a trained & certified JSW Paints contractor."*

Adapting to the new normal, contractors have enthusiastically taken the training on a video call. Post the training, these contractors give a test through dedicated call centre operatives and receive a digital certificate based on their performance.

**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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### **Jayavel Parthasarathy - Chennai**

This proactive initiative by the JSW Paints team in enabling the Applicators to take precautions at work sites will definitely help my business and client management. The Halo Safe Home products with Anti bacterial and Anti viral features for all surfaces is a boon in the current situation and it will surely help my clients.

### **Dalince Daniel- Kochi**

The online training was very useful as we got to know many new things. The certificate is very useful as nowadays consumers are concerned about safety, this certificate helps us reassure them that we adhere to the highest safety standards.

### **Shiekh – Hubli**

I am into the business of painting for the past 7 years, and have used all paint brands, but the kind of support and guidance JSW Paints has given is excellent. In this Covid situation JSW Paints has helped in giving bonus so that we can take care of our essential needs. They are also the only company to train us in keeping our self and our team safe from Coronavirus. After the training they provided a certificate which has helped in getting more business from customers.

### **Anand Sahu - Nagpur**

I am really glad about the COVID-19 Certification meeting. It was altogether a different experience for me as a person. I have never attended a meeting online but I got the opportunity to do that because JSW Paints conducted the COVID-19 Preparedness Training. Now I am showing the certificate to customers and this has enhanced their confidence in my team. I am able to get more sites now.

### **Sudamal Prasad - Vijayawada**

The awareness JSW Paints has given us regarding COVID-19 has helped us a lot. They have provided us with masks and sanitizers. By showing the JSW Paints certificate, customers who were hesitant to start painting also welcomed us to start the work.

### **Anto Paul - Kochi**

Considering the current situation of Covid-19, JSW Paints helped us understand, how to cordially interact with others while following social distancing, focusing on personal hygiene and all should be the considerations one should take at the work site. I really appreciate JSW paints as the company gives whatever a paint applicator desires.

### **Sunil Kumar - Kochi**

I had a chance to attend the Covid-19 online certification program by JSW Paints. I appreciate the initiative by the company to educate us on the safety precautions to be followed during this hard time.



**Noufal - Kochi**

It was my first time attending a training program online. I am happy to know that JSW Paints cares for us applicators during this time.

**Ganesh Patil - Nagpur**

I am really happy with the support the company has given during lock down. JSW Paints gave me training about the precautions to be taken during COVID-19. I taught my team also, and we are taking full precautions. My customers are really happy and this has instilled their confidence in my team. JSW Paints also provided the masks for me as safety kit.

**Umesh Bundela - Nagpur**

Happy about products quality, CROs are helping a lot to convert the sites. In addition to this, COVID-19 Certification training and the certificates are helping to convert the sites.

**Job Soans - Mangalore.**

JSW Paints has provided COVID-19 Certification. When we show the same to a customer, it's really helping us get more sites with all security measures implemented.

**P. Siva - Vijayawada**

Before the lockdown we had agreed to do painting work for some customers but due to Covid-19, work had stopped with people hesitant to start painting again. After showing this Star Contractor Partner Certificate of JSW Paints and assuring customers that we will take proper precautions while painting, they allowed us to continue the work.

**Ramana - Vijayawada**

Due to Covid-19 we lost our work but after receiving the training and certificate from JSW Paints, we went to customers who allowed us to proceed with painting. As trained by JSW Paints, we are doing the work as per the safety guidelines by wearing masks and gloves which has impressed our customers and helped us find more work sites.

**Sunil Kumar - Vijayawada**

Before the certification training, we had no work but after we receiving the Certificate we started showing it customers and gained their trust to start work again.

**Madhavan - Chennai**

The online training program was elaborate and helpful for Personal safety & Site precaution steps under the prescribed Guidelines.

**Sivakumar - Madurai**

JSW Paints team exhibited an extreme sense of responsibility to the Applicator community by dedicating their time and energy to giving insights and information about how to handle the Covid situation. I am thankful to them.



**Abdul Razack. - Chennai**

I participated in the JSW Paints online training module with great expectations and I am happy with the way it was conducted. It was well detailed & informative in all aspects for my entire team and family members. I wish great success to JSW Paints and will always support your brand.