



## **JSW Paints freshens up the Church of South India's Cathedral Church in Calicut**

**Calicut, 12<sup>th</sup> February, 2020:** JSW Paints is proud to have been part of the beautification efforts of the 163-year-old iconic **Church of South India (CSI)'s Cathedral Church** located in **Calicut**. The repainting of CSI's Cathedral Church was undertaken on request of the parish who was concerned about the dilapidated look of this iconic religious monument. The renovation that commenced in November involved extensive planning for the repainting of the interiors and exteriors of the church while not interrupting worship.

This initiative is in line with JSW's Paints' philosophy of being a paint company that is thoughtful in its approach and cares for the inclusive growth of the communities they are part of.

**Mr. A S Sundaresan, Joint MD & CEO of JSW Paints** said of this initiative, *"As a company, JSW Group has always supported the preservation of India's cultural heritage, and JSW Paints looks to carry forward this mission. We are grateful for being given the opportunity to repaint an eminent cultural & heritage structure that is the Church of South India's Cathedral Church and are happy that the community will benefit from this refurbished place of worship"*.

A renowned landmark of Kozhikode City, CSI Cathedral is a symbol of the contributions of the German missionaries of the Basel Mission in India. Opened on December 20, 1856, the church marked a moment in the history of the Basel Mission in North Kerala. Located on the eastern side of the Mananchira Square, it is the biggest Basel Mission church in the Malabar region, built eight years after the missionaries came to India.

Speaking about the restoration, **Mr. Jaiprakash Raghaviah, Convenor of INTACH (Indian National Trust for Art and Cultural Heritage)** said, *"We sincerely appreciate the support extended by JSW Paints in bringing this heritage building to a level of resplendence. We hope that JSW Paints will continue to express interest in preservation of heritage of the country."*

### **ABOUT JSW PAINTS:**

JSW Paints is part of the US\$ 14 billion JSW Group. It complements JSW offerings in Steel & Cement to the consumers while building homes. 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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