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JSW Paints' thoughtful measures during COVID-19 lockdown lends a helping hand to its Contractor Partners

JSW Paints "Star Contractor Partner" program offers easy and direct transfer of benefits to Contractor Partners' bank accounts during these difficult times

More than 4,000 contractors across South & West regions are expected to benefit from this program

MUMBAI, MAY 5, 2020: JSW Paints, India's new age paints company with a portfolio of only water-based products and part of US\$ 14 billion JSW Group, runs "Star Contractor Partner" program for painting contractors. The COVID-19 pandemic and its resultant lockdown has severely impacted the contractors' business for home paintings during peak season. As part of its thoughtful measures, and to give contractors a helping hand during these unprecedented times, JSW Paints is enabling all its contractors to convert their accumulated incentives and loyalty points into cash. The idea is to provide these contractors with access to cash in their bank accounts during these extraordinary times. More than 4,000 painting contractors across markets benefit from this JSW Paints' initiative.

JSW Paints was launched only a year ago in May 2019. During the short span of a year, the company has managed to onboard retailers and contractors across markets in South & West where it has business operations. JSW Paints' "Star Contractor Partner" program allows painting contractors to accumulate star points through their loyalty mobile app as well as all engagement-based incentives earned by them every time they use the app. Painting contractors have accumulated a large cache of points over the past one year. JSW Paints has deployed its Customer Relationship Officers to engage and encourage all contractors to encash their incentives from this program.

According to Mr A S Sundaresan, Joint MD and CEO of JSW Paints, *"The COVID-19 pandemic has disrupted business demand in a big way. The contractors have been severely impacted as painting contracts are a key source of income for them, especially during the dry summer season ahead of the monsoons. As a result, most of these contractors are facing difficulties in paying their labour workforce as well as meeting day-to-day financial requirements. As a thoughtful brand, JSW Paints closely works with its business associates and we believe it is our responsibility to help them during these difficult times by enabling the encashment benefits under the Star Contractor Partner program. Our Customer Relationship Officers across all markets are actively encouraging our contractors to encash their benefits, which will be*



directly transferred into their bank accounts. This initiative further reiterates our commitment to introduce thoughtful actions in the Indian market like never before.”

The Star Contractor Partner Program initiative has three focus areas – Contractor Assistance by providing them with professional tools to engage with their customers, Contractor Relationship Management through JSW Buddy Assist and a Loyalty program through which these contractors can accumulate benefits through Star points, track them through a Mobile App and redeem them when they need.

ABOUT JSW PAINTS: JSW Paints is part of the US\$ 14 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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