



PRESS RELEASE

Delhi Capitals signs JSW Paints as the team's Principal Sponsor for WPL 2023

*Delhi Capital WPL 2023 jersey showcased by India's leading women
business leaders Mrs Sangita Jindal and Mrs Anushree Jindal*

Mumbai & New Delhi, March 2, 2023: Delhi Capitals, today, announced its collaboration with JSW Paints as the team's Principal Sponsor for the inaugural season of the TATA Women's Premier League scheduled in Mumbai from March 4th to 26th, 2023. As part of this brand collaboration, all the Delhi Capitals women's team will wear the JSW Paints logo on the front of their match and training jersey throughout the entire duration of the tournament.

Mrs Sangita Jindal (Chairperson of JSW Foundation) and Mrs Anushree Jindal (Founder of Svamaan Financial) flagged off the current season for the Delhi Capitals Women's IPL team as well as showcased the new jersey. The flagging off ceremony by two of India's leading women business leaders reiterates the significance JSW Group attaches to the WPL tournament as a progressive step in recognizing the diversity of sportsmanship and the love for cricket among Indians. The brand partnership between Delhi Capitals and JSW Paints reiterates the massive boost given to women's cricket in India while enabling the discovery of fresh talent we can develop to compete with some of the best women cricketers in the world.

Speaking about the association, Mr. Dhiraj Malhotra, CEO of Delhi Capitals said, *“We are absolutely thrilled to join hands with JSW Paints as our Principal Brand Partner. The Women’s Premier League is a turning point in Indian cricket. For the inaugural edition of this tournament, we wanted to associate with a brand that’s disruptive and known for its innovative thinking to make this world a better place. Our partnership with JSW Paints reiterates our common thinking and strategic intent to reinvent the way the game is played in our respective domains.”*

Mr. AS Sundaresan, Jt. MD & CEO of JSW Paints said, *“We are delighted to join hands with Delhi Capitals as their Principal Sponsor for the inaugural edition of the Women’s Premier League. As we thoughtfully build the paint company of the future, we cherish such game-changing moments that bring about greater participation of women. We’re incredibly excited and extend our best wishes to this maiden league.”*

The Delhi Capitals will be up against Royal Challengers Bangalore in their first match of the WPL 2023 at the Brabourne Stadium in Mumbai on Sunday, 05 March 2023.

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About JSW PAINTS

JSW Paints is India’s leading environment-friendly paints company and a part of the diversified US\$ 22 billion JSW Group. JSW Group is India’s leading conglomerate 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, in an effort to maintain a green footprint. It extends “Think beautiful” to every aspect of the way the Company conducts its business, right from offering an 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, a Decorative Paints facility at Vijayanagar in Karnataka with a combined capacity of 150,000KL per annum and an Industrial Coatings facility at Vasind in Maharashtra. Within a short span of time, it has become the largest Industrial Coil Coatings company in India. JSW Paints is endorsed by well-renowned Bollywood actors Alia Bhat and Ayushmann Khurana.

About DELHI CAPITALS

Delhi Capitals plays in the Indian Premier League (IPL) and the Women's Premier League (WPL). Co-owned by the GMR Group and the JSW Group, Delhi Capitals was established in 2008 as Delhi Daredevils before embracing a new avatar in December 2018. The men's team is coached by the legendary Ricky Ponting, while the women are coached by Jonathan Batty.

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