



**FOR IMMEDIATE RELEASE**

## **JSW Paints launches *Colours Of Victory* range as a tribute to India's passion for sports**

**MUMBAI, JANUARY 31, 2022:** JSW Paints, India's leading environment-friendly paints company and part of US\$ 13 billion JSW Group, has launched a new range of shades called *Colours of Victory*. This is a tribute to various sports like Boxing, Javelin, Weight-Lifting, Wrestling, Hockey and Badminton where India has been made proud. Each colour range represents the colourful elements of these six sports and includes 4 sub-colours making it a holistic bouquet of 24 colourful portfolio. Through this new colourful range, JSW Paints celebrates the contribution of all Indian athletes who have won accolades for the country in international sports arena. JSW Paints began the roll-out of this range in India on India's Republic Day.

**Commenting on the launch of Colours of Victory, Mr A S Sundaresan, Joint MD and CEO of JSW Paints said,** *"Through the launch of this exciting Colours of Victory range, we celebrate India's passion for sports. We began the roll out of Colours of Victory on our Republic Day across India. We hope our customers will relate to our sentiments and efforts while selecting these unique colours for their homes. We are happy to extend the promise of Any Colour One Price to Colours of Victory range."*

**About JSW Paints:** JSW Paints, India's environment-friendly paints company and part of the diversified US\$ 13 billion JSW Group. JSW Group is India's leading business group 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 as beautiful thoughts make the world beautiful. It extends "Think beautiful" to every aspect of the way the Company conducts its business, right from offering 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, an Industrial Coatings facility at Vasind in Maharashtra and Decorative Paints facility at Vijayanagar in Karnataka with a combined capacity of 150,000KL per annum. Within a short span of time, it has already become the largest Industrial Coil Coatings company in India. JSW Paints is endorsed by well-known Bollywood actors Ayushmann Khurana and Alia Bhatt.

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