



## **'Soch sundar hogi tabhi toh desh sundar hoga' says JSW Paints' newest film.**

[https://www.youtube.com/watch?v=PBj59\\_bvLc0](https://www.youtube.com/watch?v=PBj59_bvLc0)

**MUMBAI – AUGUST 12, 2022:** JSW Paints is adding colour to India's Independence Day celebrations with a film that once again drives home the brand's promise - Thoughtful is Beautiful. Always putting forth interesting takes on what beautiful truly means, JSW Paints seems to say real beauty is in our thoughts. And it shows in the way a person, a home, a community and a nation behave.

**Ms Anuradha Bose, Chief Marketing Officer of JSW Paints said,** *“Since our launch, we have been standing by the clarion call to 'Think Beautiful'. Hence, we have ensured that every aspect of the JSW Paints brand has a Never Done Before quality and a promise to deliver true value to our consumers. It appears everywhere - from our product innovations to price, community and marketing interventions.”*

The new film takes Think Beautiful out of the four walls of a home and into neighbourhoods. It takes a leap and makes a larger point. The power that beautiful thoughts have to make our nation beautiful. Playing off a relatable event, the film finds an ingenious twist. One that suits the mega occasion of India's 75th Independence Day and puts a smile on your face.

Here is a challenge probably every neighbourhood in India faces. A problem no amount of fines, warnings and well-intentioned public advisory has been able to solve. Until JSW Paints decided to change the canvas of solutions and presented a bright new answer in blazing tricolour. Conceptualised by TBWA \India, the film captures India's struggle and India's originality in the same breath.

**Commenting on the widespread resonance of the work and its timing, CEO of TBWA\India, Govind Pandey said,** *“As India stands today at the precipice of the future, we are realising that only thinking good is not enough. Beautiful thoughts that translate into beautiful deeds is what truly makes a meaningful difference. Our progressive stories for JSW Paints are a reflection of this realisation and signal towards creating a thoughtful and beautiful India. There is no better time to highlight how*



*individual acts contribute to a beautiful nation, than the 75th Independence Day of the country."*

**Speaking about the inception of the idea, Parixit Bhattacharya, Managing Partner, Creative, TBWA\India, said,** *"When a brand stands for beautiful thoughts, it becomes easy to imagine a beautiful world. We see our new film for JSW Paints as more than a film. It hints at a practical solution to a nagging problem countrywide. Here's to making India more beautiful, one wall at a time."*

**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.

**For Further Information, Please Contact:**

**JSW Group Corporate Communications**

Frederick Castro  
Mobile: +91 99206 65176  
Email: [frederick.castro@jsw.in](mailto:frederick.castro@jsw.in)

Ishani Singh  
Mobile: +91 98890 01091  
Email: [ishani.singh@jsw.in](mailto:ishani.singh@jsw.in)