



JSW Paints unveils its protection-led campaign with JSW Halo featuring Advanced Defense™.

This marks the launch of the brand's protection platform, where advanced technology seamlessly blends luxury aesthetics with everyday protection.

YouTube Link: <https://www.youtube.com/watch?v=792Mlh0U8M4>

Mumbai, May 20th, 2026: JSW Paints today unveiled its new campaign for JSW Halo, its luxury paint portfolio powered by Advanced Defense™ technology. The launch signals the brand's evolving vision for modern homes — from paints that not only beautify homes but also actively protect them, enabling consumers to live more freely and confidently.

Today's homes are more dynamic than ever — spaces that constantly adapt to work, family, celebrations and self-expression. Consumers today seek solutions that not only elevate aesthetics but also protect their homes from germs, stains, dirt and everyday wear.

Built on this insight, JSW Paints introduces its new protection-led platform, “Suraksha ke Sang Jiyo Apne Rang,” reimagining paint as an invisible enabler that empowers people to live freely within their homes.

At the heart of the platform is JSW Halo with Advanced Defense™ technology, combining luxury aesthetics with protection against 40 different types of germs to help create healthier, more beautiful living spaces. By seamlessly blending beautification with protection, JSW Halo redefines the role of paint for the modern Indian home.

The campaign film captures this philosophy through intimate, playful and beautifully imperfect moments of everyday life.

Speaking on the launch, **Mr. Rohit Talwar, CMO, JSW Decorative Paints, said:** *“People want to live freely in their homes without constantly worrying about maintaining them. JSW Halo with Advanced Defense™ transforms paint from being a passive backdrop into an active enabler of everyday living. This campaign reframes protection as a source of confidence - empowering more expressive, carefree and uninhibited living.”*

Russell Barrett Chief Creative Experience Officer - TBWA Lintas said *“Most paint brands talk about walls. We chose to talk about the people between them. That's the disruption. When you feel truly safe, you let your guard down. While life gets messy, playful and gloriously imperfect, JSW Paints keeps its guard up. Protecting homes from germs, fading, scuffs and everyday chaos.”*

With this launch, JSW Paints is redefining what paint means in consumers' lives, moving beyond aesthetics to create solutions that beautify, protect and enable people to live life to the fullest. Through JSW Halo and its wider protection-led portfolio, the brand is shaping a more progressive and future-ready narrative for the category. Timed with the Indian Premier League season, the integrated campaign will be amplified across



television, digital and social platforms to drive strong consumer visibility and engagement.

About JSW Paints:

JSW Paints is India's environment-friendly paints company and part of the diversified US\$23 billion JSW Group. One of India's leading business houses, JSW Group has business interests across sectors such as steel, energy, maritime infrastructure, defence, B2B e-commerce, realty, cement, sports, venture capital and paints.

Website: <https://www.jswpaints.in/>

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