



## **JSW PAINTS URGES PEOPLE TO IMBIBE THE SPIRIT OF INDEPENDENCE DAY BY EXPERIENCING COLOUR DIFFERENTLY**

**Link:** [https://youtu.be/\\_1lk47sgBsc?si=j\\_j5HrRwAL9jxwOW](https://youtu.be/_1lk47sgBsc?si=j_j5HrRwAL9jxwOW)

**MUMBAI - August 13<sup>th</sup>, 2025:** This Independence Day, JSW Paints, India's leading environment-friendly paints company and part of the US\$ 23 billion JSW Group released its new film that reimagines how we experience the national flag. The campaign has been launched across digital platforms, amplifying JSW Paints' core belief of *Think Beautiful*.

**Conceptualized by TBWA India**, the film captures a tender moment between a father and son on the terrace of their home. As the national flag is raised on TV on the occasion of Independence day, the son creates a hand-painted tricolour filled with textured storytelling using **JSW Paints, Aquaglo**. Each colour becomes a tribute - to those who won us freedom, those who preserve our unity and those who nurture the land. The son guides his visually impaired father's hand across the painting to help him experience the national flag through touch and emotion. The film closes with a powerful note, **"Khoobsurti, jo dil ki aankhon se bhi dekhi ja sake."**

**Commenting on the campaign, Ashish Rai, CEO of JSW Decorative Paints** said, "Our Independence Day campaign highlights that beauty is not just visual, it is rooted in emotion and profound human connection. This story explores how art and colour can evoke emotion and unity. It captures the core of our Think Beautiful philosophy - where every product and story is designed to resonate with thoughtfulness, empathy and creativity."

**Govind Pandey, CEO, TBWA\India** added, "At TBWA\India, we believe in ideas that challenge convention and connect deeply. With JSW Paints, we've consistently explored what 'Think Beautiful' means beyond the surface. This Independence Day, our film attempts to convert an abstract idea like beauty into something deeply felt – quite literally. Casting a blind protagonist wasn't just a creative choice, it was a commitment to truth. And the result is a piece that resonates emotionally, while staying true to JSW Paints' brand values."

**Russell Barrett, Chief Creative Experience Officer, TBWA\India** said, "Sometimes, the most powerful visuals don't come from what's seen – but from what's felt. In this film, we wanted to challenge the very idea of how beauty is perceived. That meant casting not an actor playing blind, but a man who truly sees the world differently. His performance doesn't just subvert the clichés we've grown used to – it humanises them. This isn't just a



film. It's our way of showing that 'Think Beautiful' can live in the most unexpected moments."

**About JSW Paints:** JSW Paints, India's environment-friendly paints company and part of the diversified US\$23 billion JSW Group. As one of India's leading business houses, JSW Group, in addition to paints also has other business interests in sectors such as steel, energy, maritime infrastructure, defence, B2B e-commerce, realty, 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 170,000KL 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 actors like Alia Bhatt and Dulquer Salmaan.

**For media enquiries, please contact –**  
[media.queries@jsw.in](mailto:media.queries@jsw.in)