



JSW Paints celebrates the diverse colours of India this Independence Day

(TVC Link - <https://youtu.be/mqgHW3YW0mQ>)

MUMBAI – August 14, 2023: JSW Paints, India's leading environment friendly paints company and part of US\$ 23 billion JSW Group, celebrates the diverse colours of India in its new Independence Day campaign. Conceptualized by TBWA\India, the thought provoking campaign promotes national unity and challenges perceptions as a step towards a progressive and harmonious nation. The new campaign has been launched across digital platforms.

The film captures the perceptions attached to colours. As the painters are painting a wall with different colours, the onlookers & passers-by pause giving their candid and diverse reactions. The diversity of these reactions is stark. While some of the onlookers appear visibly bothered by the colours, some are puzzled, some are amused with the colours, while a few others remain unfazed. As the ad progresses, a heart-warming moment unfolds when the two painters come face to face and exchange smiles. This pivotal moment is catalytic, reflecting the potential for diverse colours to unite, making the climax both poignant and impactful. As the painters complete their work, the wall painting reveals that colours are free and have no limitations. This powerful metaphor underscores the fact that the true beauty and essence of our nation lies in the freedom we enjoy.

Commenting on the new Independence Day campaign, Mr AS Sundaresan, Joint MD and CEO of JSW Paints said, *"Our new Independence Day campaign brings out diverse perspectives of our society. Through this film, we aim to highlight that we should not limit colours with our thoughts and perceptions but set them free to unleash true beauty. The film urges every Indian to freely choose colours to make India beautiful."*

The new campaign is JSW Paint's commitment to foster social change through thought-provoking campaigns. The company is leveraging the power & potential of visual storytelling to shape societal perspectives.

According to Govind Pandey, CEO, TBWA\India, *"Openness to new perspectives is a key dimension of thinking beautiful. The Independence Day film showcases that in a thought provoking way. It captures the message that only when we free colours from our inherent perceptions that we've tied to them will our country truly become beautiful, which is something that JSW Paints has been championing through their initiatives."*



According to Russell Barrett, CEO, TBWA\India, *“Over the years JSW Paints has redefined the category with initiatives and actions that are in essence disruptive, beautiful thoughts. This Independence Day film carries on that tradition. Here we challenge the inherent perception about colours and what those mean when looked at from a new perspective. Challenging perceptions is a key dimension of thinking beautiful. This Independence Day, let's embrace the vibrant and beautiful diversity that makes our nation.”*

About JSW Paints: JSW Paints, India's environment-friendly paints company and part of the diversified US\$ 23 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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