



Sawalia aims to empower Indian consumers In JSW Paints' new Pixa campaign

(YouTube Link: https://youtu.be/Z3q_295SfiY)

Mumbai – August 23, 2023: JSW Paints, India's leading environment friendly paints company and part of US\$ 23 billion JSW Group, aims to empower Indian consumers by promoting transparency in the paint industry. The new campaign witnesses the return of the iconic character Sawalia portrayed by Alia Bhatt with a strong commitment of empowering Indian consumers with the right information while making their paint choices. JSW Paints' visually captivating film educates customers about the benefits of their product, PIXA that offers maximum coverage. The new campaign is launched across key TV channels, digital and other platforms.

The heart of the new JSW Paints campaign revolves around the best in class coverage offered by Pixa. This unique product proposition is showcased through innovative elements coming live in a cinematic narrative featuring brand ambassadors Alia Bhatt and Ayushmann Khuranna.

According to Mr AS Sundaresan, CEO of JSW Paints, *"Transparency, consumer enlightenment, and innovation have consistently driven our brand campaigns at JSW Paints. In this latest endeavour, the spirited Sawalia, embodied by Alia Bhatt, plays a pivotal role in encouraging consumers to ask the right questions, find the right answers and get maximum benefit from their informed choice."*

Speaking about Pixa, the brand tailored for both interior and exterior surfaces in the value segment, Mr. AS Sundaresan emphasized its distinct feature - Covermax. which enables it to offer best in class coverage - a feature which is extremely important to customers in this category. Covermax isn't just an attribute; it's a comprehensive customer value proposition. It enables customers to complete painting of their homes with minimum paint consumption. In addition, Pixa is the only brand in its category that offers over 1808 shades with the JSW Paints promise of 'Any Colour One Price'.



Mr Govind Pandey, CEO of TBWA/India adds, *“Given the low involvement in the category, consumers are still stuck in their expectations at the decades old level from their paint while the latest feature of JSW Paints has raised the delivery on coverage substantially.”*

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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