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

JSW Paints celebrates the power of thoughtful actions in its new digital film

Mumbai, 26th February 2024 – JSW Paints, India's leading environment friendly paints company and part of the US\$ 23 billion JSW Group celebrates the magic of small gestures in its new Think Beautiful digital campaign. It champions that real beauty resides in our thoughts and actions.

The film, with its touching narrative, delves into how simple acts of thoughtfulness can create profound connections between individuals, transcending barriers and fostering a more compassionate world. JSW Paints believes that genuine beauty stems from within, from the depth of our thoughts and the inclusivity of our actions. This film beautifully captures that essence.

Commenting on the new Think Beautiful campaign, Mr AS Sundaresan, Joint MD and CEO of JSW Paints said, “Our Think Beautiful series of films show how being thoughtful can make our world much more beautiful. In this new Think Beautiful film, we bring out how today's younger generation's thoughtful and meaningful actions can help spread happiness around us and build a very inclusive society.”

Govind Pandey, CEO, TBWA\India said, “An inclusive gesture holds profound beauty, transcending boundaries and nurturing connections.”

According to Russell Barrett, CCEXP0, TBWA\India, “Think Beautiful is more than a baseline, it's a platform idea. In this film we've explored yet another dimension of this platform and the transformative power of inclusivity, illustrating how even the smallest acts of kindness can catalyze positive change in society.”

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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