



## **JSW Paints celebrates beautiful memories in new digital film**

(YouTube Link: <https://www.youtube.com/watch?v=6JDh5AgtiGc>)

**Mumbai, October 19, 2023** – JSW Paints, India’s leading environment friendly paints company and part of US\$ 23 billion JSW Group celebrates beautiful memories in its new Think Beautiful digital campaign. It champions that real beauty resides in our thoughts and actions.

The film captures the nostalgic trip down the memory lane of two sisters as they take a tour of their childhood home. Every room in the home echoes with their laughter. Every nook and corner holds memories from their childhood. As they go around reliving memories, they realise that everything about the house has changed. However, their old room offers a heart-warming surprise. This slice of life film highlights how a small thoughtful action has the potential to bring people together. This moment is heart-warming and reflects the magic of preserving beautiful memories. The new campaign showcases that real beauty lies in our thoughts and goes beyond appearances. The film has been conceptualised by TBWA\India.

**Commenting on the new Think Beautiful campaign, Mr AS Sundaresan, Joint MD and CEO of JSW Paints said,** “Our film urges every Indian to preserve beautiful memories, as they are worth reliving. We believe that true beauty goes beyond superficial appearances. In this new film, we emphasize that it's the beauty of thoughts and inspiring actions that truly enrich the world and make life beautiful.”

**Govind Pandey, CEO, TBWA\India said,** “A thoughtful gesture is inherently more beautiful even if it means leaving a wall unpainted.”

**Acoording to Russell Barrett, CCExpO, TBWA\India,** “Think Beautiful is more than a baseline, it’s a platform idea. It’s reflected in how the brand operates, manufactures and of course, communicates. In this film we’ve explored yet another dimension of this platform. That a beautiful thought runs deep, it has empathy and respect and it spreads beauty as well. The story of how a complete stranger respects and protects the memories of a couple of children she never thought she’d ever meet speaks to that idea of deep, meaningful and beautiful thoughts.”



**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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