



JSW Paints Launches Vogue to create Fashionable Effects on Walls

MUMBAI - October 2022: JSW Paints, India's leading environment-friendly paints company and part of US\$ 22 billion JSW Group, has introduced Vogue range of finishes that offers curated wall-effects to enhance décor at home. The company extends its "Think Beautiful" promise to Vogue by offering luxurious effects to create fashionable walls for the modern, cosmopolitan Indian consumer. Vogue is inspired by the latest trends in fashion and culture to bring alive walls at home.

Vogue encourages imagination and creativity in creating effects for walls that bring out luxury, style & uniqueness. To kick-start the imagination, Vogue has introduced 8 exclusive wall effects. They are inspired by elements of nature and culture. Bandhej captures the aesthetic beauty of one of the oldest Indian techniques of fabric pattern. On the other hand, the Ikat effect captures the blurry yet charming technique of colouring fabric permeating luxury across the living space.

While the Blaze effect embodies passion & confidence, the Stacks effect infuses a classic, relaxed look that creates a lovely accent on the wall. If one is a fan of pastels and loves the serene look, then Horizon brings forth that feeling.

The Thatches effect gives a country-style décor look. It is rustic, timeless and feels homely. While Thatches helps connect one with their roots, the Orbital effect takes one on an adventurous journey into space. Continuing with love for astronomy, the Meteor effect is meticulously designed to replicate the mesmerising beauty of a meteoroid shower.

A S Sundaresan, Joint MD and CEO, JSW Paints said, *"Vogue by JSW Paints is a designer collection of luxurious visual effects for walls. We are delighted to bring forth a curated collection of fashionable effects, inspired by India, Nature and Space. These aim to unleash your imagination and delightfully decorate homes with rich visual effects and textures."*

Vogue is available in a wide range of metallic and non-metallic colours to transform the walls of every Indian home.

About JSW Paints: JSW Paints, India's environment-friendly paints company and part of the diversified US\$ 22 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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