



JSW Paints' launches new campaign with Ayushmann Khurrana for its Waterproofing Range iBlok

(YouTube Link: <https://www.youtube.com/watch?v=nQsB4Pr9814&feature=youtu.be>)

Mumbai – May 7, 2024: JSW Paints, India's leading environment-friendly paints company and part of the US\$23 billion JSW Group has launched a new brand campaign for its iBlok Waterstop product range. In the new "Khoosurat Soch" campaign, Bollywood actor Ayushmann Khurrana urges every Indian consumer to add new depth to Thinking Beautiful in order to protect their home beyond the surface coating of the walls. The new campaign will be launched across various television channels as well as digital and social platforms.

The Indian consumer is extremely conscious of decorating the walls of their homes. However, most of them ignore the essential need to waterproof their walls in order to protect their home from water leakage and dampness. The new iBlok campaign showcases the way we easily block things and people in life in a quirky way and also highlights the comprehensive protection provided by the [iBlok Waterstop range](#). It gives customers the freedom to creatively transform every corner of their homes. Conceptualized by TBWA/India, the film features brand ambassador Ayushmann Khurrana as he navigates tricky conversations and has a simple yet effective solution to block leakage from affecting the beautiful ceiling he has thoughtfully created in his new home.

According to Mr AS Sundaresan, Joint MD & CEO of JSW Paints, *"We urge our consumers to 'Think Beautiful' and when they do we are always there. The insight behind the campaign is that when a customer has a 'Khoosurat Soch' to have a beautiful ceiling - often affected by leakage, JSW Paints iBlok range is there to ensure it is surely protected. This lets them do more at home and keep it beautiful."*

Govind Pandey, CEO, TBWA\India said,

You think beautiful not just when you create something beautiful but also when you protect beautiful creations!



Russell Barrett, CCExpO, TBWA\India said,

JSW Paints has stood for disrupting the category through thoughtful innovations for years now. With this film, the brand asked the provocative question - wouldn't it be nice if more irritants in life could be blocked just as easily as iBlok waterproofing range blocks and protect our homes from the elements? The film dramatizes that perfect world with a humorous reminder that iBlok waterproofing range of paints protects our homes from the irritants on the outside, unfortunately not for those found on the inside.

JSW Paints' iBlok Waterstop Range offers consumers an effective solution for waterproofing their homes with confidence. As leakage and moisture concerns are prevalent, iBlok Waterstop Range provides superior protection and longevity for your walls. The iBlok Waterstop 3K product is a revolutionary three-component Crystalline Waterproofing solution for superior waterproof coating. The range's prowess extends across interiors, exteriors, cracks, and roofs, addressing all concerns from capillary action to crack bridging to anti-efflorescence ensuring that your walls remain pristine and protected.

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 Khurrana and Alia Bhatt.

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