



JSW Paints ropes in Dulquer Salmaan as Brand Ambassador for South Markets

(YouTube Link: <https://youtu.be/xEZbsTYKBtM>)

Mumbai, October 4, 2024: JSW Paints, India's leading environment-friendly paints company and part of the US\$24 billion JSW Group, signed acclaimed actor Dulquer Salmaan as its Brand Ambassador for the Southern markets.

This strategic partnership marks an exciting chapter for JSW Paints as it strengthens its bond with customers in Southern India. The company released its new campaign "Khoobsurat Soch" today featuring brand ambassadors Dulquer Salmaan and Alia Bhatt. The new campaign is being launched across television channels, digital and other platforms.

In the visually captivating film, Dulquer Salmaan and Alia Bhatt invite everyone to embark on a journey of self-expression with JSW Paints. The soundtrack of the film is composed by the maestro Gulzar, making it beautiful mix of visual and auditory experience for audience. Conceptualised by TBWA\India, the film captures JSW Paints' diverse range of eco-friendly paints.

Commenting on the association Mr. AS Sundaresan, Joint MD & CEO of JSW Paints said, *"We are thrilled to welcome Dulquer Salmaan to the JSW Paints family. His immense popularity, the variety of roles and performances and genuine connection with the people make him an ideal choice to represent our brand. We believe his association will take our idea of Think Beautiful closer to consumers."*

Known for his versatile performances and widespread appeal, Dulquer Salmaan embodies elegance, authenticity and innovation. These values resonate deeply with JSW Paints' commitment to excellence and customer-centricity.

Commenting on his association with JSW Paints, renowned actor Dulquer Salmaan said, *"I am thrilled to be associated with JSW Paints, a young brand that stands for excellence and innovation in the paint industry. I am glad to be associated with a company that shares my values and commitment to quality. I look forward to contributing to JSW Paints' journey with Think Beautiful and connecting with consumers."*

JSW Paints aims to deepen its engagement with customers, drive brand visibility and strengthen market presence in the southern India. The company is poised to introduce



campaigns and initiatives featuring Dulquer Salmaan to reach the diverse consumer base across Southern states.

About JSW Paints: JSW Paints, India's environment-friendly paints company and part of the diversified US\$24 billion JSW Group. As one of India's leading business houses, JSW Group, in addition to paints also has other business interests in sectors such as steel, energy, maritime infrastructure, defence, B2B e-commerce, realty, 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 170,000KL 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.

For Further Information, Please Contact: