



JSW PAINTS CHAMPIONS PRICE TRANSPARENCY & CUSTOMER VALUE WITH 'ANY COLOUR, ONE PRICE' CAMPAIGN

POPULAR ACTORS, ALIA BHATT & DULQUER SALMAAN LEAD JSW PAINTS' FESTIVE CAMPAIGN WITH A SIMPLE MESSAGE – *"DABBA PADHO, BACHAT KARO"*

YouTube Link: <https://www.youtube.com/watch?v=QIR4X6z0RFM&feature=youtu.be>

Mumbai, 22nd September, 2025: JSW Paints, India's leading environment-friendly paints company, is set to make it a colourful festive season for its customers.

The Company – a part of the US\$23 billion JSW Group - today unveiled its latest festive campaign for its decorative range of paints. The campaign reinforces the brand's disruptive promise of **Any Colour, One Price** with a simple message, underscoring the transparency and savings it brings to the consumers. The new campaign is being launched across key TV channels, digital and other platforms.

At the heart of the campaign is a film, conceptualised by TBWA, featuring its brand ambassadors Alia Bhatt and Dulquer Salmaan in a light-hearted and yet thought-provoking narrative. It also marks the return of the iconic character Sawalia, known for encouraging curiosity and questioning, who drives home the brand's promise of **Nothing extra for Colour**.

Sawalia highlights a simple irony - while consumers carefully read labels on everyday products, they often overlook what's written on a paint pack. By guiding Dulquer's attention to the label on the paint pack, she reinforces [JSW Paints'](#) transparent pricing model, which ensures up to 15% savings for consumers. The campaign film closes with Sawalia's cheeky nudge – *'Dabba Padho, Bachat Karo'* followed by the brand's core philosophy of Think Beautiful.

Commenting on the campaign, Ashish Rai, CEO of JSW Decorative Paints said, "Customers in our country are very conscious of the products they consume and how it impacts them. They read the labels on food, health and lifestyle products. However, when it comes to paints, that awareness is often missing. With our new campaign, we aim to address that oversight and bring the same mindfulness to the paint category. Our brand promise of 'Any Colour, One Price' is a clear and disruptive intervention – ensuring transparency and savings for consumers. This reflects our Think Beautiful philosophy, where every innovation is rooted in thoughtfulness and empathy."



Govind Pandey, CEO, TBWA\India said, “This ad is simply reinforcing that JSW Paints is the only brand that brings all colours at the same price. Sawalia is our smart, aware consumer mascot who provokes the habit-driven uninvolved consumer to get involved and look harder.”

Russell Barrett, Chief Creative Experience Officer, TBWA\India added, “Reviving Sawalia was about more than nostalgia, it was about giving consumers a character who speaks their language with wit and empathy. In an age where we are all so very conscious of what’s on the pack and when we’re holding brands to much higher standards, the ever questioning and charming Sawalia asks the audience to extend that same questioning mind set to paints as well.”

About JSW Paints: JSW Paints, India’s environment-friendly paints company and part of the diversified US\$23 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 actors like Alia Bhatt and Dulquer Salmaan.

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