



JSW Paints Launches AI First Visualizer to Make Consumers Colour Confident

A digital platform transforming how consumers discover, visualise and choose colours for their spaces, redefining the future of colour selection.

Mumbai, XX June, 2026: JSW Paints, India's leading environment-friendly paints company, has unveiled its new AI-powered Paint Visualizer, a next-gen digital solution designed to redefine how consumers discover, experience and select colours for their spaces. Moving beyond conventional visualization tools, the platform introduces an AI-first approach that eliminates guesswork and empowers consumers to make colour decisions with confidence.

At the heart of this innovation is a simple but powerful insight: colour selection has always been an emotional yet uncertain process. JSW Paints' AI Visualizer tool combines advanced technology with design intelligence to bring colours to life with exceptional realism. The platform features lighting simulation, wall mapping and true to life colour representation, enabling consumers to visualize shades as they would appear in real environments. This addresses a long-standing gap in the category around visual accuracy and trust. It also serves as a smart, interactive recommendation engine, suggesting suitable colour options based on user prompts, room type and preferences.

The platform further enhances personalization through regionally inspired palettes that reflect India's diverse architectural aesthetics and cultural nuances. Instead of scrolling through hundreds of options, users can simply describe their preferences or space to receive personalised colour suggestions, making the experience more intuitive and seamless.

Additionally, the platform also includes an **Intelligent Shade Recommender**, which suggests the most suitable colours based on user inputs making the entire selection process more personalised and confidence-led.

Commenting on the launch, **Mr Rohit Talwar, CMO, JSW Decorative Paints**, said: *"There are over 100 million colour-related searches in the paints category every year, reflecting how important yet often overwhelming colour selection can be for homeowners. At JSW Paints, we believe choosing a colour for a home is an emotional and deeply personal decision, but the abundance of options can often create uncertainty. Our AI-First Paint Visualizer is designed to reduce this friction by helping consumers visualise colours in their own spaces, discover personalised recommendations, and make decisions with greater confidence. Through AI-powered intelligence, we are making the colour selection journey simpler, more intuitive, and more confidence-led, while recognising that the final choice remains a reflection of individual taste, emotion, and aspiration."*

With the launch of the AI-First Paint Visualizer, JSW Paints is making colour selection more intuitive, personalised and confidence-led, reinforcing its commitment to innovation and consumer-centric experiences.

About JSW Paints: JSW Paints, part of the diversified US\$23 billion JSW Group, is one of India's fastest-growing environmentally conscious paint



companies. Launched in 2019, the company is reimagining the paints category through innovation, sustainability and customer-centric solutions. Its portfolio of decorative and industrial coatings emphasizes high performance and environmental responsibility, with a strong focus on water-based products. JSW Paints has emerged as India's largest industrial coil coatings company and continues to strengthen its position as a leading challenger brand in the paints industry.

Website: <https://www.jswpaints.in/>

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