

## **“JSW Paints PVT LTD -Marketing Strategy”**

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## **ABSTRACT:-**

MUMBAI, MAY 2, 2019: India's leading business conglomerate, JSW Group has entered the paints business in India with JSW Paints. This is part of the Group's diversification into consumer facing businesses and a historic first time entry of an Indian conglomerate into the organized paints sector. With the launch of its paints business, JSW Group aims to make a comprehensive offering for consumer homes through steel, cement, furniture and now paints

## **KEYWORDS –**

JSW Paints , Paints, Decorative Paints, wall, wood.

## **1: INTRODUCTION :**

JSW Paints is a greenfield venture backed by cutting-edge technology, automation and scale that's comparable to leading players in the sector. The company will manufacture and market both industrial coatings as well as decorative paints. In industrial coatings, JSW Paints commences operations with coil coatings. In the Decorative paints segment, the company will offer a complete range of only water-based paints for Interior & Exterior walls, wood & metal – various surfaces in Homes

## **2.: HISTORY OF JSW Group**

JSW Steel's history can be traced back to 1982, when the Jindal Group acquired Piramal Steel Limited, which operated a mini steel mill at Tarapur in Maharashtra and renamed it as Jindal Iron and Steel Company (JISCO). Soon after the acquisition the group set up its first steel plant in 1982 at Vasind, near Mumbai.

Later, in 1994, Jindal Vijayanagar Steel Limited (JVSL) was set up with its plant located at Toranagallu in the Bellary-Hospet area in the State of Karnataka, the heart of the iron ore belt and spread over 10,000 acres (40 km<sup>2</sup>) of land. It is well connected to both the Mormugao Port and Chennai Port and is 340 kilometres from Bangalore. It is said to be the sixth largest steel plant in the world.

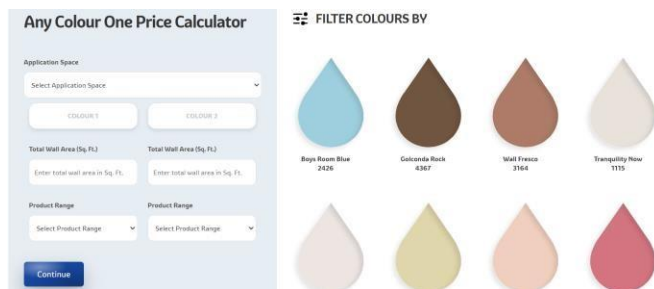
JSW Paints is a greenfield venture backed by cutting-edge technology, automation and scale that's comparable to leading players in the sector. The company will manufacture and market both industrial coatings as well as decorative paints. In industrial coatings, JSW Paints commences operations with coil coatings. In the Decorative paints segment, the company will offer a complete range of only water-based paints for Interior & Exterior walls, wood & metal – various surfaces in Homes. According to industry estimates, India's organized paints industry is expected to cross Rs. 50,000 crore by value by 2020 with a CAGR of 15%. JSW Paints has actively studied the market to understand evolving customer dynamics, need gaps as well as global trends. It aims to be a significant player in the Indian paints sector.

## **3. Services provided by JSW Paints:**

**Customer Assistance:** JSW Paints adds a human touch to its consumer experience. Its Customer Relationship Officer referred to as a JSW Paints Buddy, will be available on ground to assist customers to make an informed choice about products, colours and even to find a contractor if required.

JSW Paints' brand promise of Simple, Swift & Sure is delivered through its waterbased colours for homes. It's the only company with an all water based decorative paints portfolio in the country - Decorative paints that use no solvents, are low on VOC and totally family-friendly. Even the colourants for tinting the paints are water based and low- VOC. Its consumer portfolio is tested & certified for best performance with, a first time in India, life expectancy indicator of 3, 5 or 7 years.





The image shows a web-based calculator titled 'Any Colour One Price Calculator'. It includes a 'Filter Colours By' section with a grid of color swatches. Below this, there are input fields for 'Application Space', 'Colour 1', 'Colour 2', 'Total Wall Area (Sq. Ft.)', and 'Enter total wall area in Sq. Ft.'. There are also dropdown menus for 'Product Range' and a 'Continue' button.

**Any Colour One Price** JSW Paints Colourvista is a curated portfolio of over 1800 shades making it one of the widest & best researched colour range in the Indian market. JSW Paints aims to unify India with colours with its path-breaking promise of any colour in a product line being offered at one price. This is the first time an Indian paint company is bringing such pricing transparency as a thoughtful intervention to Indian consumers. This removes the opaqueness in colour pricing in the Industry for tinted colours where “colourant cost extra” is charged and every colour in a product-pack has a different price and the difference between colours can be as high as Rs.150 per litre.

One of the youngest entrants in the paints category with a unique proposition of ‘any colour one price’, JSW Paints is using Indian Premier League as a



vehicle to reach out to the millennial couples who see their homes as an extension of self and want to paint them in beautiful colours, CMO Anuradha Bose told exchange4media.com over a recent video call. Bose was talking about the brand’s latest campaign ‘Sawalia’ launched during the IPL. The film

**Innovative & Ergonomic Packaging:** JSW Paints offers its paints in an innovative & ergonomic, first time rectangular packaging designed to save space, transportation costs and easy to store. The packaging is also easy to use, roller-friendly with an ECO tray

accessory to assist application of the colour on home walls



**Manufacturing Capacities:** JSW Paints proud to have set up India’s largest and fully automated coil coatings facility with an annual capacity of 25000 KL and state-of-the-art fully automated only water based decorative paints plant in India with 100,000 KL annual capacity. Both manufacturing units are designed to be environment-friendly and are ZLD (Zero Liquid Discharge) units.

JSW Paints, part of the JSW Group, is eyeing a capex of ₹750-1,000 crore over the next 2-3 years as it looks to up production capacities by 2,00,000 kilo litres per annum.

The company which is looking to set up its third plant — to cater to north and central Indian markets — is now exploring land parcels in Uttar Pradesh, Haryana and Madhya Pradesh, says AS Sundaresan, Joint MD and CEO, JSW Paints. The plant will have both decorative and industrial paints segments.

**Commenting on the launch of JSW Paints,** Mr. Parth Jindal, Managing Director of JSW Paints said, “At JSW Paints, we believe that being thoughtful is beautiful. Hence, we have ensured that every aspect of JSW Paints brand has a Never Done Before quality and a promise to deliver true value to our consumers. We have thus thoughtfully taken the path-breaking step to offer Any Colour at One Price in a product, for the first time in India. We hope to be the preferred choice of millennial couples. JSW Paints aims to be the future of colour & painting for Indian homes.”

According to Mr. A S Sundaresan, Joint MD & CEO of JSW Paints, “JSW Paints’ Simple Swift & Sure way to painting will go a long way in helping consumers make an informed and confident choice. Our Any Colour One Price ensures consumers great value, ushers price transparency and makes them free to choose colours confidently for their homes. At JSW Paints, we combine excellence in Manufacturing & Marketing, driven by customer insights, to bring about thoughtful innovations that offer tremendous value and are trend setting into the future of paints and painting.”

launched the campaign in over 60 towns in the South and West of India through Out of Home media, featuring colourful visuals of categories. Our main brand campaign of ‘embrace every colour’ also talks of our 1808 shades at the same price. Besides, campaign also has a strong digital push to ensure that the message of ‘any colour one price’ goes to every discerning customer across the country. In the long run, TV and Digital will be the main media for spends as is for most consumer brands.

A pan-India player now, its existing manufacturing facilities are located in Karnataka — for the decorative paints unit with a capacity of 1,00,000 kilo litres (kl) — while the industrial paints plant is located in Maharashtra and the present ramped up capacity is 50,000 kl, per annum. Nearly, ₹750 crore has already been invested across these existing facilities, which are greenfield ones.

According to him, funds would mostly be through internal resources, while “other options” are also open.

“JSW Paints is a brand that believes in keeping the product portfolio simple and relevant to the user. For example, we never launched a separate anti-viral product range when most of the competitors were doing. We introduced these features in our top of the line offering Halo, to make it easier for the customers to pick the right product. Additionally, we are water-based paint, with minimal smell, and roller-based easy application. So, there are a lot of aspects of the personality of our brand that are customer-centric. And we would like to talk a lot more about it.



### **CONCLUSION:**

JSW Paints aims to be a thoughtful paint company creating beautiful experiences for its customers. To this effect, its entire business & brand proposition is based on thoughtful interventions across colour, customer assistance, packaging and manufacturing.

### **REFERENCE:**

1. <https://en.wikipedia.org/wiki/E-sports>
2. <https://www.jswpaints.in/about-us>