

JSW STEEL INAUGURATES EXCLUSIVE BRANDED SHOWROOM IN GUWAHATI

Guwahati, May 4, 2009: JSW Steel - the largest private sector steel producer in the country, as part of its ongoing forays into pan-India steel retailing, expanded its footprint in to the Northeastern region. The Steel major today inaugurated the first of its kind exclusive branded retail showroom- **JSW Shoppe** in the picturesque state of Assam through their authorized distributor M/s Jalaram Traders in Guwahati.

Inaugurating the Guwahati branded outlet, Mr. Saji Samuel, Deputy General Manager – Sales, JSW Steel, said "The concept of the Shoppe originates from the fact that we want customers to get the right quality of product at the right price and at the right place. Shoppe is an effort to create a customer friendly ambience. This interface with the customer will result in creating a strong relationship based on trust and reliability with JSW steel."

JSW Shoppe is an exclusive steel retail outlet of the company and will have on display and sale all the products of JSW Steel ranging from hot rolled to colour coated steels along with long products. It aims to provide a unique experience of buying steel products through a branded distribution channel.

"This novel marketing initiative will go a long way in creating brand awareness about JSW Steel's superior product quality and will ensure that the customers get full value for money," said Mr. Samuel.

JSW Steel has nine shoppes in Maharashtra, seven in Uttar Pradesh, six in Karnataka, four in Tamil Nadu, three each in West Bengal and Haryana, two each in Rajasthan and Gujarat, one each in Andhra Pradesh, Goa, Madhya Pradesh, Kerala and Punjab. The Company plans to open around 50 such shoppes in a short span and subsequently will have a pan-India presence with over 600 branded outlets.

JSW steel is in the midst of an exponential growth. Its steel plants in Karnataka and Tamil Nadu together produce around 7.8 million tonnes of steel per annum. With steel plants coming up in West Bengal and Jharkhand, JSW Steel aims to produce 32 million tonnes of steel by the year 2020.

About JSW Steel Ltd.:

JSW Steel Ltd., belonging to JSW group, part of the US \$ 8 billion O P Jindal Group, is one of the lowest cost steel producers in the world. The group has diversified interest in mining, carbon steel, power, industrial gases and port facilities. JSW Steel Limited is engaged primarily in manufacture of flat products viz. H R Coils, C R Coils, Galvanised products, auto grade / white goods grade CRCA Steel, Power & Cement. Incorporated in 1994, the JSW Group has grown to US \$ 3.7 billion in little over a decade. JSW Steel Limited has the largest galvanizing production capacity in the country and is the largest exporter of galvanized products with presence in over 74 countries across five continents.

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