

PRESS RELEASE

FOR IMMEDIATE PUBLICATION

JSW STEEL INAUGURATES BRANDED SHOWROOMS IN HYDERABAD AND WEST BENGAL

JSW Steel - the largest private sector steel producer in the country forays into Andhra Pradesh and West Bengal in steel retail. As part of its ongoing foray into retail exclusive shoppes, JSW Steel inaugurated its first JSW Shoppe in Hyderabad through their authorized distributor M/s Mohan Steel Corporation.

The Company also forayed into the hitherto unrepresented market of West Bengal by inaugurating three of its first branded showrooms through their authorized dealers - at Kolkata, Maldah and Sainthia.

Inaugurating the Hyderabad branded outlet, Mr. Gopi Krishna, Associate Vice President – 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. Saji Samuel, Deputy General Manager – Sales, JSW Steel, who inaugurated the JSW Shoppes through the authorized dealers M/s Rawalwasia Steel Company in Kolkata, M/s Ispat Enterprises Pvt. Ltd at Maldah town in Maldah district of north Bengal and M/s Mahabir Steel Supply Company at Saithia in Birbhum district.

JSW Steel has seven shoppes each in Uttar Pradesh, six each in Karnataka and Maharashtra, four in Tamil Nadu, three in West Bengal, two each in

Rajasthan and Haryana. One each in Andhra Pradesh, Gujarat, Goa, Madhya Pradesh, Kerala, 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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