



PRESS RELEASE

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## **JSW STEEL EXPANDS RETAILING NETWORK TO CHHATTISGARH**

**Bilaspur, October 1, 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 to the mineral rich state of Chhattisgarh. The Steel major today inaugurated its maiden exclusive branded retail showroom - **JSW Shoppe** in the state and the first in Bilaspur through their authorized distributor M/S Hanuman Hardware Store.

Inaugurating the first branded outlet in industrial hub of the nascent state, Mr. Amar Agarwal, Minister of Health, Commercial Tax and Revenue, Government of Chhattisgarh 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.

"We are happy that JSW Steel, one of the leading steel manufacturers in the country has extended its retail network to our young state. 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. Agarwal.

JSW Steel has eleven Shoppes in Maharashtra, nine in Uttar Pradesh, eight in Karnataka, , seven in Tamil Nadu, six each in Rajasthan and Gujarat, five in West Bengal, four each in Haryana and Madhya Pradesh, three each in Andhra Pradesh and Punjab and one each in Assam, Goa, Orissa, Kerala, Jharkhand, Bihar and Jammu & Kashmir. The Company plans to have a pan-India presence with over 600 branded outlets in the near future.

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 108 countries across five continents.

For Further information, please contact

JSW Steel Ltd

Probir Pramanik,

Manager-Corporate Communications,

+91 9594470340

Ms. Sharmila Banerjee

Group Head-Corporate Communications