

JSW STEEL INAUGURATES BRANDED SHOWROOMS IN CHENNAI

Chennai, November 17: JSW Steel - the second largest private sector steel producer in the country, today inaugurated its first JSW Shoppe in Chennai through their authorized dealer M/s.Vishnu Enterprise & M/s Steel Sales & Supplies. Both exclusive showrooms are first in Tamil Nadu.

Mr. M Gopi Krishna, Associate vice president – Sales & Marketing, JSW Steel, inaugurated JSW Shoppe, an exclusive steel retail outlet in Chennai. JSW Shoppe 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.

At this inauguration, Mr. M Gopi Krishna 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."

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.

JSW Steel has two shoppes at Hubli, three at Bangalore - Karnataka, one at Jaipur – Rajasthan, –two in Maharashtra (Kolhapur, Pune), one at Ahmedabad in Gujarat, one at Ghaziabad, one at Gorakhpur, one at Goa, one at Cochin - Kerala. 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 4.8 million tonnes of steel per annum. By end of 2008, the capacity will increase to around 8 million tonnes 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.

For Further information, please contact

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