



PRESS RELEASE

Mumbai, March 20, 2010

JSW STEEL INAUGURATES BRANDED SHOWROOM AT MUMBAI

JSW Steel - the leading private steel producer in the country inaugurated its 4th JSW Shoppe in Mumbai through their authorized dealer M/s K.Amishkumar Trading Pvt.Ltd at Ghatkopar (East).

Mr.J.K.Tandon, Director (Projects), JSW Steel, inaugurated the JSW Shoppe. He said that "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. At JSW Shoppe a customer can get everything in steel under one roof."

JSW Shoppe is an exclusive steel 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.

By March end, JSW Steel will have Forty shoppes in North, Sixty-five in West, Eighteen in East & thirty-nine in South Region.

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

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