



PRESS RELEASE

JSW STEEL OPENS BRANDED SHOWROOM AT HYDERABAD

Hyderabad, June 21, 2010 : JSW Steel - the number one private steel producer in India by capacity has opened its fourth JSW Shoppe outlet in the southern state of Andhra Pradesh, in Hyderabad city.

JSW's authorized dealer for this branded showroom are M/s. M. R. Steel Corporation.

On the occasion of the store's inauguration, JSW Steel's general manager (sales), Rajeev Shukla said, "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 retail steel outlet which has on display and sale, all the company's products, ranging from hot rolled to colour coated steels as well as long products.

Only in its second year since JSW launched this retail format, JSW Shoppe already contributed as much as 16% to the company's overall domestic sales in the financial year 2009-2010.

Till date, JSW Steel operates a total of 174 JSW Shoppe outlets through its dealers. The company plan to open 600 retail outlets by 2012.

JSW Steel itself is in the midst of an exponential growth. Its steel plants in Karnataka and Tamil Nadu together produce 7.8 million tonnes of steel per annum. With steel plants coming up in West Bengal and Jharkhand, the target is to achieve 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.

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