



PRESS RELEASE

FOR IMMEDIATE PUBLICATION

JSW STEEL EXPANDS RETAILING NETWORK IN UTTAR PRADESH

Lucknow, July 24, 2009: JSW Steel - the largest private sector steel producer in the country, as part of its ongoing forays into pan-India steel retailing, further expanded its footprint in Uttar Pradesh. The Steel major today inaugurated its eighth exclusive branded retail showroom - **JSW Shoppe** in the state and the first in the "city of many splendours"-Lucknow through their authorized distributor M/S Diamond Ispat Pvt Ltd.

Inaugurating the first branded outlet in the city of cultural extravaganza, Mr. Sharad Mahendra, Associate Vice President –Sales and Marketing, 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. Mahendra.

JSW Steel has nine Shoppes in Maharashtra, eight in Karnataka, eight in Uttar Pradesh, four each in Tamil Nadu, Gujarat and West Bengal, three in Haryana and two each in Rajasthan and Andhra Pradesh, one each in Assam, Goa, Orissa, Madhya Pradesh, Kerala and Punjab. 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.

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