

PRESS RELEASE

Chennai, July 19, 2010

JSW STEEL INAUGURATES BRANDED SHOWROOM AT CHENNAI

JSW Steel - the leading private steel producer in the country has inaugurated its 11th JSW Shoppe in Tamil Nadu through its authorized dealer M/s. Agarwal Steel Enterprises, at Chennai.

JSW Steel retail head Vinay Shroff said, "The concept of the Shoppe originates from the fact 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."

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.

At present, JSW Steel has forty retail "Shoppe" outlets in northern India, sixty-eight in the western region, nineteen in the eastern part of the country, and forty-three in southern India.

Currently in the midst of exponential growth, JSW's 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.