



Ref: JSWSL: SEC: MUM:SE: 2017-18
March 15, 2018

1. National Stock Exchange of India Ltd. Exchange Plaza Plot No. C/1, G Block Bandra – Kurla Complex Bandra (E), Mumbai – 400 051 NSE Symbol: JSWSTEEL Kind Attn.: Mr. Hari K, President (Listing)	2. BSE Limited Corporate Relationship Dept. Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001. Scrip Code No.500228 Kind Attn: The General Manager (CRD).
---	--

Sub: JSW Steel announces new TV Campaign to support its fight against counterfeit steel

Dear Sirs,

Enclosed herewith is a press release dated 15.03.2018 on the above subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,
For JSW STEEL LIMITED


Lancy Varghese
Company Secretary

cc: **The Calcutta Stock Exchange Association Ltd.,**
7 Lyons, Range, Kolkata – 700 001.
FaxNo.033-22102210



FOR IMMEDIATE RELEASE

JSW Steel announces new TV campaign to support its fight against counterfeit steel

MUMBAI, March 15, 2018 - JSW Steel, India's leading steel producer, is launching a new TV campaign under the theme *Asli JSW Coloureon+ sheet wahi jiski quality marking mithe nahi*. The TV campaign is part of the company's ongoing efforts to create mass public awareness about the menace of counterfeit in the colour-coated steel products category. JSW Steel markets JSW Coloureon+ colour-coated sheets catering to the growing consumers' need for steel roofing. JSW Coloureon+ provides high quality, differentiated & safe solution to traditional roofing products.

Conceptualized by Ogilvy & Mather, the new JSW Coloureon+ TVC demonstrates the product functionalities while creating awareness on how consumers can check for authentic JSW Coloureon+ sheets. JSW Steel has introduced a unique tamper-proof quality mark to differentiate JSW Coloureon+ from substitutes sold in the Indian market. JSW Steel's new TVC is expected to go on air on March 16 across National and Regional TV channels.

Commenting on the launch of JSW Coloureon+ TVC, Mr Jayant Acharya, Director – Marketing & Commercial, JSW Steel said, *"We have seen a large influx of sub-standard colour coated steel into the country in recent past. This poses multiple problems for the country – not only does it affect domestic manufacturers who have put in large amounts of capital to set-up world class facilities but it also increases the cost of infrastructure as low quality imported steel needs replacement in about 2 years compared to 10-20 years' shelf life of domestically manufactured colour-coated steel. The issue becomes even more serious when these imported sheets start getting sold as counterfeit of established brands in the country deceiving consumers across segments. JSW Steel has been at the forefront of fighting this menace and we have already conducted over 40 raids in various parts of the country. Our team has innovated an in-house solution to make the product tamper proof. We are launching a TV campaign for mass education of customers – creating awareness on how to recognize genuine tamper proof JSW Coloureon+ steel products."*

JSW Steel has introduced a quality tamper-proof, non-erasable marking for JSW Coloureon+ colour coated sheets which can be easily checked by the consumers at the store during purchase. JSW Steel's quality marking differentiates its product from counterfeits as the liner marking in counterfeits can be easily erased. The company believes that such malpractices have serious implication on economic health and safety of the industry as well as individual customers. Counterfeiting and piracy are a threat to every industry sector around the world and India is no exception.





Ogilvy & Mather Team Behind The JSW Colouron+ TVC

Agency: Ogilvy & Mather

Creative: Suresh Nayak, Kunal Sawant, Chandni Kapur, Prasad Kulkarni, Vivek Verma,

Account Planning: Ganapathy Balagopalan, Aditya Narvekar

Account Management: Harsh Bhatt, Khushbu, Sachdeva, Hansom Brewer, Siddhesh Nair

Films: Porus Khareghat, Vikas Malhotra

Production House: Code Red Films

About JSW Steel: JSW Steel is a part of the diversified JSW Group, which has presence in Steel, Energy, Infrastructure, Cement, and JSW Ventures. JSW Steel is the leading integrated steel company in India with an installed steel-making capacity of 18.1 MTPA. JSW Steel's plant at Vijayanagar is one the largest single location steel producing facility in the country with a capacity of 12 MTPA. JSW Steel boasts of a strong product assortment covering the entire gamut of flat and long steel products manufactured through upscale technology in the form of Corex and Blast furnaces. JSW Steel also has an operating strategic partnership with Japan based JFE Corporation to share technological competence and gain access to the automotive steel making technology. The company has international presence in Chile, US and Mozambique for its Iron ore, coking coal and plate / pipe mill operations.

For Further Information Please Contact

JSW Group Corporate Communications

Frederick Castro

Mobile: +91 99206 65176

Email: frederick.castro@jsw.in

Mithun Roy

Mobile: +91 98190 00967

Email: mithun.roy@jsw.in

Adfactors PR

Arun Thankappan

Mobile: +91 99308 60706

Email: arun.thankappan@adfactorspr.com

Ratnadeep Sur

Mobile: +91 99300 97185

Email: ratnadeep.sur@adfactorspr.com