



FOR IMMEDIATE RELEASE

JSW Everglow – JSW Steel’s latest innovation

- *Launches JSW Everglow for roofing & wall applications*
- *National roll-out of JSW Everglow begins from Kerala*
- *JSW Everglow is the most technologically superior colour-coated steel product in India*

JSW Steel offers 10 year warranty on JSW Everglow
A first time in the Indian Steel Industry

KOCHI - DECEMBER 20, 2017: JSW Steel, India’s largest steel producer and flagship business of the US\$ 12 billion JSW Group, steps up its focus to strengthen the value-added steel portfolio. As part of a strategy to further enhance its value-added portfolio, JSW Steel, today, commenced the national roll-out of JSW Everglow. JSW Everglow is a colour-coated steel product that aims to provide beautiful and innovative roofing and wall solutions for modern India.

JSW Group has been at the forefront of innovations. JSW Steel offers the widest product portfolio in India. Over the last few years, JSW Steel leveraged its technological capabilities to build a strong value-added steel product portfolio. The company introduced innovative products for wide range of applications such as home appliances, solar industry, automotive industry etc. The launch of JSW Everglow is part of the company’s portfolio-building plan focused on roofing and wall category. In order to appeal to the more design conscious consumer, JSW has ventured into a never seen before product.

Commenting on the launch of JSW Everglow, Mr Parth Jindal, JSW Group said, *“Steel is an integral part of everyday life and JSW has been known to bring world class steel products to Indian consumers. We have been working hard to make steel beautiful. Our product development team closely monitors changing consumer aspirations. They use consumer insights to develop innovative products by combining new ideas with stringent quality standards. One of the major insights that came out of our study is that the design conscious consumers are unhappy with the grey underside of Steel roofs. This is what we have now changed. With the launch of JSW Everglow, we are going a step further where steel will not only be beautiful from outside but also from inside.”*



Speaking about the innovative offering, Mr Vinay Shroff, Executive Vice President – Sales & Marketing, JSW Steel said, "JSW Steel is recognised globally as a purveyor of high-end value-added steel. We leverage cutting-edge technologies to launch some of the most pioneering steel products in India. Over the last two decades, we led the evolution in roofing and wall categories by introducing galvalume and colour coated products. Today, with the launch of JSW Everglow, we promise to once again disrupt the roofing and wall market through this technologically superior product with a promise of long lasting aesthetics and quality."

JSW Steel launches JSW Everglow as a super-premium and technologically superior steel product currently available in the Indian market in colour-coated category. Its Aluminium Zinc coating of 150gsm, Super Durable Polyester (SDP) paint coating and Bottom Colour Paint Coating makes it uniquely positioned for interior aesthetics as well as strong roofing solutions. Most colour-coated steel products currently available in the market have light grey tone at the bottom of the sheet. With JSW Everglow, consumers have an option to choose from a variety of colours. JSW Everglow offers colour coating on both sides. This colourful offering promises to make their homes even more beautiful than before.

JSW Steel is offering a 10 year warranty on JSW Everglow. This is the first time in India that a steel company is offering a decade-long warranty to retail consumers. JSW Steel is committed to offering best-in-the-world service proposition to Indian consumers. The company is also planning a new TV commercial to promote JSW Everglow. This TV commercial has been developed by Ogilvy & Mather.

Over the last few years, JSW Steel ramped up its value added product portfolio and manufacturing capabilities. It plans to increase sales contribution of value-added steel products with focus to capture significant market share in niche categories.

About JSW Steel: JSW Steel is a part of the diversified multi-billion dollar JSW Group, which has a presence in Steel, Energy, Infrastructure, Cement, Ventures and Sports. 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 in Karnataka, is the largest single location steel producing facility in the country with a capacity of 12 MTPA.

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