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JSW Group combines distribution & supply chain of Steel & Cement businesses as JSW One

- *JSW One to offer customers the benefit of a comprehensive service capability*
- *JSW One commences operations in Eastern Region before scaling-up nationally*

MUMBAI & KOLKATA – AUGUST 25, 2020: JSW Group, the US\$ 12 billion Indian conglomerate, is combining its distribution and supply chain expertise across the Steel & Cement businesses under an integrated JSW One initiative. JSW Group has presence in Steel, Cement & Paints business in India. All these three products have a common set of customers as they are essential in building a home. In order to reach out to these common set of consumers & channel partners, an integrated effort is being mobilized through this unique initiative.

JSW One has commenced operations in the East Region and will be scaled-up pan-India over the next couple of years. It will derive synergies to benefit both the Steel & Cement businesses by streamlining and maximizing the depth and expanse of JSW Group's sales and supply chain network. JSW One will also combine the Group's expertise across product portfolio to provide comprehensive service capability to its customers.

Commenting on the launch of JSW One initiative, Mr. Parth Jindal, Managing Director of JSW Cement said, *“At JSW Group, we are on a mission to make India Better Everyday. Keeping this purpose in mind, we have launched JSW One to leverage our Group's distribution, supply chain and product synergies across both the Steel and Cement businesses. The idea of this combination has always been close to my heart and I am happy to see it translate into action. Our customers need TMT Rebars, Cement and Steel Roofs to construct their houses as well as Paint to beautify their homes. JSW Group is the only conglomerate globally which can offer Steel, Cement and Paints as a comprehensive offering to our customers. Through JSW One, we leverage this unique opportunity to change and alter the way we market our products to our customers. I strongly believe in the opportunity for JSW One to be a force multiplier that will cater to an ecosystem of similar stakeholders. We already have a very strong presence through our various businesses in Eastern India, which can be leveraged to quickly scale up our combined offerings in this region.”*



According to Mr. Vinay Shroff, Executive Vice President for Marketing & Sales of JSW Steel said, *“As a flagship business of JSW Group and an integrated steel manufacturer, JSW Steel is a leader in manufacturing high-strength and advanced high-end steel products for various customer applications. Our Brands are leaders in their respective categories including home building. JSW One offers us an excellent opportunity to deepen our penetration in the eastern market where our brands are present and established. It will provide high-quality JSW Neosteel TMT Rebars and Cement for our customers’ requirements in the most pioneering retail combination. Moreover, our businesses will derive structural synergies of the Group through JSW One by further expanding the distribution offering and footprint in East to drive increase volumes.”*

Mr. Nilesh Narwekar, Chief Executive Officer, JSW Cement said, *“Over the past few years, JSW Cement has made significant inroads into the Eastern India market as the only new entrant, who has been able to establish firmly in Category A of Cement players. JSW One is a pioneering initiative by JSW Group to draw combined synergies of Cement and Steel through the same distribution channel. The JSW One initiative will help both our channel partners tap into new revenue streams through Cement & Steel products. It will also open opportunities of professional development to our Sales team who will now be managing two different products like Cement and Steel across marginally different distribution formats (i.e. one being distributor oriented and the other around managing a multi-brand dealer /sub-dealer counter) and dealing with a near similar ecosystem of influencers. I am confident that JSW One will help the JSW Group to grow from strength to strength.”*

Mr. Surjayan Mukherjee, Vice President Sales & Marketing, JSW Cement said, *“Currently JSW Group has 1766 cement dealers & 950 steel dealers in Eastern region of India. Out of these, only 110 dealers currently sell both Steel and Cement. With JSW One initiative, we will be able to scale-up this overlap to deepen our combined presence in the East. Moreover, during the home construction process, Cement and Steel are often sold together. Thus, the influence of Masons & contractors is significant in the value chain. The JSW One initiative will help us improve our engagement with these common stakeholders and leverage the combined synergies towards greater trust-building in the market.”*

JSW One has commenced operations with the cross-selling JSW Neosteel TMT Rebars and Cement portfolio to its channel partners. It will help expand the Group’s on-ground reach to bring JSW closer to its customers. JSW One enables the JSW Group to become a one-stop-solution for the consumer’s home-building requirements as well as benefit from the synergistic advantages of customer overlaps within the different businesses.

About JSW Cement Ltd: JSW Cement Ltd is part of US\$12 billion JSW Group Indian conglomerate with interests in Steel, Energy, Infrastructure, Cement, Ventures and Paints. JSW entered the cement market in 2009 with a vision to ensure a sustainable future for the country by producing eco-friendly cement, using industrial by-products such as Blast Furnace slag. Its manufacturing units at Vijayanagar in Karnataka, Nandyal in Andhra Pradesh, Salboni in West Bengal, Jajpur in Odisha and Dolvi in Maharashtra utilize slag from



Steel manufacturing units to produce Portland Slag Cement and Ground Granulated Blast Furnace Slag (GGBS). Through its innovative conversion of industrial by-product into a useful end-product, JSW Cement greatly helps reduce the carbon footprint of JSW Group.

About JSW Steel Ltd: JSW Steel Ltd. is the flagship company of the diversified US\$ 12 billion JSW Group which has a leading presence in sectors such as steel, energy, infrastructure, cement, sports among others. From a single manufacturing unit in the early 1980s, JSW Steel Ltd, today, is one of the leading integrated steel companies in India with an installed capacity of 18 MTPA, and has plans to scale it up in India. JSW Steel's manufacturing facility at Vijayanagar, Karnataka is the largest single location steel-producing facility in India with a capacity of 12 MTPA. The Company has been at the forefront of state-of-the-art, cutting-edge technology, research and innovation while laying the foundation for long-term growth. Strategic collaborations with global technology leaders to offer high-value special steel products for various applications across construction, infrastructure, automobile, appliances and other sectors. JSW Steel Ltd. has been widely recognised for its business and operational excellence. Key honours & awards include World Steel Association's Steel Sustainability Champion (2019), Deming Prize for Total Quality Management at Vijayanagar (2018) and Salem (2019), DJSI RobecoSAM Sustainability Industry Mover Award (2018) among others. JSW Steel is the only Indian company ranked among the top 10 steel-producers in the world by World Steel Dynamics for the last 10 consecutive years.

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