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Academy Award-Winning Legendary Composer A. R. Rahman creates new jingle *Yaariyaan* for JSW Cement

YouTube Link <https://youtu.be/MDBY5A7cc-o>

MUMBAI – MAY 6, 2021: Two-time Academy and Grammy-winning Indian composer A.R. Rahman has created a brand-new jingle for JSW Cement titled *Yaariyaan*. This jingle forms the musical track of JSW Cement’s new TVC, “Kal Ki Mazboot Tayari Ke Liye”. The video campaign features an intertwined narrative of JSW Cement’s contribution towards developing India’s infrastructure and its contribution to nation-building through environment-friendly products. It also showcases the benefits of using environment friendly cement product to build individual homes. A. R. Rahman has composed, scored and sung the *Yaariyaan* jingle of this TVC and the lyrics have been penned by noted songwriter Shellee.

JSW Cement’s new TVC creatively portrays the strong and unbreakable bond shared between its customers and the Green cement brand. Everyone aspires to build their own home and this TVC campaign captures the journey of an individual home builder as well as the company’s contribution to nation-building in a creatively nuanced manner. The TVC was conceptualized by Plotters Ink.

A.R. Rahman said, *"I am always motivated to compose music and sing songs which give hope. I believe music has the power to strengthen us all. I hope the JSW Cement jingle “Yaariyaan” brings a smile to people disoriented due to the current situation."*

Commenting on the new campaign, Mr Nilesh Narwekar, CEO of JSW Cement, *"It is a great honour that the legendary A. R. Rahman agreed to create a new jingle for JSW Cement. As India’s foremost Green cement brand, this TVC reiterates our commitment in ensuring a more sustainable future through our environment-friendly cement products. Our green cement not only reduces greenhouse gas emissions but also consumes less energy during its manufacturing process. By using our Green cement, the Indian consumers not only fulfils the aspirations of having their own home but also provides a safe & sustainable future for future generations."*

Commenting on the customer journey captured in the new TVC, Mr C L Sethunathan, Chief Marketing Officer of JSW Cement adds, *"Our TVC captures the complex journey of an individual home builder as he fulfills his aspiration to build a home for him and his loved ones. The progress of turning dreams into reality is creatively captured in the film. We reiterate our*



responsibility towards the planet and ecology. We aim to give back to society by going beyond stakeholder expectations and making this an inclusive commitment for our customers as well.”

The new JSW Cement campaign aims to further strengthen JSW Cement’s position as the market leader in eco-friendly cement in India. JSW Cement’s manufacturing footprint flanks across West, South and East regions of India with a target of achieving 25 MTPA by 2023.

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.

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