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JSW Cement unveils 'Leader's Choice' campaign with Sourav Ganguly and Sunil Chhetri as brand ambassadors

Plans multi-media campaign across East India from June 20th onwards

KOLKATA, PATNA & BHUBANESHWAR – JUNE 19, 2020: JSW Cement, India's leading producer of Green Cement and part of US\$ 14 billion JSW Group, has brought on board former Indian cricket captain & current President of the Board of Control for Cricket in India, Sourav Ganguly and Captain of India's National Football Team & Bengaluru FC, Sunil Chhetri as its brand ambassadors. The company is rolling out its new marketing campaign 'Leader's Choice' featuring both these sports icons on June 20th across West Bengal, Bihar and Odisha. JSW Cement's Leader's Choice is the first marketing campaign featuring top Indian sports celebrities.

Sourav Ganguly has been one of India's most successful captains and is widely credited for the Renaissance in Indian Cricket. Sourav had the foresight to identify and nurture several Indian cricketers when he was the Captain. Some of the most successful Indian cricketers were given an opportunity under his leadership. Sunil Chhetri is popularly referred to as captain, leader, legend and inarguably the greatest Indian footballer of his generation. He is well-known world-over for being the second highest active international goal scorer even ahead of Lionel Messi and only behind Cristiano Ronaldo.

Speaking about the new Brand campaign, Mr. Parth Jindal, Managing Director of JSW Cement, said, "Our 'Leader's Choice' campaign resonates with the life choices of the modern Indian who builds his own house, leads by example and thus is a 'Leader' in his own right. JSW Cement is the Market Leader in India for Eco-friendly PSC Cement (Portland Slag Cement) which imparts higher ultimate strength & longer life to structures. I am pleased to welcome two of India's greatest sport leaders - Sourav dada and Sunil Chhetri to the JSW Cement family. Both of them are 'Leaders' who have led India to success on international platforms. Sourav & Sunil's life journey resonates with the brand journey & achievements of JSW Cement which today, ranks amongst the top 10 cement companies in the country."



Commenting on his association with JSW Cement, former cricketer and current president of the Board of Control for Cricket in India, Mr. Sourav Ganguly said, “I am delighted to collaborate with JSW Cement. The company is known for its brand legacy, product quality and most importantly its commitment towards growing sustainably by focusing on its green portfolio. I am looking forward to a long and thrilling association with JSW Cement brand.”

Captain of the Indian national football team and Bengaluru FC, Mr. Sunil Chhetri further adds, “As an athlete I believe in striving for excellence and at the same time contributing towards the well-being and development of the society. I see the same values reflecting in the way JSW Cement operates and does business. I am happy to be associated with the company.”

JSW Cement’s *Leader’s Choice* campaign is based on the philosophy of building a solid foundation for a better tomorrow. The television commercial featuring Sourav Ganguly and Sunil Chhetri, play on the narrative that JSW Cement is the preferred choice for discerning consumers seeking eco-friendly and high quality cement to build their homes. The TVC concludes with both sports icons jointly echoing, *jab ummeed milaye himmat se haath, har sapne ko mile majbooti ka saath.*

The new JSW Cement campaign aims to further strengthen JSW Cement’s position as the market leader in eco-friendly cements (PSC & Composite 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. In the East, its current capacity is approximately 3.8 MTPA with plans to scale it up to 10 MTPA over the next few years. In the last couple of years, JSW Cement has strengthened its sales and customer support teams in the east region.

About JSW Cement Ltd: JSW Cement Ltd is part of US\$14 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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