



Press Release

JSW Cement Launches Durga Puja Campaigns With A Social Focus

- Announces Durgatinashini And Sanhati Initiatives To Support Various Causes During Pujo -

Kolkata, 19th September, 2019: JSW Cement, India's leading producer of green cement and part of U\$\$ 14 billion JSW Group, launched a campaign to celebrate Durga Puja with a difference. The Company has unveiled Durgatinashini and Sanhati initiative as part of this year's durga puja campaign.

Mr. Avishek Ghosh, Brand Manager, West Bengal, JSW, Mr. Vishal Gupta, Manager of Customer Service, JSW, Mr. Jerry Lawrence, State Head, Sales, West Bengal, JSW, Dibyendu Nandy, Head of Strategy & Planning for the Eastern Region, JSW, were present at the announcement press conference at press club today.

The first initiative, Durgatinashini will be a road show with an unfinished Durga Idol that shall travel different parts of Bengal and talk about the advent of puja. The Campaign will culminate with a full decorated idol which shall be contributed to a destitute village in the Sundarbans of South 24 parganas to help the poor villages to celebrate puja.

Speaking about the initiative, Mr. Gautam Mukhopadhyay, Regional Head of East, JSW Cement Said, "At JSW Cement, we take conscious step to support and empower communities, reducing social and economic inequalities. Festivals like Durga Puja give us an opportune it to connect with our customers to do something more meaningful in addition to the festive celebrations. Both this initiatives are an attempt by JSW Cement to raise awareness about various social causes and add to festive cheer in the local communities."

The second initiative is Sanhati means solidarity. Every year several hundred/thousand crore is spent on Durga puja specially on decoration, pandal, food and festivity. JSW takes up a different kind of initiative wherein JSW would be promoting and rewarding those puja committees who have contributed for social cause like water conservation, education for poor, providing medical facilities, in terms of health checkup, cleanliness drive, fighting against Dengue, generating vocational training for the women & needy etc to name a few.

For Further Information:

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