



April 23, 2026

BSE Limited  
Corporate Relationship Department,  
1st Floor, New Trading Ring,  
Rotunda Building, P J Towers,  
Dalal Street, Fort, Mumbai – 400 001  
Ph. 022 - 2272 3121, 2037, 2041,  
Email: corp.relations@bseindia.com

National Stock Exchange of India Ltd.  
Exchange Plaza, 5th Floor,  
Plot no. C/1, G Block  
Bandra-Kurla Complex, Bandra (E),  
Mumbai-400051  
Ph. 022 -2659 8237, 8238, 8347, 8348  
Email: cmlist@nse.co.in

**Security Code No.: 532508**

**Security Code No. : JSL**

**Sub.: Press Release**

Dear Sir(s),

We are enclosing herewith a copy of Press Release being issued by the Company today.

Kindly host the same on your website and acknowledge receipt of the same.

Thanking You.

For **Jindal Stainless Limited**

**Navneet Raghuvanshi**  
**Head-Legal, Company Secretary & Compliance Officer**

Enclosed as above

**Jindal Stainless Limited**

**CIN: L26922HR1980PLC010901**

**Gurugram Office:** Stainless Centre, Plot No.- 50, Sector - 32, Gurugram - 122001, Haryana, India

**T:** +91 124 449 4100 **E:** info@jindalstainless.com **Website:** www.jindalstainless.com

**Registered Office:** O.P. Jindal Marg, Hisar - 125005, Haryana, India

**Corporate Office:** Jindal Centre, 12 Bhikaji Cama Place, New Delhi - 110066, India

**T:** +91 011-26188345, 41462000, 61462000

## Jindal Stainless launches brand campaign 'Jindal Saathi Seal Hai, Toh Asli Stainless Steel Hai' with Ranveer Singh



- Presents new anthem as part of the campaign, giving an extra dimension to brand recall.
- The TVC is set to be aired across leading national and regional channels and will be promoted across social, digital, OOH and print mediums.

**National, 23 April, 2026:** More than two weeks after announcing Ranveer Singh as its brand ambassador, Jindal Stainless has unveiled its first-ever brand campaign titled '**Jindal Saathi Seal Hai, Toh Asli Stainless Steel Hai**' ('If it carries the Jindal Saathi Seal, it's genuine stainless steel'). The campaign marks a strategic pivot for the company, from a predominantly B2B-led to a more consumer-facing brand approach. Fronted by Bollywood actor Ranveer Singh, the campaign introduces the Jindal Saathi Seal, company's co-branded mark of trust, as a hallmark of authenticity, enabling consumers to identify genuine stainless steel products. The brand film spotlights the Pipes & Tubes category, widely used across critical sectors such as infrastructure, residential, household, and construction.

The campaign film is brought to life through a high-energy musical anthem composed by acclaimed music composer and singer Amit Trivedi. By leveraging music as a storytelling device, the campaign transforms a functional category message into an engaging and memorable brand experience, driving stronger recall and consumer resonance.

At the heart of the campaign lies a powerful consumer insight, that while stainless steel is deeply embedded in everyday life, consumers often do not have the means to verify its authenticity. In the absence of any reliable, on-the-spot validation mechanism, purchase decisions are frequently made without certainty, leaving consumers vulnerable to counterfeits at the time of purchase. Addressing this gap, the campaign spotlights Pipes & Tubes, one of the most widely used yet frequently counterfeited segments in the market, and showcases Jindal Saathi Seal, Jindal Stainless' verified mark of authenticity, as a trusted solution. Anchored in this is the celebration of the Jindal Saathi ecosystem, a credible network of partners across the value chain, reinforcing a collective commitment to quality, authenticity, and consumer trust.

The Jindal Saathi Seal is a co-branding initiative by Jindal Stainless, designed to assure authenticity and quality for end consumers. It features a distinctive seal carrying the logos of Jindal Stainless and its authorised channel partners, ensuring that only authentic and high-quality products are delivered to consumers.

**About the Brand Film:**

The high-energy musical brand film opens with Ranveer Singh at the centre of a larger-than-life stainless steel world, setting the tone for a visually immersive narrative. Anchored in the theme of 'Saathi', representing fabricators and partners within the Jindal Saathi Seal network, the film unfolds through dynamic choreography, with a troupe of dancers transitioning across avatars of fabricators, business owners, and consumers. Through the film, stainless steel's pervasive presence across residential, commercial, and infrastructure settings, from railings and fixtures to architectural elements, is brought to life, underscoring its integral role in everyday living. The film culminates with Ranveer Singh delivering the campaign's central message, 'Jindal Saathi Seal hai, toh asli stainless steel hai', leaving viewers with a clear and memorable takeaway on authenticity and trust. All through the film, Amit Trivedi's high tempo music lifts the mood of the visual.

**Commenting on the brand feature film, Managing Director, Jindal Stainless, Mr Abhyuday Jindal, said,** "At Jindal Stainless, we see stainless steel as a foundational material driving India's growth across infrastructure, industry, and everyday applications. However, the prevalence of substandard and counterfeit products remains a significant challenge for the sector. With the 'Jindal Saathi Seal Hai, Toh Asli Stainless Steel Hai' campaign, we aim to address this gap by bringing greater transparency and trust into the category, while empowering consumers to make informed choices. With Ranveer Singh bringing his distinctive energy and wide consumer connect to the campaign, we aim to build greater awareness, trust, and preference for genuine stainless steel across applications."

**Director – Corporate Affairs and Marketing, Mr Vijay Sharma, said,** "Through this initiative, we are empowering consumers to make informed choices by introducing a clear and credible marker of quality. By leveraging a high-energy, music-led format and the wide appeal of Ranveer Singh, we are simplifying a complex category message and making it both relatable and memorable for consumers. Through this, we aim to bring authenticity and informed choice to the forefront of consumer decision-making."

**Link to the film:** <https://youtu.be/aZL2DwSFni0>

**Creative credits:**

- Agency: Hakuhodo India
- Production House: The Magic Box
- Director: Karan Kapadia
- Media strategy: Madison Media

The campaign rollout will follow a phased approach, featuring high-impact bursts across social, digital, OOH and print mediums, strategically timed to maximise reach and frequency.

As Jindal Stainless takes its brand outreach to the next level and moves closer to consumers, initiatives such as onboarding Ranveer Singh as its brand ambassador and partnering with SunRisers Hyderabad mark key steps towards building stronger visibility and deeper engagement.

**About Jindal Stainless**

India's leading stainless-steel manufacturer, Jindal Stainless, had an annual turnover of INR 40,182 crore (USD 4.75 billion) in FY25 and is ramping up its facilities to reach 4.2 million tonnes of annual melt capacity in FY27. It has 16 stainless steel manufacturing and processing facilities in India and abroad, including in Spain and Indonesia, and a worldwide network in 12 countries, as of March 2025.

In India, there are ten sales offices and six service centres, as of March 2025. The company's product range includes stainless steel slabs, blooms, coils, plates, sheets, precision strips, wire rods, rebars, blade steel, and coin blanks.

Jindal Stainless relies on its integrated operations to enhance its cost competitiveness and operational efficiency. Founded in 1970, Jindal Stainless continues to be inspired by a vision for innovation and enriching lives and is committed to social responsibility.

Jindal Stainless remains focused on a greener and sustainable future. The company manufactures stainless steel using electric arc furnace, a process that significantly reduces greenhouse gas emissions and allows for recyclability of scrap without compromising on quality.

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MD, Jindal Stainless, LinkedIn handle- <https://www.linkedin.com/in/abhyuday-jindal/>

MD, Jindal Stainless, X handle- <https://x.com/abhyudayjindal>

**Connect with Jindal Stainless:**

Sonal Singh | [sonal.singh@jindalstainless.com](mailto:sonal.singh@jindalstainless.com) | 011-41462140

Nisha Rawat | [nisha.rawat@jindalstainless.com](mailto:nisha.rawat@jindalstainless.com) | 011-41462129

Abreshmina Sayeed Quadri | [abreshmina.quadri@jindalstainless.com](mailto:abreshmina.quadri@jindalstainless.com) | 0124-4494584