



08th April, 2024

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

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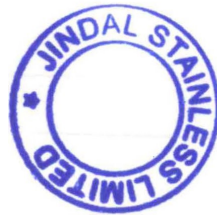
Dear Sir(s),

We are enclosing herewith 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

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 Lifestyle launches 1st premium cookware range under Arttd'inox

New Delhi, April 08, 2024: Eyeing to make deeper inroads in the business-to-consumer (B2C) segment, Jindal Lifestyle, a subsidiary of India's largest stainless steel manufacturer Jindal Stainless, has launched the first premium cookware range under its Arttd'inox lifestyle brand. The new cookware range has three exquisite collections – Vida, Stellar, and Timber, and signifies a fusion of cutting-edge innovation and unmatched quality, designed to elevate the culinary experience for home chefs.

Expressing his enthusiasm on the launch, **Managing Director, Jindal Stainless, Mr Abhyuday Jindal**, said, *"We are pleased to have Jindal Lifestyle come up with this new premium cookware range. At Jindal Stainless, we recognise that stainless steel is one of the safest solutions due to its non-reactive properties and resistance to corrosion. This means there is no leaching of the metal into the food, something that the Government of India and the health ministry also recognise."*

Speaking on the launch, **Mr Ranjan Choudhary, CEO, Jindal Lifestyle** said, *"At Jindal Lifestyle, we are passionate about empowering consumers with the finest quality and innovative tools. Arttd'inox products are designed to be the purest expression of culinary delight, allowing consumers to create the kitchen to table transition seamlessly. With this launch, we are raising the bar and giving our consumers the confidence to create world-class cuisines in their own kitchens."*

Arttd'inox has always been at the forefront of innovative design language bonded with utility, in a beautiful symphony of form and function. Arttd'inox is beyond cookware as it aims to transform kitchens into sophisticated culinary havens. With a meticulously crafted collection, each piece embodies the timeless essence of 'Art in Stainless Steel', designed for both functionality and aesthetics. The new range boasts innovative manufacturing technologies in product development to come up with a superior quality and caters to new-gen cookware tastes and styles.

Arttd'inox cookware prioritises exceptional performance as well as preservation of the nutritional value of food. Each piece boasts a mirror-polished tri-ply construction for even heat distribution, ensuring consistent and delicious results. The cookware seamlessly blends design with functionality, featuring ergonomic rivetless handles, elegant wood-finished handles and stunning ceramic coloured exteriors.

Arttd'inox offers a diverse range of cookware, including frypans, saucepans, *kadhais*, *tawas*, and pressure cookers, all available in a vibrant array of colours to complement any kitchen aesthetic. The products can be purchased from arttdinox.com, Amazon, and through the extensive distributor network.

About Arttd'inox

Arttd'inox was founded 15 years ago by Creative & Managing Director of Jindal Lifestyle, Mrs Deepika Jindal. The focal DNA of the brand is in its French-inspired name signifying 'Art in Stainless Steel' that strives to make luxury wonders in stainless steel promoting stainless artistry on the global map. The brand has everything for home fashion and functionality, from sophisticated homeware to charming cookware to modern and chic homespace offerings. The brand translates the timeless heritage and diversity of India through the prism of global lifestyle trends in stainless steel.

About Jindal Stainless

India's leading stainless steel manufacturer, Jindal Stainless, has an annual turnover of INR 35,700 crore (USD 4.30 billion) in FY23, and is ramping up its facilities to reach 3 million tonnes of annual melt capacity in FY24. It has two stainless steel manufacturing facilities in India, in the states of Odisha and Haryana. Jindal Stainless has a worldwide network in 15 countries and one service centre in Spain. In India, there are ten sales offices and six service centres. The company's product range includes stainless steel slabs, blooms, coils, plates, sheets, precision strips, blade steel, and coin blanks.

Integrated operations have given Jindal Stainless the edge in cost competitiveness and operational efficiency, making it one of the world's top stainless steel players. Founded in 1970, Jindal Stainless continues to be inspired by a vision for innovation and enriching lives and is committed to social responsibility. The company boasts an excellent workforce, value-driven business operations, customer centricity, and the best safety practices in the industry.

Jindal Stainless remains committed to a greener, sustainable future, fuelled by environmental responsibility. The company manufactures stainless steel using scrap in an electric arc furnace, the least greenhouse gas emission route since it enables 100% recyclability with no reduction in quality, thereby achieving a circular economy. The company aims to reduce carbon emission intensity by 50% well before FY 2035 and achieve Net Zero by 2050.

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Connect with Jindal Stainless:

Sonal Singh | sonal.singh@jindalstainless.com | 011-41462140

Saira Aslam | saira.aslam@jindalstainless.com | 0124-4494567

Supriya Sundriyal | supriya.sundriyal@jindalstainless.com | 011-41462129