



Investor & Analyst Meet

Q3 & 9M FY20

Safe Harbour

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aculturecalled
bettering

Its a belief driven by our values to thrive improvement across
business segments

Our 'bettering' culture is visible in..



Product

Marketing

Service Solutions

Manufacturing

bettering

Network

Infrastructure

People

Financials

Product

Portfolio

- A one stop solution for all surfacing requirements across price points and market segments

New Launches & Innovation

- New range collection launched in Laminates, Compacts, Exterior Clads and Decorative Veneer category
- Introduced Mikasa Dura Doorset collection
- Product Development included Stratus Kitchen Solutions, Shower Panels, Infinia Countertops, Anti-fingerprint and Interior Clads

People

Employee Strength

- We are young team of 3,750+ employees

Learning

- We have set up new training vertical for product and soft skill learning
- Multiple training workshops have been conducted for employees across the country
- Sales & soft skill training for our primary channel partners & their staff members
- Conducted fabricator and installer training programs across the country

Employee Engagement and Connect Program

- Celebration activities for employees and their family
- Long service recognition

Infrastructure

SAP S/4 Hana

- In April 2019, the Company migrated its ERP system to SAP S/4HANA to enhance control and transparency, to reduce manual intervention and streamline process efficiency

Experience Center

- First of its kind experience center in Kolkata with the objective to provide consumers a modern experiential environment showcasing the entire product portfolio

New Corporate Office

- We relocated our corporate office to Aerocity, New Delhi, which provides us with superior access to modern infrastructure and excellent connectivity

Solar Power

- The company has invested in solar power generation with a capacity of 0.955 MW with the aim to contribute towards saving around 13.50 Lac units of power per year

Manufacturing

Capacity

- Over the years we have increased our capacities in line with demand from both domestic and international markets
- In Q3FY20, we have announced laminate capacity expansion of 1.5 mn sheets under Greenlam South Ltd. which will be operationalised within 24 months with an investment of Rs. 175 Crores (including cost of land) funded through a mix of debt and capital infusion from Greenlam Industries Ltd. This will take our total Laminate capacity to 17.12 mn sheets

Door Plant Extension

- To improve manufacturing efficiencies, we increased the built up space of the Door Plant and added balancing equipment

Certifications



Network

Domestic

- Increase in network penetration has been consistent in line with business opportunities in the market
- We have 11 RDC's, 27 Branches & 142 Sales Offices to cater to the product demand generated across the country

International

- Increased focus on OEM segment with the introduction of complete Kitchen Solutions
- Started flooring exports to 10 countries
- The company has acquired Swiss based distribution and marketing company Decolan SA. This acquisition will help in deepening our presence and servicing demand in Central European region
- All three operating subsidiaries turned profitable and two of them have paid us dividend in FY20

Marketing

Mobile Apps

- Easy to use mobile apps for all product categories laminate, flooring, veneer were introduced

Introduction of AR

- Augmented reality concept was introduced for the first time in our industry through our product catalogue
- 3 easy steps: Download the app (Blippar) – Scan the image – Watch it come alive with exciting storyboards

Online Sales Platform

- Online sales platform has been introduced for channel partners to choose and place order request for select decorative veneer category

Product Displays

- Greenlam has started the initiative of driving Shop-in-Shop concept, displaying full sheet of laminate in retail counters
- This provides convenience and also helps in right selection, thereby helping in higher counter share

Service Solutions

End To End Solutions

- We are providing end to end surfacing solutions in line with the growing consumer demand
- Quality products along with Installation solutions are provided for our restroom cubicles, lockers, façade, engineered wood floor and engineered door product categories

Key Commercial Customers

Corporate



Education & Health



Retail & Real Estate



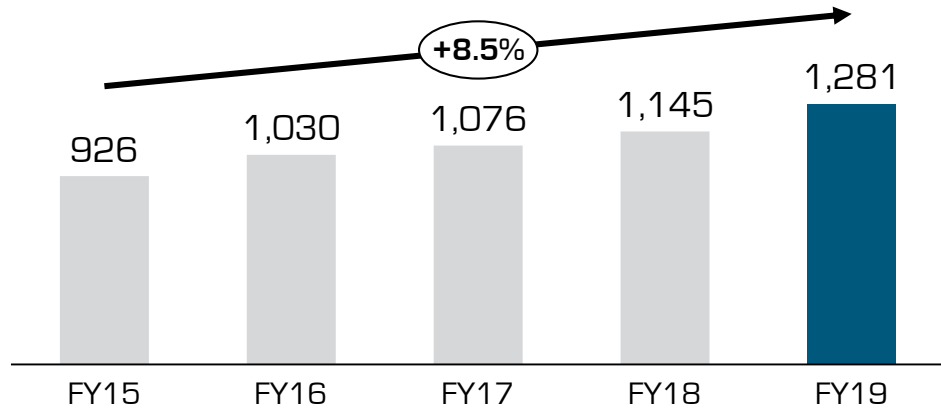
Hospitality



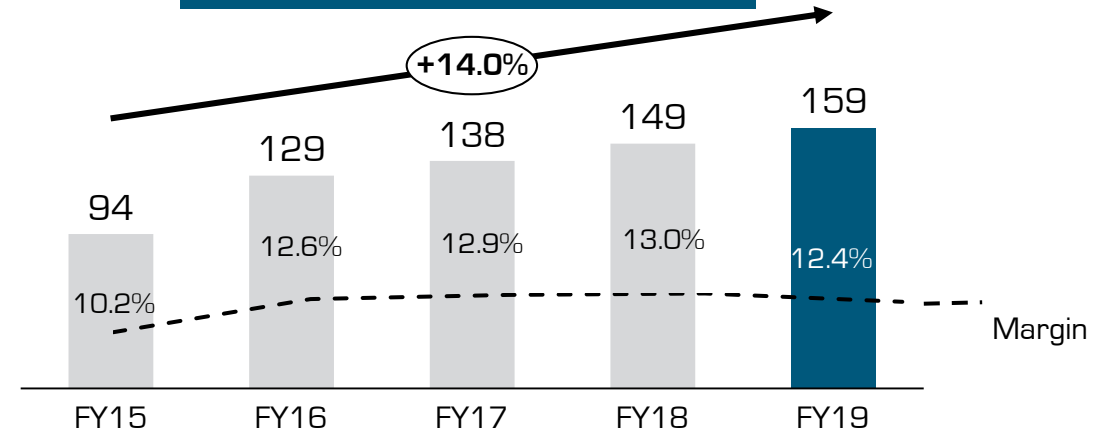
Delighting every customer in every segment at every corner

Financials

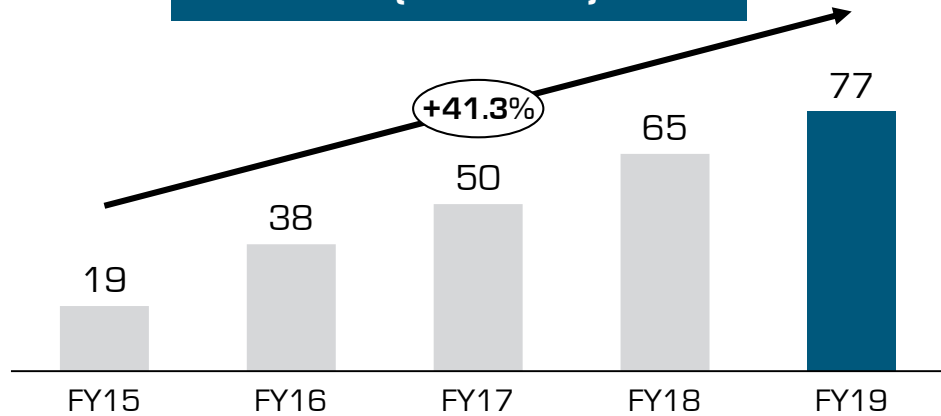
Net Revenue (INR Crores)



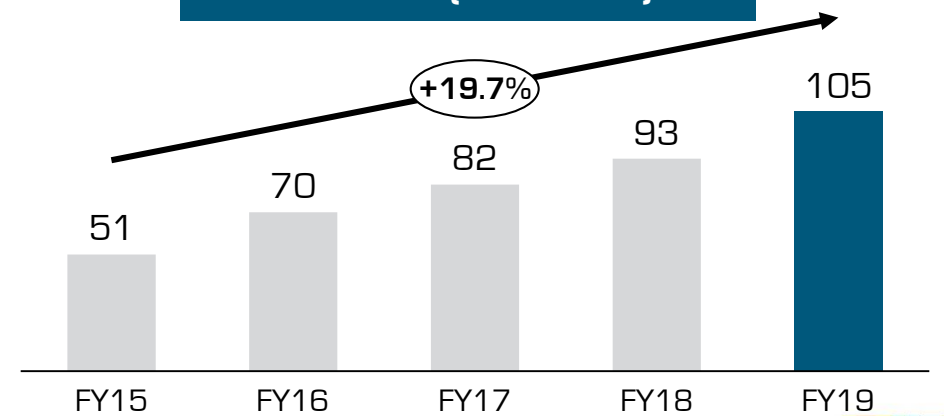
EBITDA (INR Crores)



PAT (INR Crores)



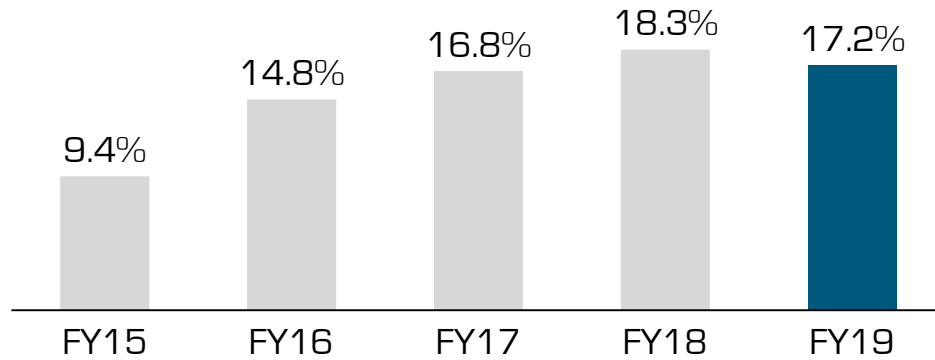
Cash PAT (INR Crores)



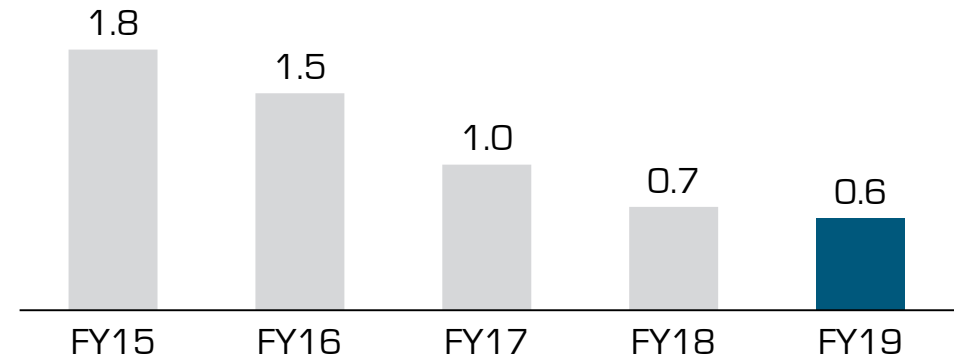
FY17 financial data has been reclassified as per IND-AS

Financials

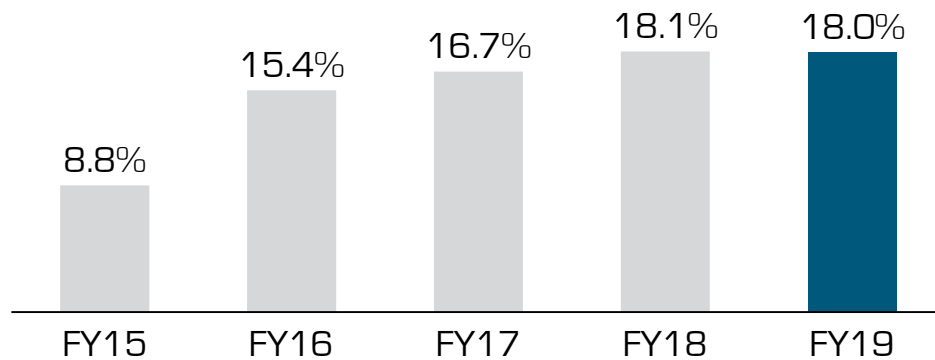
Return on Capital Employed



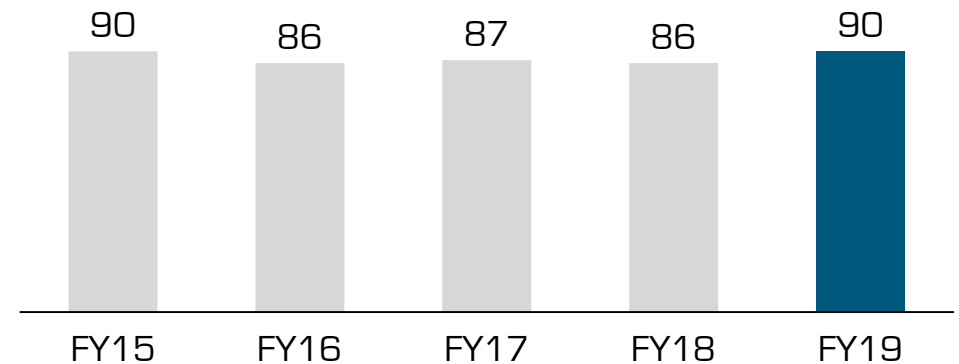
Debt-Equity Ratio



Return On Equity



Working Capital Days



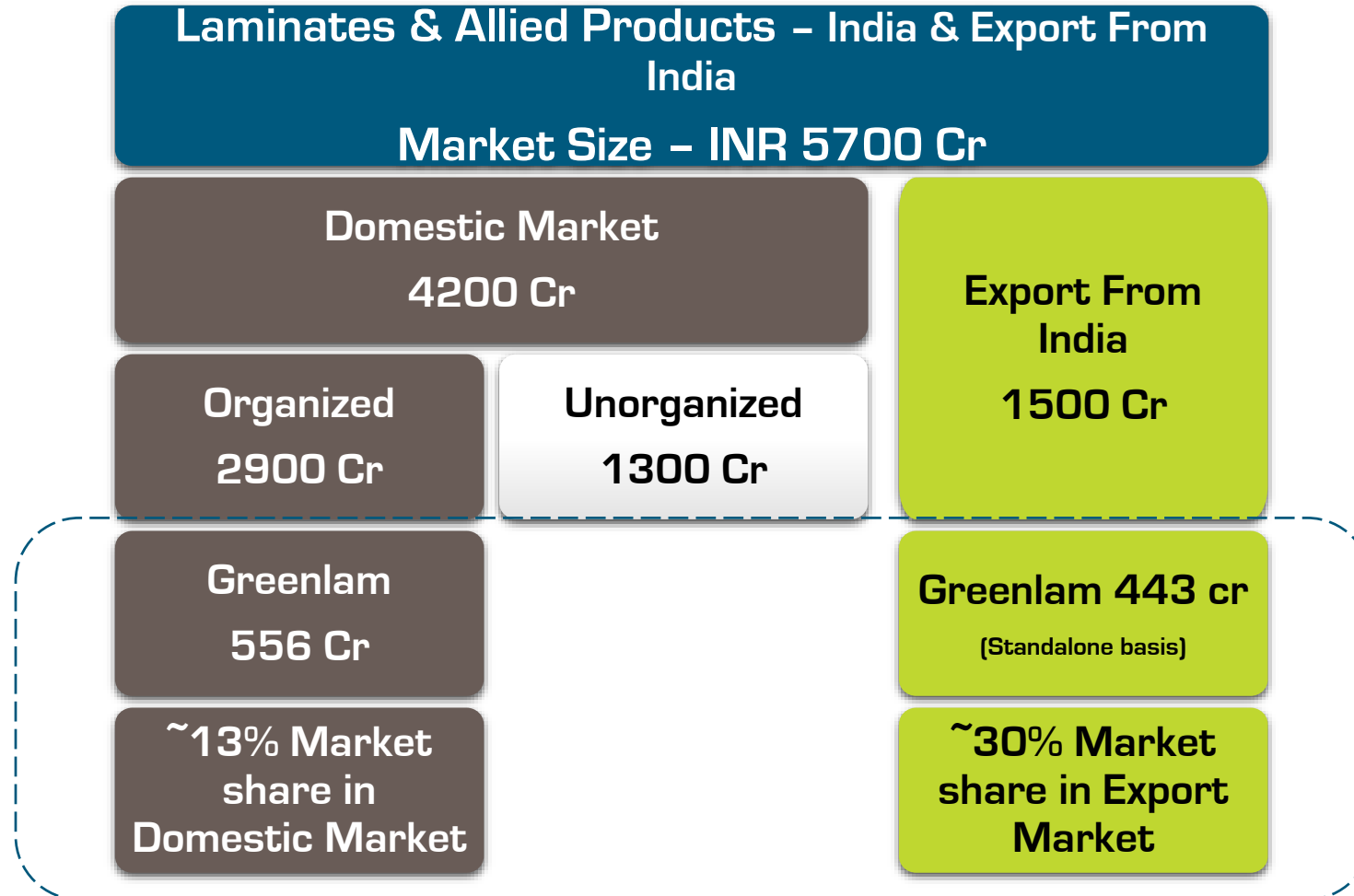
FY17 financial data has been reclassified as per IND-AS



Industry Snapshot

Industry Snapshot

Laminates & Allied Products (India & Exports from India)



**Industry data is as per our internal estimates*

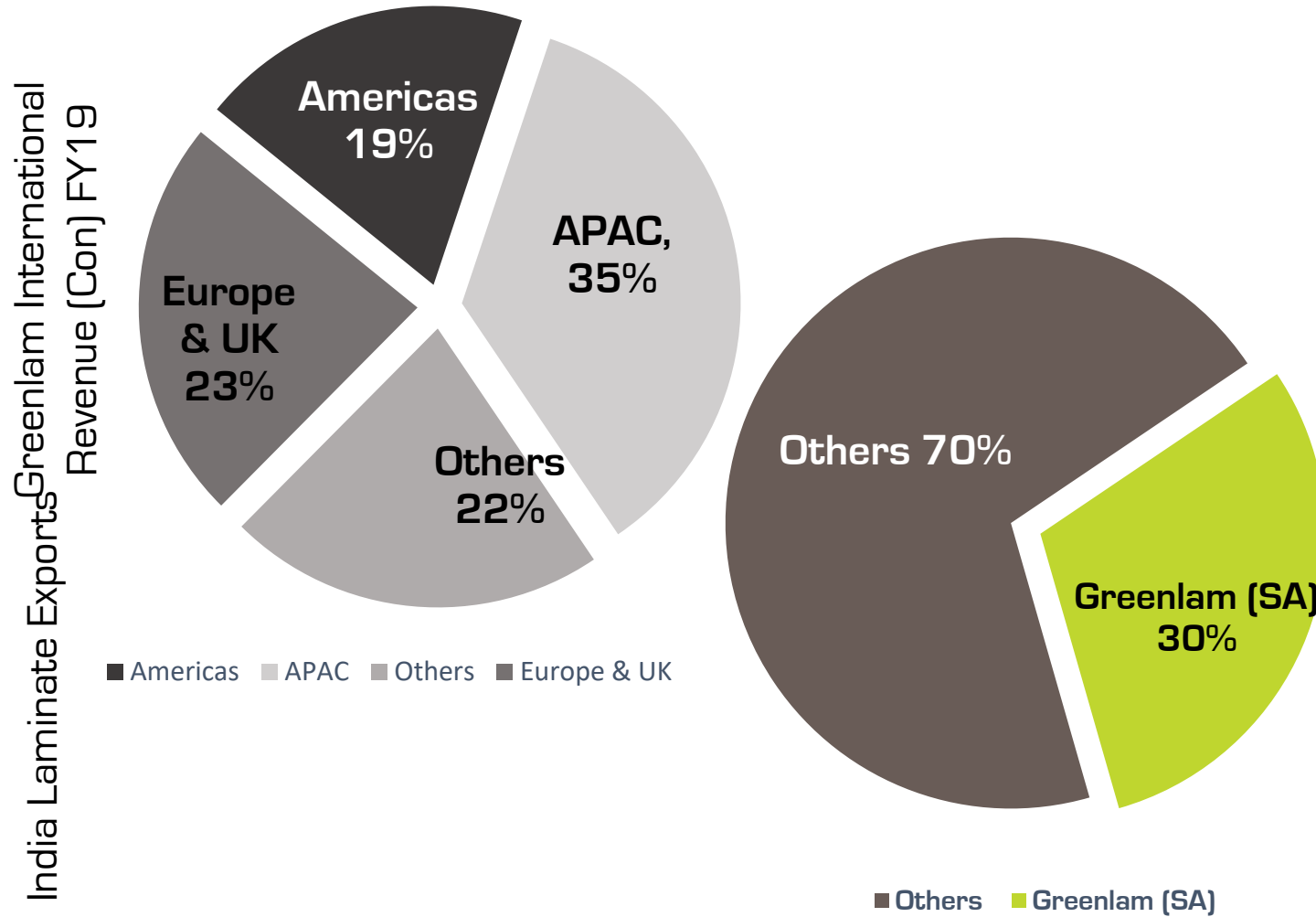
Industry Snapshot

Laminates & Allied Products (India & Exports from India)

- The laminate and allied business accounts for 85% of Greenlam's business
- The growth of Indian laminate industry is ~ 5% and our domestic laminate business grew by 4.3% in FY19
- We believe that the growth has been primarily in the organized segment while unorganized segment remained flattish due to cash flow and market constraints
- Evolving customer preference and lifestyle has increased the demand for modular fit-outs such as kitchen, wardrobes, furniture etc., leading to rise in the demand for quality and branded products by OEM's
- Concept of shop to showroom is getting popular to give customer an evolved experience in product selection

Industry Snapshot

Laminates & Allied Products (International Market)



- Market Size – USD 7.3 billion
- Global Laminate market is growing by 2-3%
- Exports from India is USD 210 mn
- Greenlam presence in 100+ countries
- Exports grew at a CAGR of 7.3% over the past 5 years to 528 cr in FY19 on consolidated basis
- Greenlam continues to be the highest exporter of Laminates accounting for 30% of the total laminate exports from India

*Industry data is as per our internal estimates

Industry Snapshot

Decorative Veneer



**Industry data is as per our internal estimates*

Industry Snapshot

Engineered Wood Flooring (India & Global)



- India Market is estimated at 2 msqm
- Majority demand met through import
- India's only domestic manufacturer
- Manufacturing capacity - 1 msqm at Behror
- Our capacity utilisation is ~18%
- Global engineered wood flooring market is estimated to be ~130 msqm with CAGR of 4-5%
- Our market share - 8.5%
- Greenlam has initiated exports of wooden floors in 10 countries

**Industry data is as per our internal estimates*

Industry Snapshot

Engineered Wooden Door & Doorsets

- Finished Door category market is estimated at ~5 mn units annually
- Indian's only organised manufacturer of engineered factory-finished doors
- Growing preference for factory-finished doors that can be installed with speed
- Capability to produce fire rated and non fire rated doors
- Increase in demand for fire rated doorsets due to fire safety regulations
- Specification led product category driven by Architects, ID's

**Industry data is as per our internal estimates*



Domestic Growth Drivers



International Growth Drivers

- Several local manufacturers are slowly becoming subscale due to tighter regulations and cost disadvantages
- Business is expected to move to companies which have strong manufacturing base, cost advantages, globally accredited certifications, wider product offerings and large meaningful distribution network
- Flexibility in customizing products based on market demand is helping in making inroads in global markets
- Increased focus on flooring markets with our quality product at competitive pricing in markets with absence of local manufacturing



Leveraging Growth Opportunities



Product Portfolio

Product Portfolio

Decorative Laminate & Allied Products

Laminates	Compact Panels	MFC
Commodity to Premium products	Standard Compact Panels Lab Guardian Restroom & Locker Solutions Clads – Façade Panels Stratus Kitchen Solutions	Melamine Faced Chip Board



Greenlam
LAMINATES



NEW-AGE LAMINATES FROM GREENLAM



CLADS
EXTERIOR GRADE COMPACT LAMINATES



Sturdo
RESTROOM CUBICLES AND LOCKER SOLUTIONS



MFC
MELAMINE FACED CHIPBOARDS

Veneer & Allied Products

Decorative Veneer	Mikasa Floor	Mikasa Door
Natural Veneer Teak Veneer Engineered Veneer	Engineered Wood Floor & matching accessories	Engineered Wood Door and Doorsets (Door + Frames)



PREMIUM VENEERS
NATURAL | TEAK | ENGINEERED



Greenlam
Industries Limited

Laminates

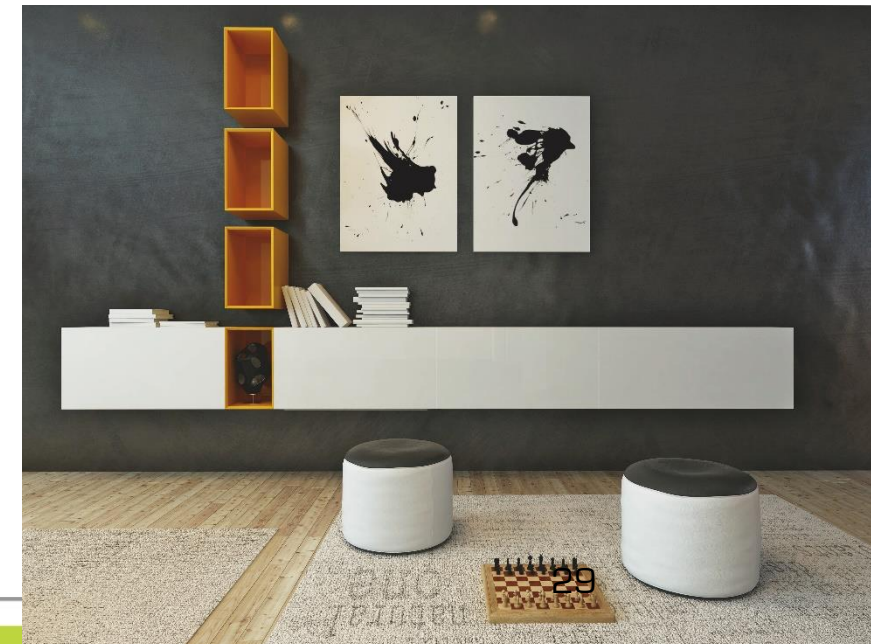
- Laminate category has witnessed an immense change in terms of design evolution and product performance
- It graduated from a commodity product to be a lifestyle and low maintenance surfacing option
- Greenlam offers variety of laminates catering to various application needs, starting from liners to specialized material for segments like hospitality, health, education, retail, commercial and residential spaces
- It comes in varied dimensions and thickness
 - Dimensions offered: 3'X7', 4'x8', 4'x10', 4.25'x10', 5'x12'
 - Thickness: 0.5mm -1.5mm
 - No. of SKU's - 10000+



Laminate Applications



Featured Laminate: 5574-31 Statuario



Compacts

- Compact laminate panel is gaining momentum and acceptance in India
- With the growth of organized carpentry in the country, customers are seeking high performance and durable product solutions
- Compact panels are now used for furniture & paneling purpose specially in health, education and commercial spaces
- Rest Room cubicles made of compact laminates are replacing traditional methods of brick and mortar which saves water, labour, reduces the load on the building, hygienic, easy to maintain and economical
- The exterior grade compact panels are gaining popularity as a new age façade solution and comes with properties such as resistance to color fade, fire and anti-graffiti
 - Thickness: 3mm - 25mm; Dimensions offered: 4'x8', 4.25'x10', 5'x12' & 6'X12'

Compact Applications



MFC – Melamine Faced Chipboards



- With the increase in organized carpentry (OEM) in the country, the usage of engineered wood like MFC is gaining pace in kitchen & modular furniture segment
- MFC compliments laminate sales to OEM segment with matching decors
- Greenlam offers best in class quality product with European & Japanese Décor paper
 - Standard Thickness (9mm, 12mm, 18mm, 25mm)
 - Standard Size – 4'x8', 6'x8', 6'x9'

MFC Applications

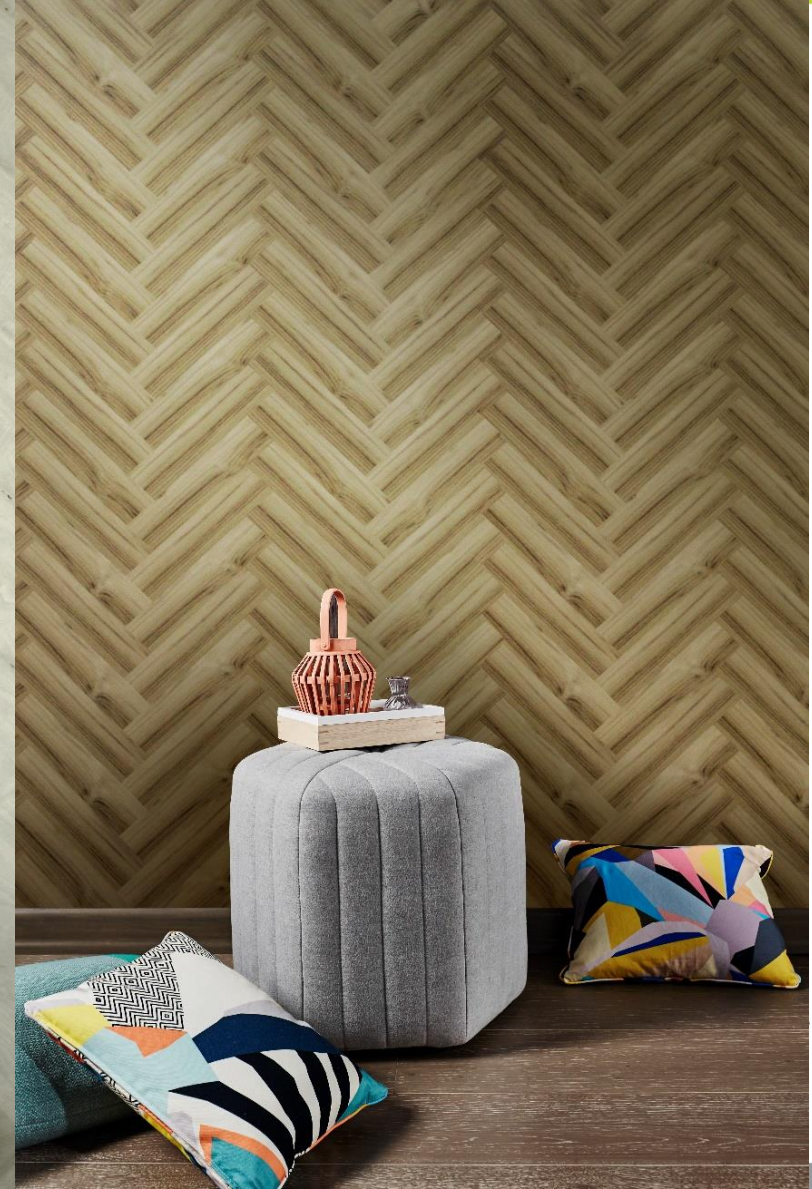


Decorative Veneers

- The specification industry leads the sales of this category
- Decowood Veneer comes in three categories – Natural, Teak & Engineered
- Decowood has a wide and beautiful range of offering of decorative veneers and are sourced from across the globe with over 200 species with over 600 product offering



Decorative Veneer Applications



Engineered Wood Flooring



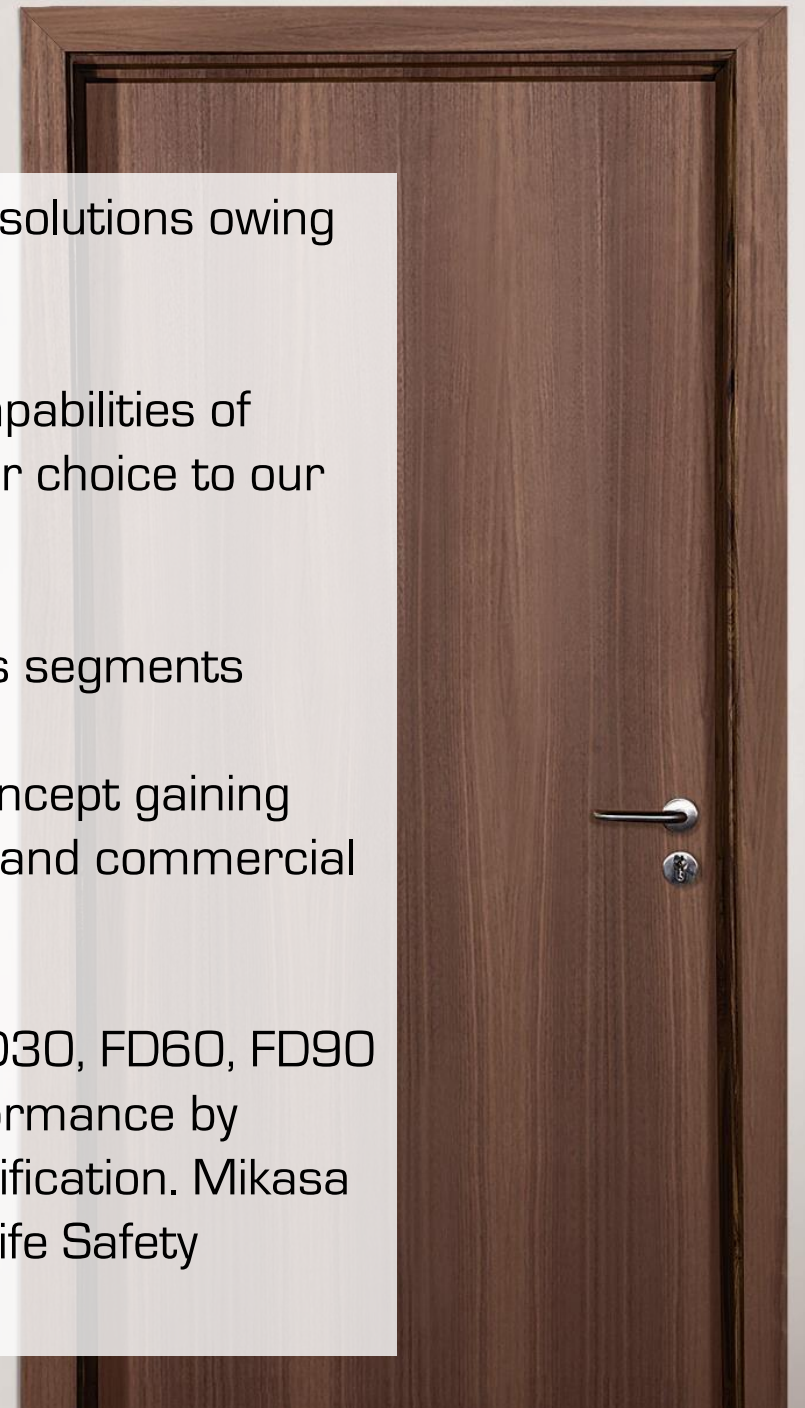
- Indian wooden flooring market is still at nascent stage
- Acceptability of wooden flooring is increasing in residential segment but due to lack of category awareness, the wooden flooring segment is dominated by laminate floors which occupies majority of the market at present
- Being the only manufacturer and the organized player in the category, access and demand of engineered wooden flooring is on upward trend
- Engineered wood flooring usage is on a rise in luxury residential, premium commercial & retail spaces
- Mikasa has been instrumental in meeting the demands of builders, large retail chains & the consumers with lower lead time, reduced import dependencies, customized products, meeting international specifications and also after sales service

Engineered Wood Flooring Applications




Engineered Doors and Doorsets

- Transformation from traditional carpentry to factory finished door solutions owing to super finish and product performance
- Great forward integration solution backed by the manufacturing capabilities of Laminates and Decorative Veneers has enabled us to provide wider choice to our customers at best price
- Mikasa offers wide variety of designs at various price points across segments
- The focus on developer segment is yielding results with product concept gaining acceptance with the developers and specifiers for both residential and commercial segments
- Mikasa offer solutions in line with fire safety regulations such as FD30, FD60, FD90 and FD120 mins doors which have been recognized for their performance by leading certification bodies such as Exova UK with the Q-Mark Certification. Mikasa Doors is also registered under Maharashtra Fire Prevention and Life Safety Measures Act, 2006



Engineered Door Applications



A large industrial building with a white facade and green horizontal stripes. The building has several chimneys on the roof. In the foreground, there is a paved area with some trees and a grassy area. A semi-transparent white box with a black border is overlaid on the center of the image, containing the word "Manufacturing" in large, bold, black font.

Greenlam Industries Limited

Manufacturing

Manufacturing Capabilities

Behror, Rajasthan



Products	Laminates and compact laminates	5.34 mn sheets
	Decorative veneers	4.20 mn sq. m
	Melamine-faced chipboard	2.00 mn sq. m
	Engineered wood flooring	1.00 mn sq. m
	Engineered door sets	0.12 mn doors

Nalagarh, Himachal Pradesh



Products	Laminates and compact laminates	10.28* mn sheets
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* Capacity expansion of 1.60 million sheets at Nalagarh Plant commenced in Sept 2019



Distribution Network

Domestic Footprints

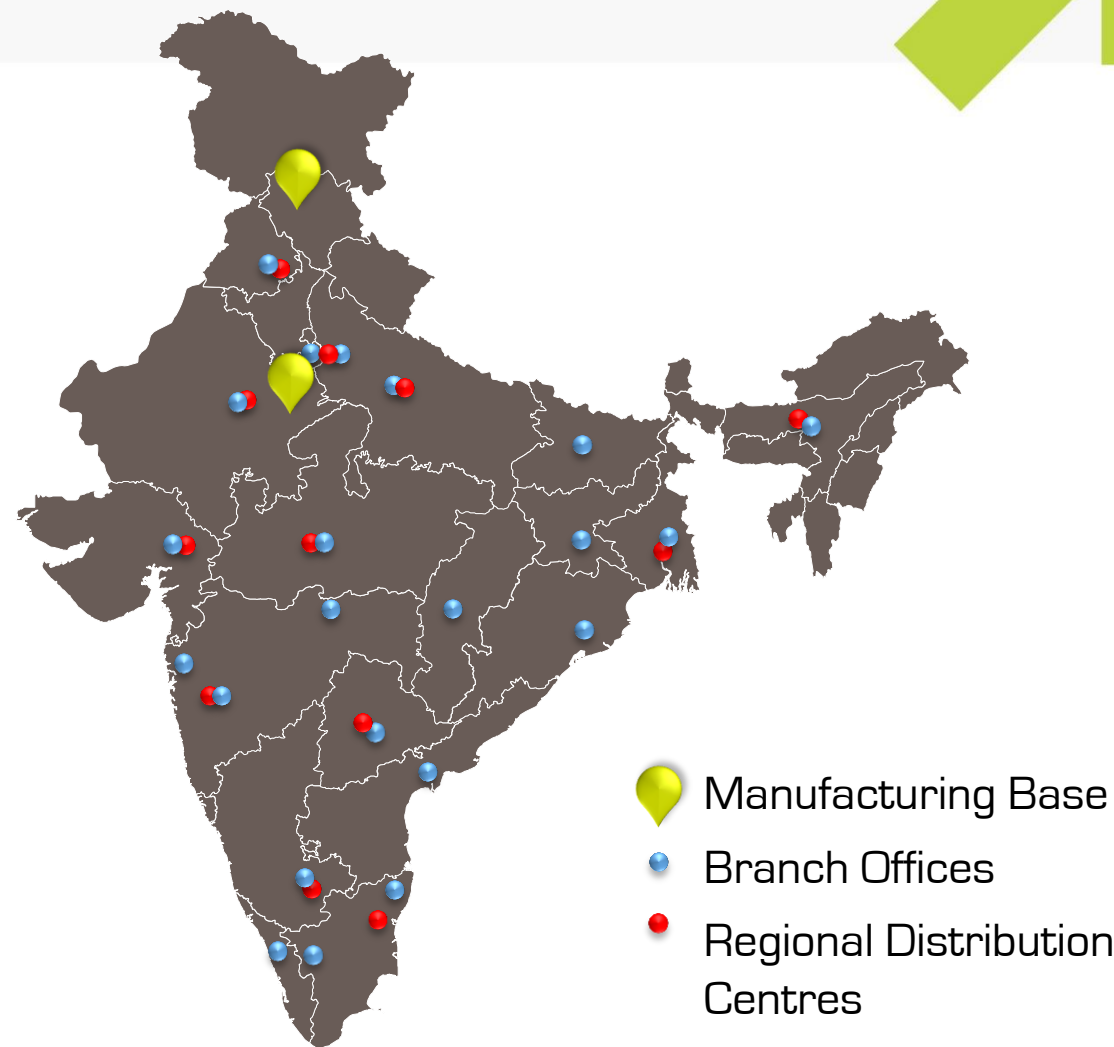
2 State of the art
Manufacturing
Facilities

11 Company owned
large Regional
Distribution Centres

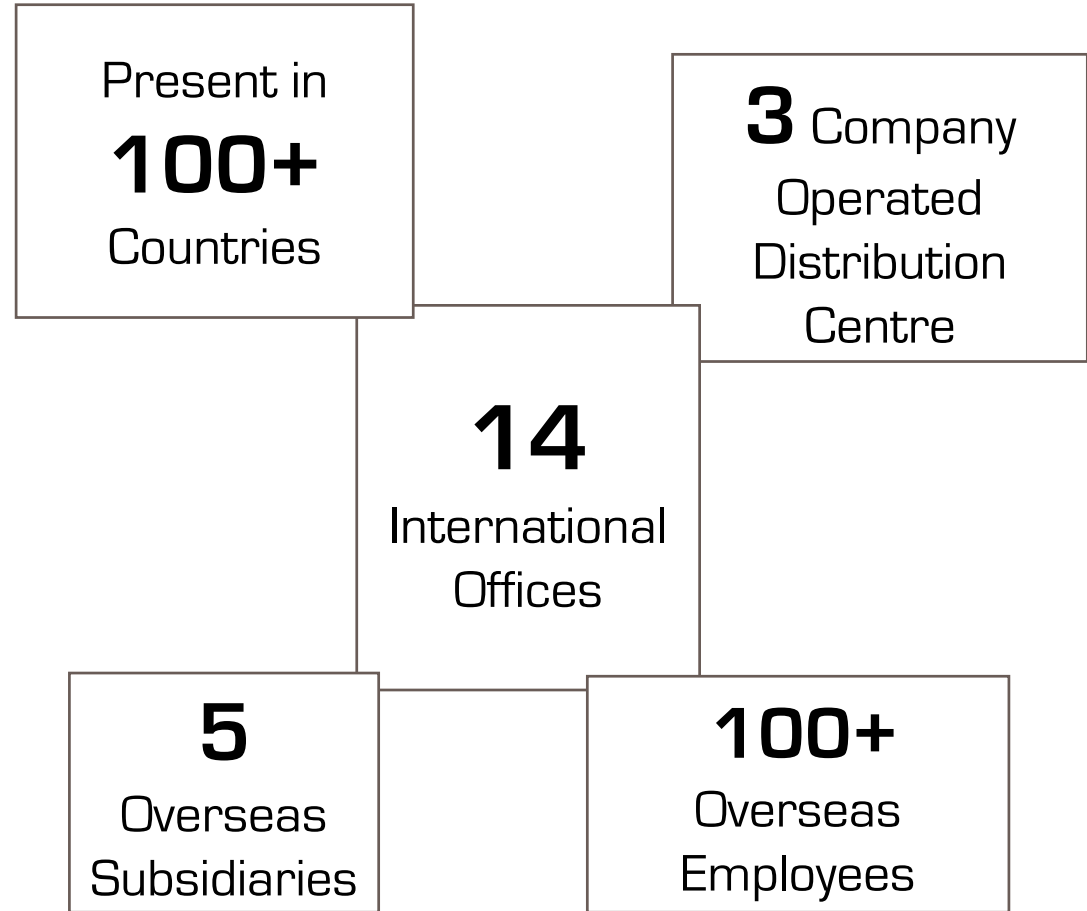
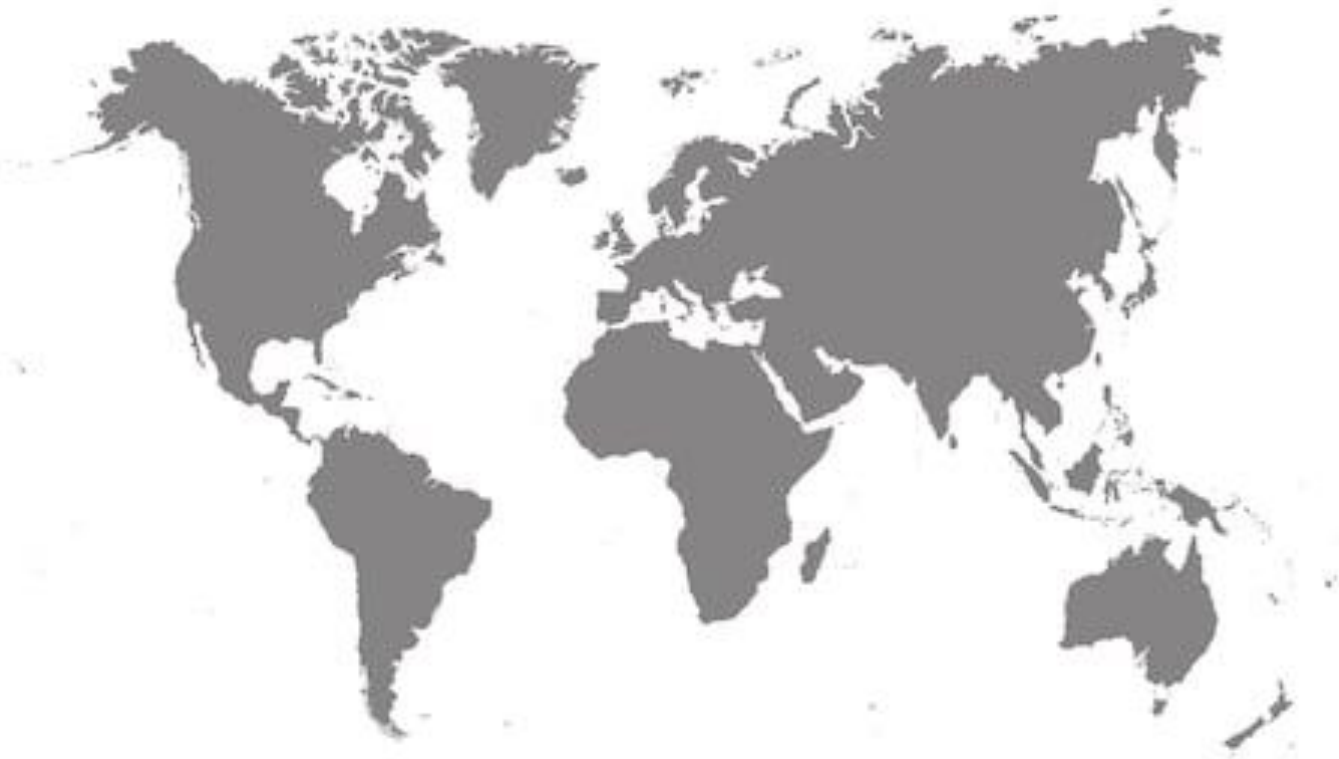
14,000+
Distributors, Dealers
& Retailers -

Over **500+**
Sales
Professionals

27 Branch
Offices



Global Footprints





Website

Network

**Affiliate
Marketing**

**Mobile
Application**

**Email
Marketing**

**Social
Media**

Analysis

Forum

Strategy

Brand & Marketing

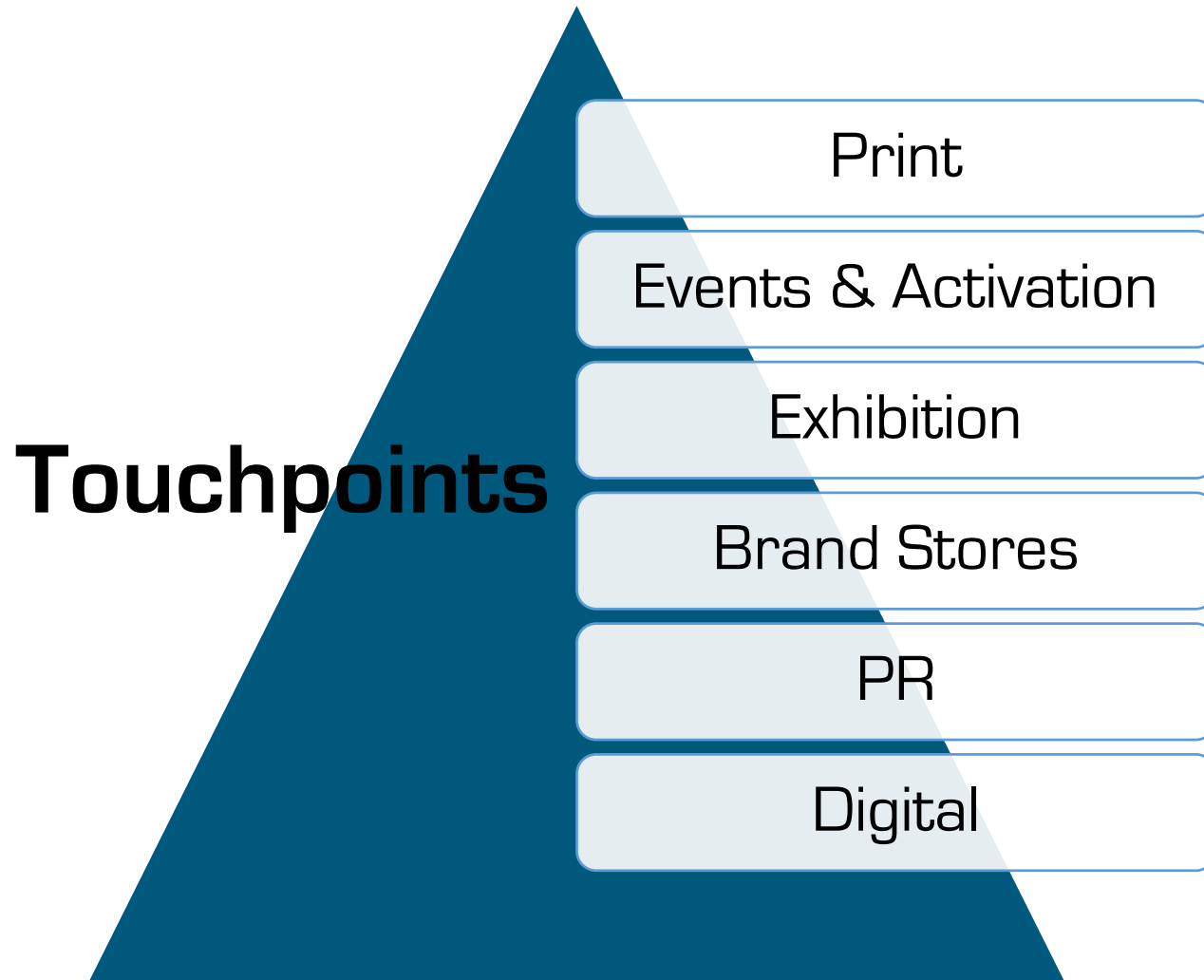
SEO

**Content
Marketing**

**Online
Marketing**

**Blog
Marketing**

360 Degree Marketing Approach



Target Audience

- Specifier
- Influencer
- Consumer – Commercial, Residential

Print Campaigns

GROW UP TO REAL WOOD WITH MIKASA FLOORS

Mikasa REAL WOOD FLOORS

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We acknowledge that wood is a precious natural resource. All Mikasa Floors are ethically sourced wood without affecting the natural balance of our beautiful planet.

EXQUISITE OAK VENEERS FROM DECOWOOD.
 TRANSFORM YOUR INDULGENCE INTO A STATEMENT.

Sometimes, the best way to leave a mark is by showing instead of speaking. One of the most valuable woods, Oak is appreciated for its strength and beauty. Its rustic charm has a calming effect on the mind and makes interiors look warm and inviting. With the exquisite Oak Veneers from Decowood, you can turn any space into a mesmerizing experience. Now, welcome your guests. And with them, a breeze of joy.

decowood™
 PREMIUM VENEERS
 NATURAL | TEAK | ENGINEERED

For any enquiries, contact toll free number: 1800-833-0004
www.decowoodveners.com

The products showcased here are only for reference. The actual product may vary slightly from the image shown. For more information, please contact our sales team. All products are subject to availability. © 2023 Decowood Veners. All rights reserved.

Greenlam CLADS
 EXTERIOR GRADE COMPACT LAMINATE

LONG-LASTING EXTERIORS AND IMPRESSIONS

Presenting Greenlam Clads, the extraordinary exterior grade compact laminates that are made using the revolutionary GLE technology. This empowers the laminates to withstand unfavourable conditions, resulting in high durability and a promising 10-year warranty.

10 YEARS WARRANTY
 FIRE RESISTANT
 NEW-YEAR RESISTANT
 ENERGY EFFICIENT
 LEAK RESISTANCE
 3 LAYERS OF PROTECTION
 SPECIAL HARD BRUSHED FINISH
 ART QUALITY
 GREEN
 GLE TECHNOLOGY

www.greenlamclads.com

For queries 360 GREENLAM to 3330

Greenlam STURDO
 INDUSTRIAL EXTERIOR

SWITCH TO THE NEW AGE RESTROOM CUBICLE SYSTEM WITH GREENLAM STURDO.

Don't just save on money. Save time, labour and water too. Easy installation of Greenlam Sturdo in 24 hours!

Model: Sturdo - GREEN™
 Size: H: 2050 - W: 1200 Blue Factory & 600 Blue

The look is sleek, minimal, simple and ultra-modern. The overall appeal is modern, as in the restrooms of other premium hotels. The entire system is easy to clean and maintain. Greenlam Sturdo is the ideal solution for high-traffic restrooms. It is available in various finishes, including glossy, matte, and wood-grain. It is also available in different colors to match the interior design. It is a cost-effective and durable solution for restrooms.

47

For more information, please visit www.greenlamindustries.com

Learning & Engagement



Training Programs



Carpenter Meets



Plant Visit



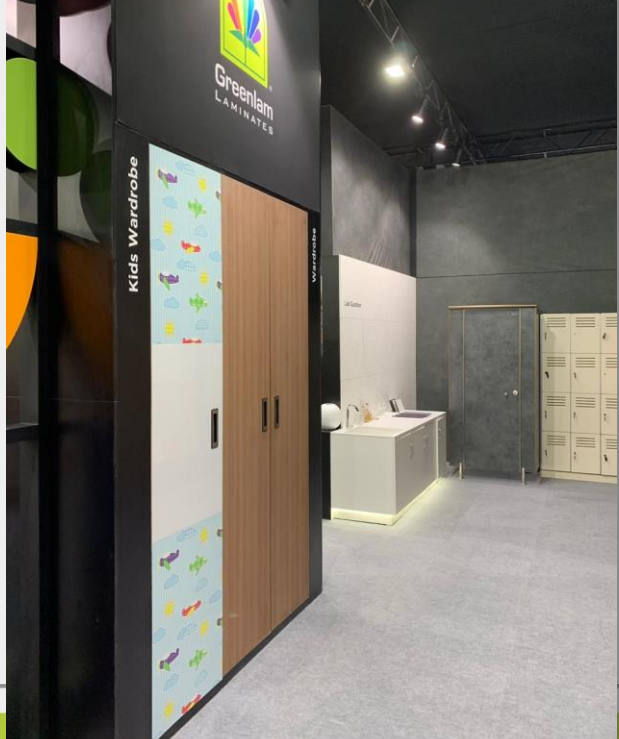
Wall Painting and Branding



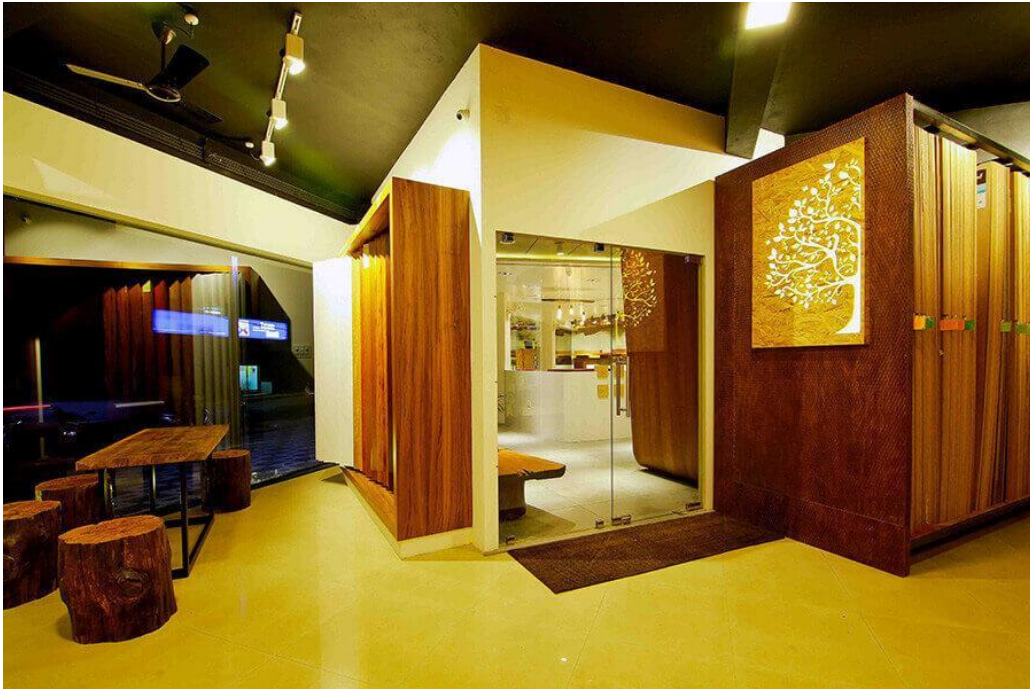
Annual Campaign For Women - Decowood Design Divas



Exhibitions



Brand Stores & SIS





ENGINEERED WOOD

For those who love the look of timber, but want a more economical alternative, engineered wood is the best option. This does not expand or contract with changing seasons and can be used in moisture heavy areas as well. Yes, that means you can get a wood-like floor in the bathroom as well.

HOW TO CARE
Use diluted detergent and a mop to clean your engineered wood flooring. If you're sweeping, use a soft-bristled brush or when vacuuming, ensure it's the wooden floor attachment. When cleaning with just water, allow the floor to dry completely before repositioning furniture. ▶

BELOW: LEFT TO RIGHT Oak Sea Mist*, Mikasa, Engineered hardwood flooring, brown engineered flooring, both 1250 per sq ft onwards, both by H&M Parket from Lamwood Flooring. *PRICE ON REQUEST. Shopping guide on pg 106.



A Walk in the Woods

Decowood Veneers form the house of Greenlam Industries Limited recently organised The Knowledge Trip Season 2 at Spessart Forest, Germany. The participants, who were noted architects and interior designers, were briefed on how wood is sourced ethically from forests. The various treatments and processing of wood and the culmination of the final product was shown at the associate factory to impart an in-depth knowledge on veneers.



Greenlam Industries introduces its first-ever experience center in Kolkata



these brands have to offer. An experience center at this scale will definitely make our customers' process of selection and purchase effortless."

Largest producer of Laminates in Asia and among the top 3 in the world, Greenlam Industries is a global brand with presence in over 100 countries. The diverse product range will be showcased inclusive of innovative products such as AFX (Anti fingerprint laminates) and VRB Laminates, Herringbone floors and Veneers Collection. These state-of-the-art designs are meant to give Greenlam's consumers flexibility while designing their spaces and enhance their creativity in interiors.

Mittal added that the exclusive experience center will exhibit specialty products for segments such as Education and Healthcare as well. "With a line-up of various products displayed in full sheets, trained staff members to give complete product knowledge, a neat ambience for easy selection, this experience center will bring life to Greenlam Industries' products."

The unique experience center will also showcase an Augmented Realty concept with which one can scan a picture in Greenlam product catalogue/other collaterals and can see various product feature stories, product applications as well as try multiple décor options for their interiors. "Innovative technology and creative solutions have been Greenlam Industries' guiding principles from day one. In two decades, while Greenlam has introduced some of the most technologically advanced products in the market, the company is a pioneer in introducing décor trends in India and the international markets as well," opined Mittal.

Laminates major Greenlam Industries has recently opened a first-of-its-kind experience center in Kolkata. The myriad range of products will be displayed in 2,400 sq. ft. area, centrally located at Park Street. The first ever Greenlam-owned experience center in India will give consumers a glimpse of the variety of products and offerings by Greenlam. Products from all brands of Greenlam Industries which are Greenlam Laminates, NewMika, Decowood Veneers, Mikasa Real Wood Floors, Mikasa Doors & Frames, Greenlam Clads and Greenlam Sturdo will be showcased in this exclusive center.

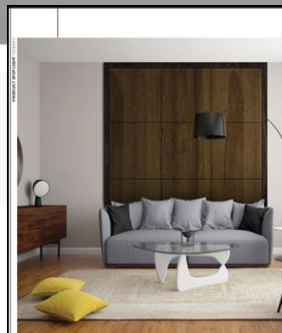
Commenting on the launch, Saurabh Mittal, Managing Director and CEO, Greenlam Industries Ltd said, "In line with increasing our footprint in India, the inauguration of Greenlam Industries' distinct experience center in Kolkata is a step towards making our customers' lives a lot easier. Kolkata has always been special to us and we are thrilled to launch our first-ever experience center in this city. At Greenlam, we strongly believe that it is imperative to make the entire design selection easier for our customers. With all our brands displayed under one roof, our customers will be able to experience the variety and designs that

Greenlam Laminates, specialists in interiors, comes to Chennai



CHENNAI: Greenlam Industries Ltd, a specialist in interior space offerings recently brought its flagship brand – Greenlam Laminates to Chennai. The Milam Sales Enterprises showroom will feature a display of the brand's product range. The centre was inaugurated by Oscar & Ponni, Architects. Anuj Sangal, Country Head, Laminate and Allied Vertical, Greenlam Industries Ltd says, "In line with increasing our retail footprint in India, the centre is a step towards getting closer to customers. We will be opening more in the coming months. The display of products will help customers check out the laminate product range under one roof thus, making the process of selection and purchase effortless."

The Milam Sales Enterprises showroom will feature a display of the brand's product range. The centre was inaugurated by Oscar & Ponni, Architects. Anuj Sangal, Country Head, Laminate and Allied Vertical, Greenlam Industries Ltd says, "In line with increasing our retail footprint in India, the centre is a step towards getting closer to customers. We will be opening more in the coming months. The display of products will help customers check out the laminate product range under one roof thus, making the process of selection and purchase effortless."



A SLICE OF ELEGANCE

WOOD VENEERS USE A PRECIOUS RAW MATERIAL WISELY, ENABLING ITS AESTHETIC USE ACROSS APPLICATIONS AND TYPOLOGIES

BY ANJANA RAO/OD



Wood veneers are a beautiful material that can be used in a variety of ways. They are a great way to add a touch of elegance to your interior. Wood veneers are made from real wood, so they have a natural grain and texture. They are also very durable and easy to maintain. Wood veneers can be used on walls, ceilings, and furniture. They are a great way to add a touch of nature to your interior.



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Greenlam opens display center in city

Chennai, June 15: Greenlam Industries Ltd. has been beautifying interior spaces for years and has recently brought its 'flagship brand' – Greenlam Laminates to Chennai. The 500 sq. ft. 'Milam Sales Enterprises' showroom will feature an exclusive display of Greenlam Laminates' product range with 360 unique designs at 18, Old Slaughters House Road, Choolai, Chennai.

This is a unique display center in the city which will make it easier for the consumers to choose from a variety of products available in the market. Anuj Sangal – Country Head, Laminate and Allied Vertical, Greenlam Industries Limited says, "This will be our first display center in Chennai and we will be opening more in the coming months."



Looking for textures in Engineered wooden flooring? Check out the new premium collections by Mikasa and Decowood from the house of Greenlam Industries. The three ranges are called Oak Smokehouse, Ash Fresno and Oak Tar. The deep, chocolaty shade of Oak Smokehouse helps you make a bold statement with your floors, while the light Ash Fresno is ideal for contemporary decor. Oak Tar by Decowood is an ideal veneer for bathrooms. The availability of vertical and horizontal grain patterns helps you create various designs. All prices on request.





Greenlam
LAMINATES

Fans: 4,30,460



Followers: 3,011



Followers: 1,582



Digital



Fans: 1,07,779

Followers: 96

Followers: 278



Fans: 58,375

Followers: 95

Followers: 400



Followers: 7140

A hand holding a globe of the Earth against a blue sky with clouds and a green bokeh background. The globe is positioned on the right side of the frame, with a hand visible at the bottom right. The background is a soft-focus green bokeh, suggesting a natural, outdoor setting. The sky is a clear blue with some light clouds. The overall image conveys a sense of environmental care and global responsibility.

CSR Initiatives

CSR Programs Undertaken

BEHROR | NALAGARH | GHAZIABAD

Initiatives in Health

- **6** Youth Information Centers and **4** Smart Parenthood Clubs have been established
- **200** beneficiary groups have been formed and peer led issue based sessions delivered
- **248** Community mobilization activities have been conducted including National Menstruation Week, World Environmental Day and World Population Day

Touching Lives of

16,933 community members

1,867 adolescent girls

1,954 adolescent boys

449 young couples

780 mothers

34 villages

CSR Programs Undertaken

BEHROR | NALAGARH | GHAZIABAD

Initiatives in Education

Community-Based Activities

Providing reading material at regular intervals to students from standard 1-8 to foster a habit of reading among children

Training of Team on Content

Training of the standard 1-2 and standard 3-5 teams conducted on content and teaching-learning material

School Readiness Activities

School readiness fairs conducted targeting children about to enter Standard 1 and their mothers

Touching Lives of

40+ Teachers

1,874 Students

200+ parents

215 children

157 mothers

Initiatives at Nalagarh



Meeting with the girls



Session on nutrition and pregnancy



Meeting with the mothers

Activities held on World Population Day 2019



Initiatives at Behror

Community Based Activities



Poster Making Competitions

बुजवासा न एसडायम का ज्ञापन दकर चतावना दा ह।

बालिकाओं ने रंगोली से दर्शायी जनसंख्या वृद्धि

न्यूज सर्विस/नवज्योति, बहरोड



करखे के बाबा नारायणदास महिला महाविद्यालय में ममता हेल्थ इंस्टिट्यूट फ्रेंड मदर एंड चाईल्ड संस्था बहरोडकी तरफ से ग्रीनलेम इंडस्ट्री के सहयोग से विश्व जनसंख्या दिवस के उपलक्ष्य में कार्यक्रम का आयोजन किया गया। जिसमें

जनसंख्या दिवस के विषय में रंगोली, मेंहदी, प्रश्नोत्तरी व पोस्टर प्रतियोगिता का आयोजन किया जिसके अंतर्गत सभी प्रतिभागियों ने जनसंख्या नियंत्रण के लिए पोस्टरों के माध्यम से संदेश दशाए।



School Readiness Events



Way Forward Approach

- Capacity enhancement in laminates
- Improving product mix for better realization
- Increasing specification and higher share from retail counters
- Continuing thrust on floors and doors business in domestic and international markets
- Leverage opportunities to get higher share in OEM segment
- Increased focus in European market post acquisition of Decolan SA



Financials

Consolidated Financial Performance – Q3FY20

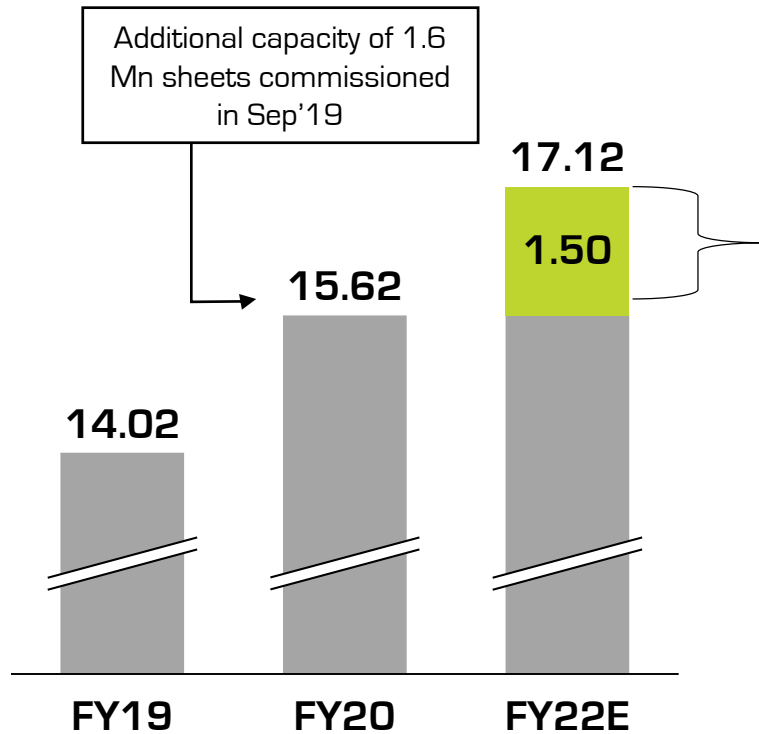
- Consolidated Net Revenue for the quarter grew by 14.0% at INR 358 Crores as compared to INR 314 Crores in Q3FY19
 - Laminate revenue grew by 13.2% to INR 297.0 crores in Q3FY20 from INR 262.4 crores in Q3FY19
 - Domestic laminate revenue grew by 2.0% in value terms, however volumes de-grew by 4.6%
 - Laminate exports grew by 25.7% in value terms. Volume grew by 20.6% for the quarter
 - Revenues of decorative veneer business de-grew by 5.5% to INR 33.5 crores in Q3FY20 from INR 35.4 crores in Q3FY19, volumes de-grew by 7.0%
 - Revenues of engineered wood flooring business grew by 70.8% to INR 15.5 crores in Q3FY20 as against INR 9.1 crores in Q3FY19
 - Revenues of engineered door business grew by 70.9% to INR 12.0 crores in Q3FY20 as against INR 7.0 crores in Q3FY19
- Gross Margin improved by 200 bps to 50.3% in Q3FY20 from 48.3% in Q3FY19 on account of better product mix
- Gross margin in absolute terms increased by 18.6% to INR 180.0 crores in Q3FY20 as compared to INR 151.8 crores in Q3FY19
- EBIDTA margin grew by 220 bps to 15.3% in Q3FY20 from 13.1% in Q3FY19
- EBIDTA grew by 33.1% to INR 54.6 crores in Q3FY20 as comparison to INR 41.1 crores in the Q3FY19.
- PAT for the quarter grew by 46.7% and stood at INR 29.1 crores, as against INR 19.8 Crores in corresponding quarter last year
- Working capital cycle reduced by 5 days to 85 days as compared to Q3FY19
- Debt to Equity stood at 0.50x at the end of December 2019 as against 0.63x of March 2019

Consolidated Financial Performance – 9MFY20

- Consolidated Net Revenue for 9MFY20 grew by 8.3% at INR 997 Crores as compared to INR 921 Crores in 9MFY19
 - Laminate revenue grew by 7.2% to INR 838.6 crores in 9MFY20 from INR 782.1 crores in 9MFY19
 - Domestic laminate revenue grew by 3.9% in value terms, however volumes de-grew by 3.1%
 - Laminate exports revenue grew by 10.7% in INR value. Volume grew by 2.9% for the period reported
 - Revenues of decorative veneer business de-grew by 5.8% to INR 88.9 crores in 9MFY20 from INR 94.4 crores in 9MFY19 having a volume de-growth of 7.6%
 - Revenues of engineered wood flooring business grew by 39.8% to INR 41.9 crores in 9MFY20 as against INR 30.0 crores in 9MFY19
 - Revenues of engineered door business grew by 93.3% to INR 27.2 crores in 9MFY20 as against INR 14.1 crores in 9MFY19
- Gross Margin improved by 160 bps to 48.9% in 9MFY20 from 47.3% in 9MFY19
- Gross margin in absolute terms increased by 11.9% to INR 487.6 crores in 9MFY20 as compared to INR 435.6 crores in 9MFY19
- EBIDTA margin grew by 90 bps to 13.3% in 9MFY20 from 12.4% in 9MFY19.
- EBIDTA grew by 16.6% to INR 133.0 crores in 9MFY20 as comparison to INR 114.1 crores in the 9MFY19.
- PAT for the period grew by 21.8% and stood at INR 65.0 crores, as against INR 53.4 Crores in corresponding period last year
- Working capital cycle remained flat at 92 days as compared to 9MFY19

Proposed New Capacity - Laminate Sheets

- Proposed Facility under Greenlam South Limited
- Existing Facility under Greenlam Industries Limited



Greenfield Expansion

Our wholly owned subsidiary, Greenlam South Limited (GSL), has approved to set up a manufacturing facility at Naidupeta, Nellore in Andhra Pradesh for manufacturing of Laminates and allied products

GSL has been provisionally allotted by Andhra Pradesh Industrial Infrastructural Corporation (APIIC), land admeasuring 65 acres approx. in Naidupeta, Nellore, Andhra Pradesh

The proposed capacity of 1.50 mn Sheets p.a. will be operationalised within 24 months with an investment of Rs. 175 Crores (including cost of land) funded through a mix of debt and capital infusion from Greenlam Industries Ltd

Consolidated Financial Performance

Profit and Loss Statement

INR Crores	Q3FY20	Q3FY19	YoY%	9MFY20	9MFY19	YoY%
Net Revenue	358.0	314.0	14.0%	996.6	920.5	8.3%
Raw Material	178.1	162.2		509.0	484.9	
Gross Profit	179.9	151.8	18.6%	487.6	435.6	11.9%
Gross Margin %	50.3%	48.3%	200 bps	48.9%	47.3%	160 bps
Employee Cost	57.1	48.5		163.3	143.8	
Other Expenses	68.2	62.2		191.2	177.7	
EBIDTA	54.6	41.1	33.1%	133.0	114.1	16.6%
EBIDTA Margin %	15.3%	13.1%	220 bps	13.3%	12.4%	90 bps
Other (Income)/Cost	(1.1)	(0.7)		(2.1)	(1.1)	
Interest	5.4	4.4		16.6	13.6	
Depreciation	13.6	9.3		38.3	27.6	
PBT	36.7	28.0	31.0%	80.2	74.0	8.3%
PBT Margin %	10.3%	8.9%	140 bps	8.0%	8.0%	-
Tax	7.6	8.2		15.2	20.7	
PAT	29.1	19.8	46.7%	65.0	53.4	21.8%
PAT Margin %	8.1%	6.3%	180 bps	6.5%	5.8%	70 bps

Consolidated Financial Performance

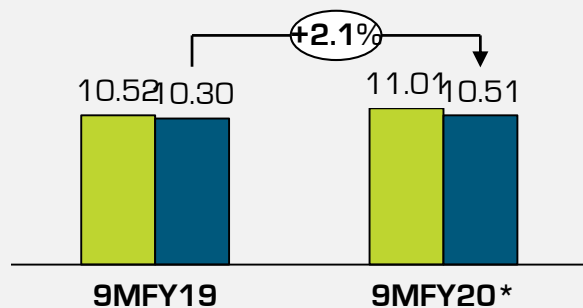
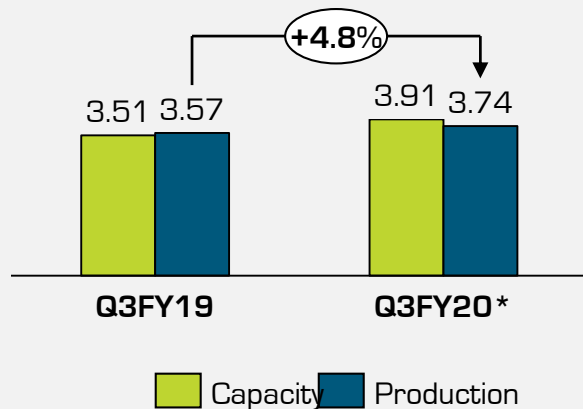
Laminates & Allied Segment

INR Crores	Q3FY20	Q3FY19	YoY%	9MFY20	9MFY19	YoY%
Net Revenue	297.0	262.4	13.2%	838.6	782.1	7.2%
Gross Profit	155.9	128.3	21.5%	419.2	371.5	12.8%
Gross Margin %	52.5%	48.9%	360 bps	50.0%	47.5%	250 bps
EBIDTA	54.7	35.3	54.9%	131.1	104.8	25.1%
EBIDTA Margin %	18.4%	13.5%	490 bps	15.6%	13.4%	220 bps
Capital Employed	469.2	434.6		469.2	434.6	

Consolidated Financial Performance

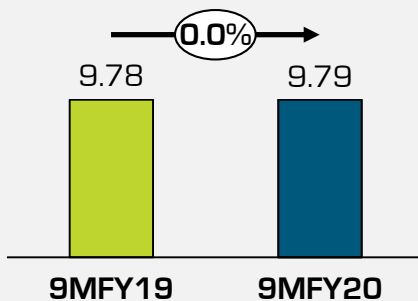
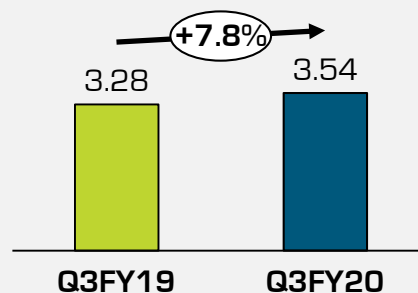
Laminates & Allied Segment

Production and Capacity (Mn Sheets)

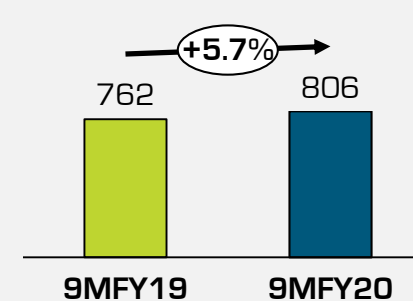
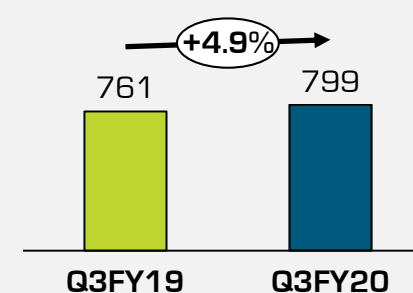


*Capacity Increased by 1.6 Mn Sheets w.e.f from Sep 2019

Sales (Mn Sheets)



Average Realisation (INR / Sheet)



Consolidated Financial Performance

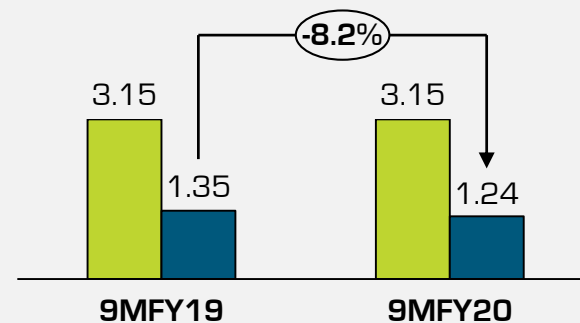
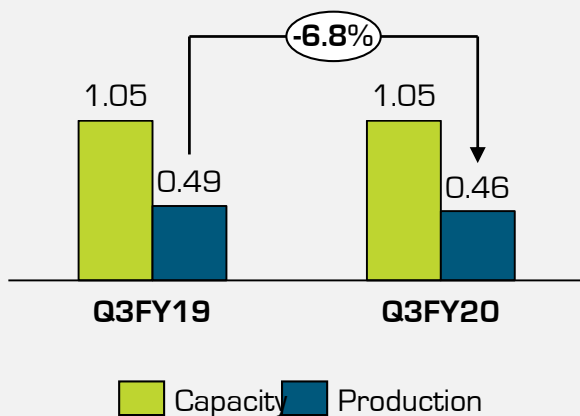
Veneers & Allied Segment

INR Crores	Q3FY20	Q3FY19	YoY%	9MFY20	9MFY19	YoY%
Net Revenue	61.0	51.5	18.4%	158.0	138.4	14.1%
Gross Profit	24.0	23.4	2.5%	68.4	64.1	6.8%
Gross Margin %	39.4%	45.5%	(610) Bps	43.3%	46.3%	(300) Bps
EBIDTA	0.0	5.7	-	1.9	9.3	(79.6)%
EBIDTA Margin %	-	11.2%	-	1.2%	6.7%	(550) bps
Capital Employed	231.3	216.1		231.3	216.1	

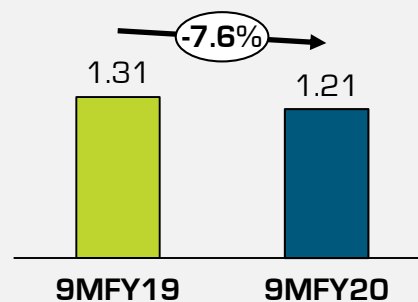
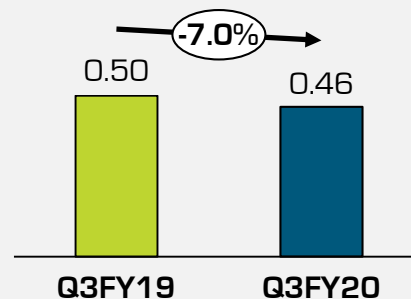
Consolidated Financial Performance

Decorative Veneers

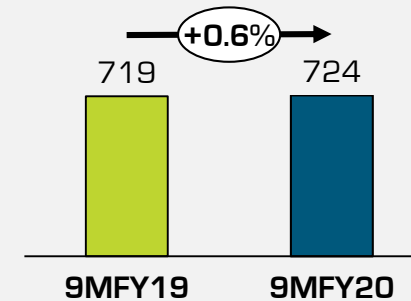
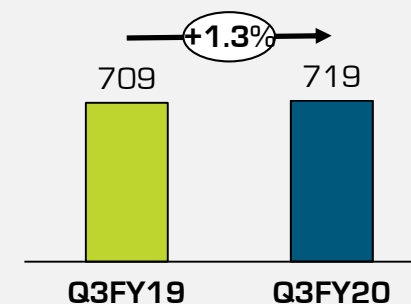
Production and Capacity (Mn Sqmt)



Sales (Mn Sqmt)



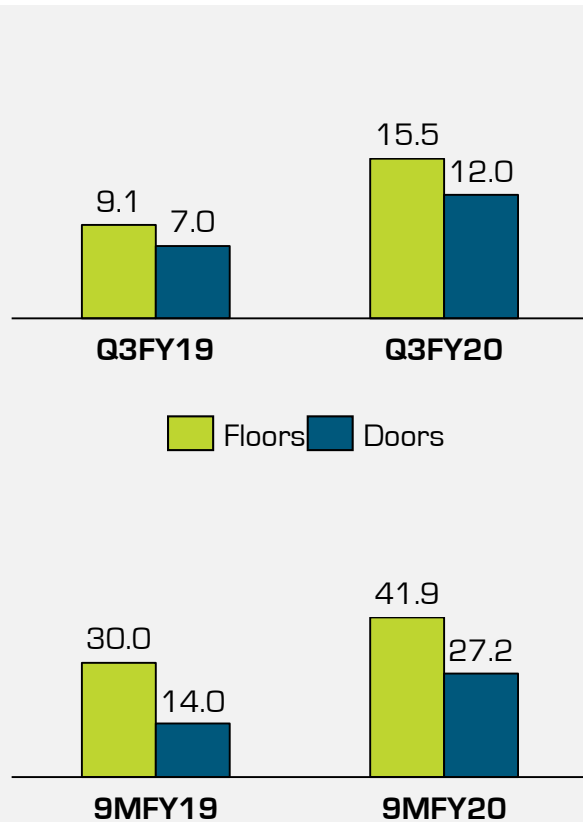
Average Realisation (INR / Sqmt)



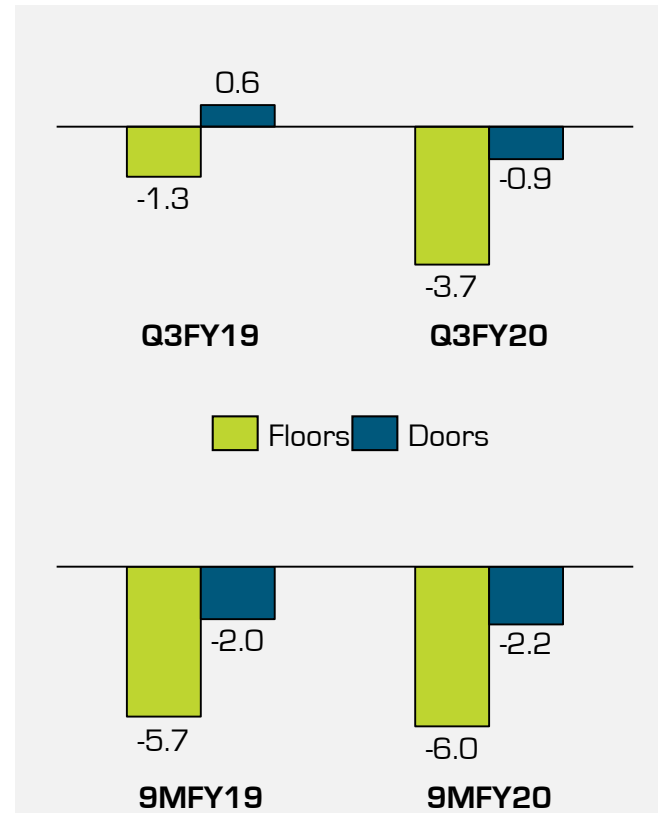
Consolidated Financial Performance

Engineered Wooden Floors and Doors

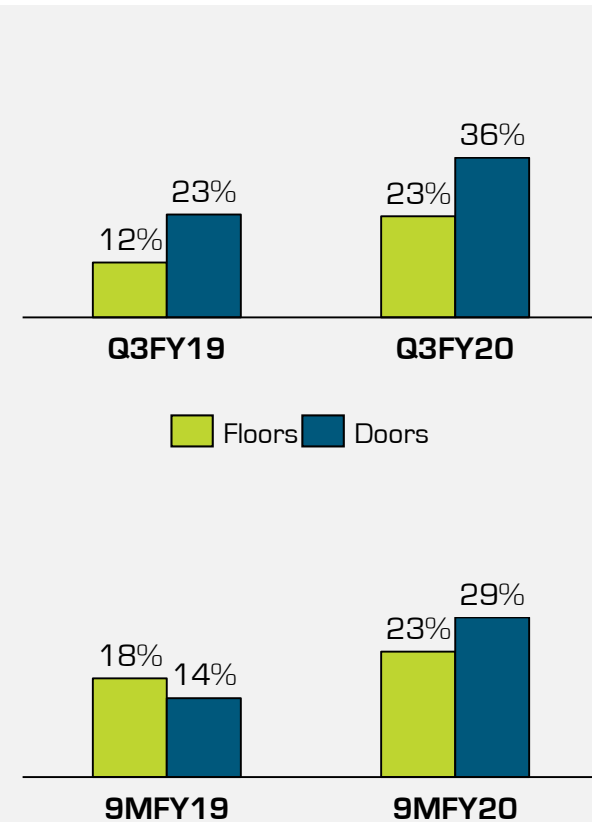
Revenue (INR Crores)



EBIDTA (INR Crores)



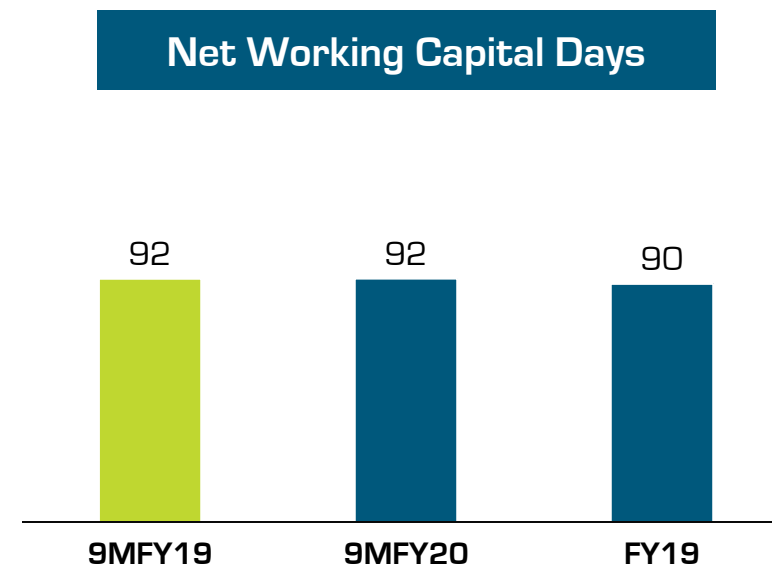
Capacity Utilization



Consolidated Financial Performance

Operating Parameters- Net Working Capital (Days)

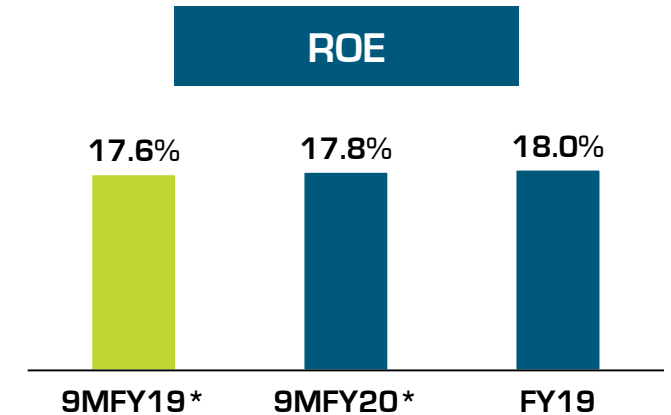
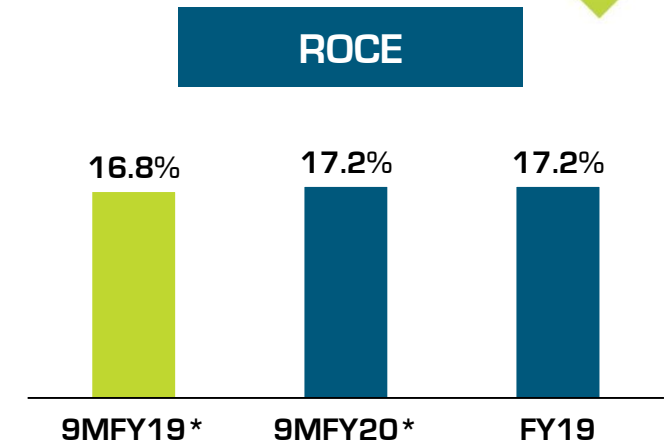
In Days	9MFY19	9MFY20	FY19
Inventory	100	103	88
Debtors	48	44	50
Creditors	55	54	48
Net Working Capital	92	92	90



Consolidated Financial Performance

Return Ratios – ROCE & ROE

INR Crores	9MFY19	9MFY20	FY19
EBIT	87.6	96.8	123.2
PAT	53.4	65.0	77.1
Capital Employed	696.9	748.5	718.3
Net Worth	404.6	487.4	428.4
ROCE	16.8%	17.2%	17.2%
ROE	17.6%	17.8%	18.0%



*Annualised Basis

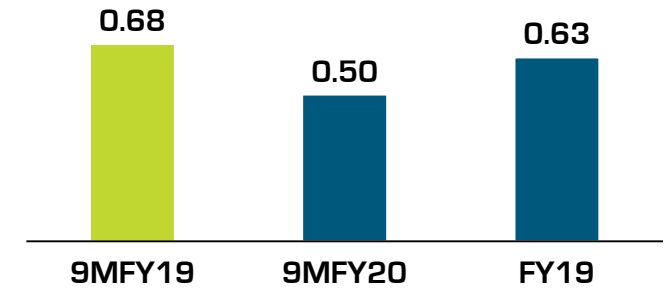
Consolidated Financial Performance

Debt Position

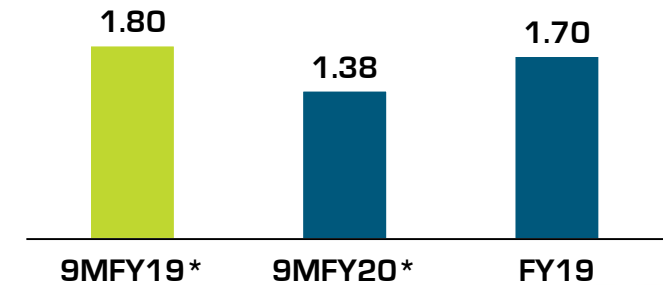
INR Crores	9MFY19	9MFY20	FY19
Long Term Debt (Including current portion)	89.9	95.0	110.7
Short Term Debt	183.6	149.9	159.0
Total Debt	273.5	244.9	269.7
Net Worth	404.6	487.4	428.4
EBIDTA	114.1	133.0	158.5
Debt - Equity Ratio	0.68	0.50	0.63
Debt - EBIDTA Ratio*	1.80	1.38	1.70

*On Annualized basis on 9MFY19 and 9MFY20

Debt-Equity Ratio



Debt-EBIDTA Ratio



For further information, please contact:

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Investor Relations Advisors :

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