



**Transforming Spaces, Enriching Lives.**

Investor & Analyst Meet  
August - 2015

[www.greenlamindustries.com](http://www.greenlamindustries.com)

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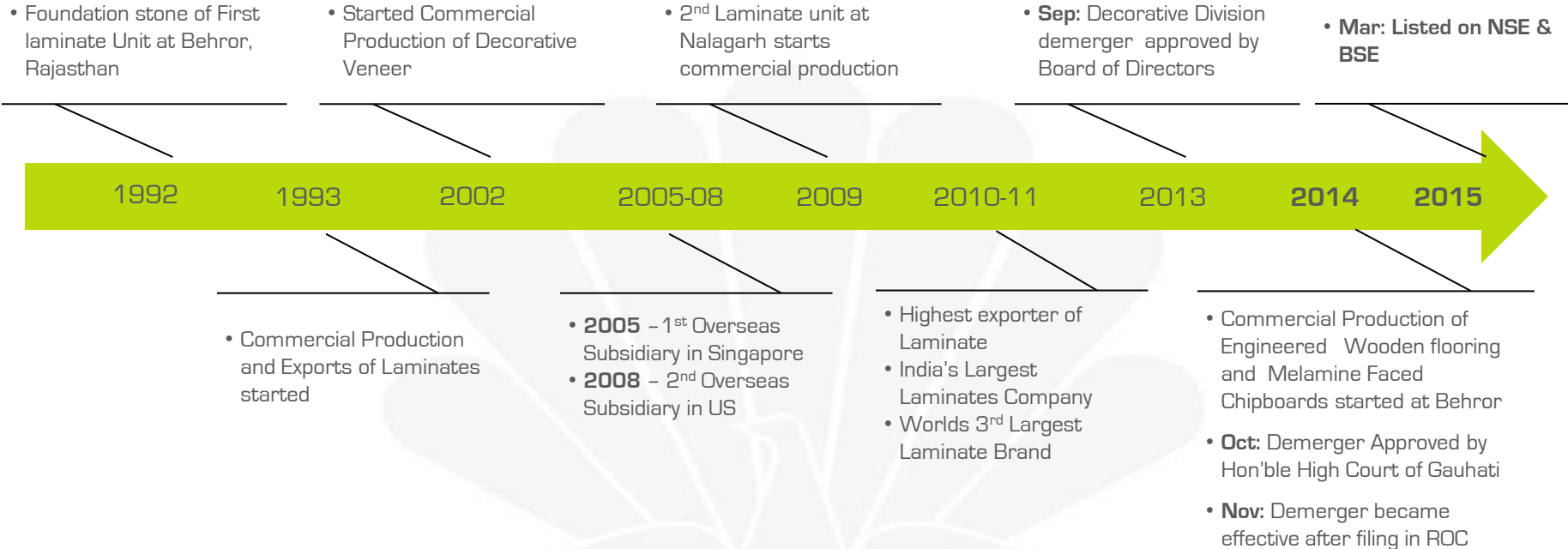
Unique  
interior  
surfacing  
company that  
transforms  
living spaces  
into **beautiful  
and aesthetic  
spaces.**

# The world's 3<sup>rd</sup> & Asia's largest laminate brand

Adorns interiors. Enhances pride.

Respected for innovation. Growing international presence. Trusted by designers.

## Transformation...



# Today we are

India's only Integrated and Largest manufacturer of  
Decorative Surfacing Products from Laminate & Wood Panel Industry



## Product Offerings

### Laminate & Allied

Laminate



Compacts



MFC

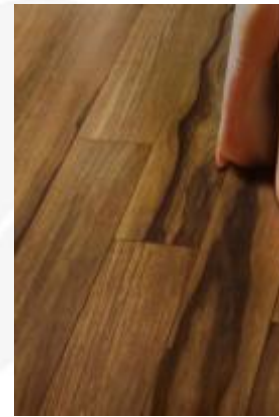


### Decorative Veneer & Allied

Decorative  
Veneers



Engineered Wood  
flooring



Engineered  
Doors





# Product Offerings

## Laminate & Allied

## Wood & Allied

Laminate



— HPL

— Specialty

Compacts



— Interior

— Exterior

— RC& Lockers

MFC



— Prelam

— Postlam

Decorative Veneers



— Ply Based

— MDF Based

— Laminate Based

— Natural, Teak & Engineered Variants

Engineered Wood flooring



Engineered Doors



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# Laminates & Allied Products

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Our Product Range

# Laminates

- Laminates are decorative surface material, used on top of a substrate like plywood, MDF or a particle board as a surface cover
- Greenlam laminate is the flag ship brand of Greenlam Industries Limited
- Market Leader in Laminates with a wide range of over 2500+ decors in over 50 textures
- Greenlam offers
  - Both standard and specialized laminate
  - Dimensions offered : 3'X7', 4'x8', 4'x10', 4.25'x10', 5'x12'
  - Thickness: 0.5mm - 1.5mm



# TODAY

at Greenlam we offer more than 2000 products to the customers globally



**YOU ASKED FOR IT,  
YOU GOT IT!**

With over 600 laminates are now available for download.

[KNOW MORE](#)

# Compact Laminates

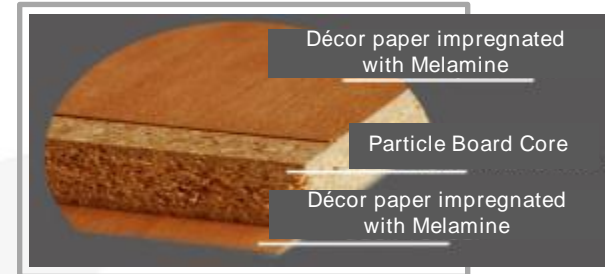
- Self Sustainable boards panels made with decorative surface papers with décor finish on both sides
- Our business is divided into three solutions
  - **BOARD | REST ROOM CUBICLE | FAÇADE CLADING**
- Greenlam Offers
  - Greenlam Anti-Bacterial Compact Laminates are "Green Guard - Children and School" certified
  - Lab Guardian – First to launch chemical resistant compact board in the country
  - Dimensions offered : 4'x8', 4'x10', 4.25'x10', 5'x12'
  - Thickness: 4mm – 25mm



# Melamine Faced Chip Board

- MFC - Melamine Faced Chip Board is an engineered particle wood product
- Greenlam offers
  - Laminated MFC for the use in organised carpentry primarily by OEM's like modular furniture manufacturers, kitchen manufactures & like, supportig the laminate business
  - Vast World of coordinated colours patterns with matching edge bands
  - High Quality & Resolution with European and Japanese Decor Prints
  - Better Screw Holding Capacity
  - Smooth Surface Finish with precisely calibrated thickness
  - Dimension : 4'x8', 6'x8'

## Structure of MFC – Pre Laminated





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# Decorative Veneer & Allied Products

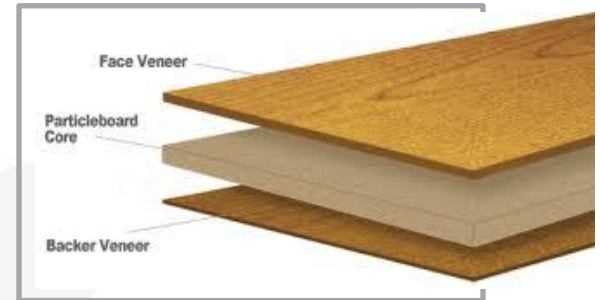
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Our Product Range

## Decorative Veneers

- Largest manufacturer of Natural Wood Veneer in India with the largest manufacturing capacity
- Offers over 200+ exotic & imported natural veneer wood species
- We also added to the portfolio – Teak & Engineered Veneers
- Greenlam Offers
  - Many variants as compared to competition for various applications needs (Ply, MDF, Laminated Veneer & Fleece back)
  - We use high density hardwood plywood which provides durability and high product quality
  - Apart from the standard size of 4'x8', Greenlam offers specialised Demension like 4x10; 3x7 for door and panelling applications

*Structure of a Veneer*





## Engineered Wood Flooring

- “Mi Casa , Su Casa” – Mikasa is the 1st Indian Brand of Engineered Wood Floors
- State of art manufacturing facility with Latest European technology
- Plant Integrated with decorative veneer facility driving better synergy in sourcing and manufacturing
- Highest range offering: 111 sku's
- All Raw Material & Hardwood imported from the best sources globally
- Fully supported with a warranty of upto 30 year , local expertise, pre; during and after sales
- Unique and proven glue less mechanism makes the installation of floors Durable & Convenient



## Engineered Door Solutions ( Door + Frame)\*



- First organised company to launch engineered, factory finished, door solutions in the country
- Capacity : 120,000 Doors units / annum
- Investment : Rs 27 Crores
- Integrated with existing decorative veneer and engineered wood flooring, driving better synergy
- Facility in Behror, Rajasthan

\* To be launched by Q2 FY16

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We have what it takes to be No.1

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## Key Differentiators

Greenlam's

**BIG**

WHY'S

Only Integrated Manufacturer

Largest manufacturer/capacity of all product lines

Largest in Asia & 3<sup>rd</sup> Largest globally in laminates

Largest Distribution Network

CAGR 14% PA for 5 years

## State of the Art Manufacturing Facilities



Laminates (Behror, Nalagarh)

Decorative Veneers (Behror)

Engineered Wood Flooring  
(Behror)

Engineered Doors\* (Behror)

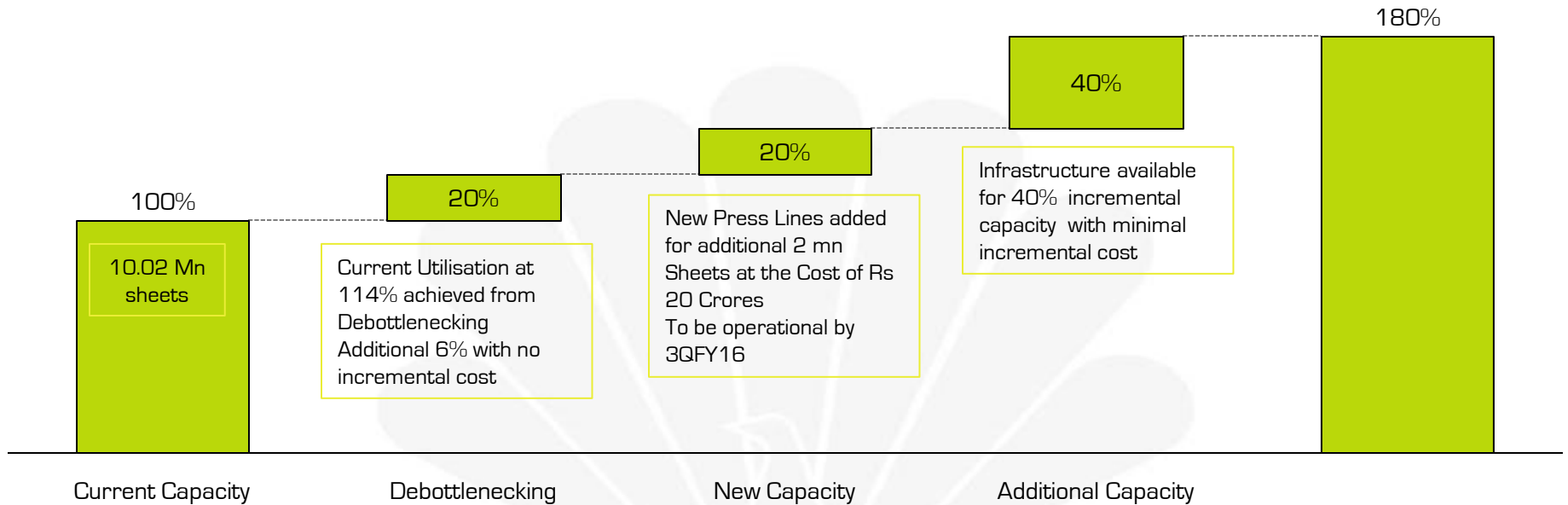
## Leadership in Manufacturing Capabilities

<i>Laminates &amp; Compact Laminates</i>	<b>10.02 mn Sheets *</b>	Largest in Asia
<i>Decorative Veneers</i>	<b>4.2 Mn Sqm</b>	Largest in India
<i>Melamine Faced Chipboard - MFC</i>	<b>2 Mn Sqm</b>	Complements the Laminates & Allied Products
<i>Engineered Wood Flooring</i>	<b>1 Mn Sqm</b>	India's 1 <sup>st</sup> and only manufacturer
<i>Engineered Doors **</i>	<b>0.12 Mn Doors</b>	India's 1 <sup>st</sup> and only manufacturer

\* 20% capacity expansion (2mn sheets) by Q3 FY16

\*\* to be launched by Q2 FY16

## Growth in Laminates...



...Without any significant capex in coming years

## Strong Brand Equity

- Strong brand presences across the globe
- On awareness parameters, Greenlam enjoys the highest brand recall among specifier & homeowners\*
- Trusted brand by designers & architects, trade & consumers for innovation in design trend, quality, availability & transparency
- Highest & sustained investment in brand building & promotion activities (Highest in the industry)



\* Brand health study



## India Network Presence – The Core strength

*Greenlam has the widest & largest sales and distribution network in India*

Pan India Presence

With **9** Company owned large Regional Distribution Centers

**29** Branch offices

Over **500** sales staff

**12000+** distributors, dealers & retailers – Largest in the country

## Global Network Presence

**11** International offices  
including 3 subsidiaries

Over **100+** overseas employee

**5** Company operated warehouses

100+  
Countries

**Greenlam** is the only company from India to have the largest sales and distribution network **Globally**

## Awards & Recognitions

Power Brands

Master Brand

100 Most valuable brand

Largest exporter award

1st Non American brand to get Greenguard Certification

1st Company in the country to trade in FSC product



## Green Credentials...



Presence across: B2B & B2C



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# Brand Investments for Growth

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# Domestic - Print Campaigns- Mikasa & Decowood



**Mikasa**  
REAL WOOD FLOORS

**THE CAMPAIGN TO FLOOR EVERYONE**

We are excited to announce the launch of Mikasa Real Wood Floors. Show up to floor your campaign in the best idea and value program. With the best campaign launch, we hope to make every floor a Mikasa floor.

For a real experience with real wood, see the QR code or call 1-800-446-6644. In 2020 it's available for Mikasa Real Wood Floors.  
[www.mikasa.com](http://www.mikasa.com) | 1-800-446-6644



**NOW EVERYONE IS CELEBRATING THE BEST IN WOOD**

We are excited to announce the launch of Decowood's "CELEBRATE THE BEST IN WOOD" print campaign across leading design and lifestyle magazines. The campaign is a result of our dedication to creating Decowood's veneer to be matched with essential elements. Together, we hope to establish Decowood as the number leader and create www.decowood.com in the future.

**decowood**  
PREMIUM VENEERS



## Domestic - Mikasa Floors Display Centres

Delhi



Mumbai





## Domestic - Mikasa Doors Display



## International - Greenlam - Interzum 2015 - Germany



## International – Greenlam Range Launch



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# What Lies Ahead...

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**An Ocean Of Opportunities**

# India - Opportunities

## Rural Demand

- Expanding rural retail penetration
- Increasing exposure of branded products
- There are a total of 9391 towns in India (Census 2011)

## Real Estate Demand

- Market size of real estate in India is expected to reach \$180 bn by 2020
- Growth in Real Estate led by lower interest rates to provide additional delta

## Demography

- 60% of Indian population below 30 years of age
- Increasing aspirational value for the urban consumer
- Spending on furniture & hard furnishings expected to reach ~\$20 bn by 2016

## Organized Market

- GST is expected to provide impetus to organised players
- Commercial establishments like: office, retail, hospitality and healthcare increasing demand for branded products

## Government Initiatives

- Increasing thrust on building smart cities
- FTA initiatives with the European Union

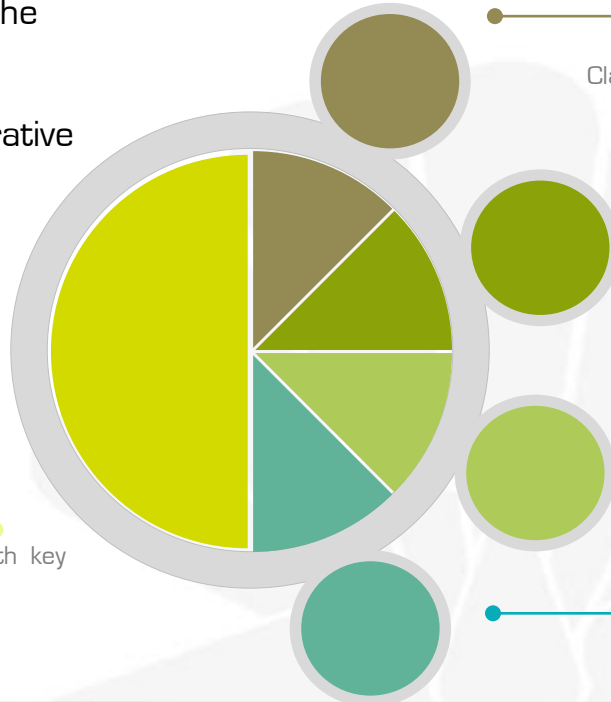
# India - Opportunities

Growing markets for Niche Products

One stop shop for all decorative surface solutions

## Laminates

Continue to maintain leadership with key management focus



## Compact Laminates

Growing market for uses across Cladding, restroom cubicles, lockers

## Decorative Veneers

Offering more than 200 wood varieties to cater to the need for natural surfacing

## Engineered Wood Flooring

Natural wood flooring catering to the growing inspirational needs

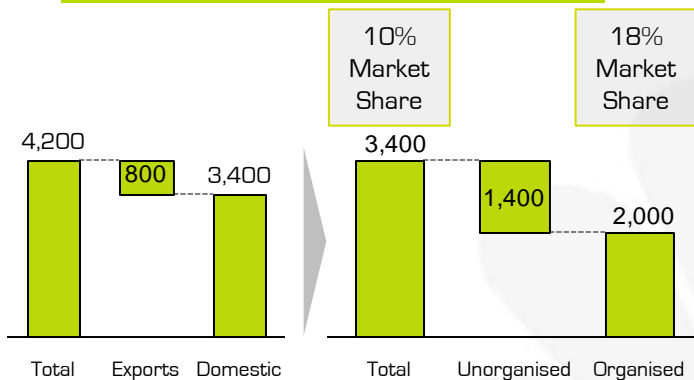
## Engineered Doors + Frames

Only company to launch factory finished Doors + Frames in India



# India - Opportunities – Laminates & Allied

Laminates Market Size in Rs Crores



114% Utilization from existing capacity of 10.02 Mn sheets p.a. In FY15



Further demand to be met by additional capacity

## Decorative Laminates

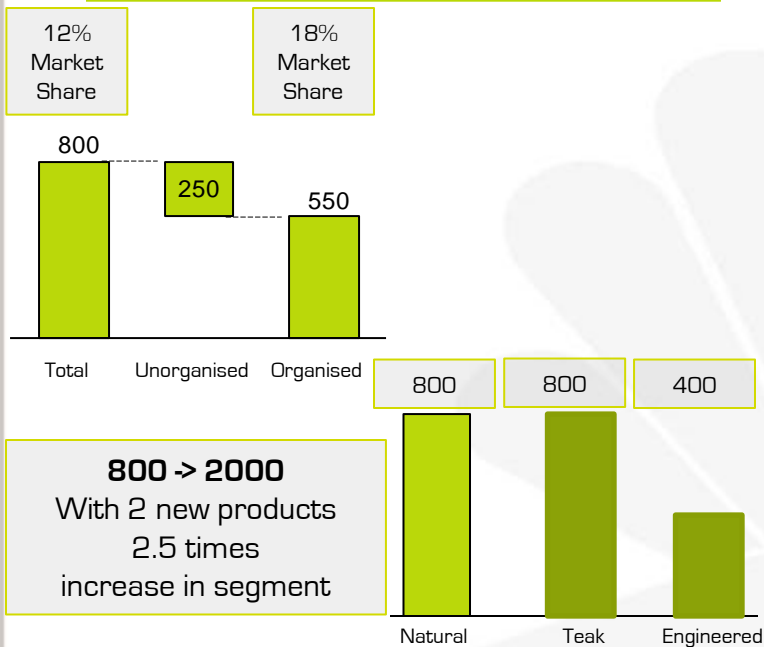
- ✓ New product launches will help in increasing the volume and value mix
- ✓ 20% Capacity expansion will help us gain more market share
- ✓ There is a visible shift from unorganised to organised segment
- ✓ Consumers are becoming more brand conscious

## Compact Laminates

- ✓ Market expansion & growth in compact laminate segment
- ✓ **Façade** laminate is relatively a new product and is witnessing growth. Internationally façade laminate is a Big market and there are only few organised manufacturer in India
- ✓ Contemporary **Rest Room Cubicle** is also witnessing higher growth due to its vast acceptance and '**Swachh Bharat Mission**'

# Opportunities – Decorative Veneers & Allied India Focused

Decorative Veneer Market Size in Rs Crores



## Decorative Veneers

- Expansion into 2 newer product lines – Teak & Engineered
- Largest installed capacity in the country
- Brand enjoys, high equity among specifier segment
- Recognised as a trend setter and innovator in the industry
- Limited manufacturers, hence opportunity to grow is high
- Only manufacturer to offer various product variants in multiple dimensions



## Opportunities – Decorative Veneers & Allied India Focused



### Engineered Wood Floors

- We are the first and only manufacturer of Engineered Wood Floors in the country
- The Market is estimated at 2Mn.sqm
- Mikasa's Installed capacity is 1Mn.Sqm
- Category is witnessing a 20-25% growth
- No organised player
- Majority demand met through regional import

# Opportunities – Decorative Veneers & Allied India Focused



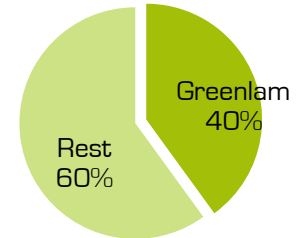
## Engineered Doors (Door + Frame)

- Door (including flush door) market is estimated at 24mn annually
- Engineered Finished Door category is witnessing a 20-25% growth
- Greenlam is offering for the first time in India, ready to fit factory made, customised Door Solutions
- The solutions includes Aperture measurement, Door leaf, matching frame & hardware
- Greenlam's capacity at 120,000 units
- No organised players providing complete solution
- Greenlam will revolutionise the category by its complete offering

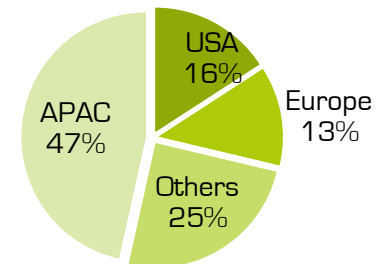
## International Opportunities – Laminates & Allied

- Laminates industry globally is at \$7 Bn growing by 2% p.a.
- According to a study done by *Freedonia Group* the industry is expected to grow by 5.6% per year till 2018 reasons being
  - Increasing manufacturing of cabinets and ready-to-assemble (RTA) furniture made from engineered wood and laminates; Furniture and cabinets form 70% of the market as per usage
  - Cost and performance benefits Vs Wood Veneer and Paint
  - Increased market penetration
- Greenlam Exports grew at a CAGR of 22% over the past 5 years,
  - Premiumisation to unlock additional value
  - Value Proposition for the market – Top of the class, Superior quality, Top line international certifications & efficient manufacturing
  - Capitalise on existing network

Indian laminate exports Rs 800 Crs



Greenlam Exports FY15



## Asia – Pacific (Excluding India)



- Asia Pacific market covers 15 countries
- Market Size – \$1.5 Billion
- This market is growing by 5%
- Greenlam has 7 offices in the region
- Major resources deployed in Asia PAC with higher scope for growth

## Other Markets

### European market

- Europe market covers 16 countries
- Market growth is stagnant
- Office in UK

### North & South America markets

- Covers 11 countries
- This market is growing by 2%
- 2 Offices in United States

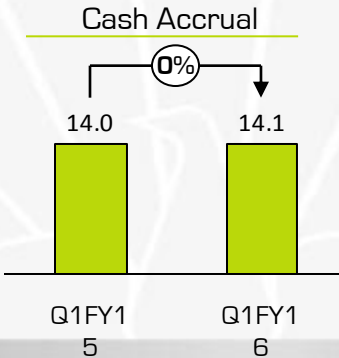
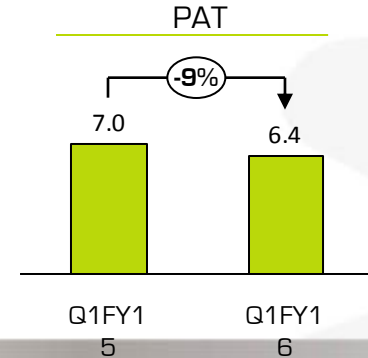
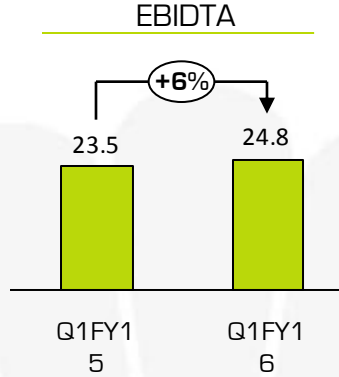
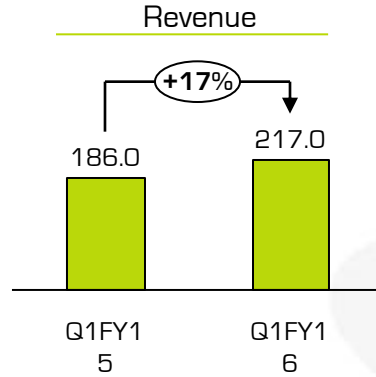


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# Financials

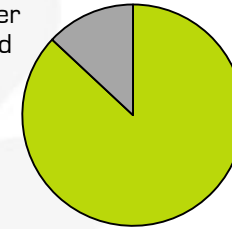
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# Performance: Q1 FY16



Segmental Revenue

Decorative Veneer & Allied  
13%



Laminates & Allied  
87%



## Performance: Q1 FY16

- Revenues grew by 17% in this quarter, led by good performance in
  - Exports - 25% sales growth
  - Decorative veneers - 44% volume growth
- Our debottlenecking initiatives have led to Laminate capacity utilisation of 113%
- Launching of new variant led to enhanced Veneer capacity utilisation of 38%
- PAT was impacted due to
  - Losses from new products which are going through stabilisation
  - Interest & Depreciation charges from new facilities
- Work on Door project facility and Laminates capacity enhancement projects are progressing as per schedule. Commercial production is expected to start from Q2 FY16 and Q3 FY16 respectively

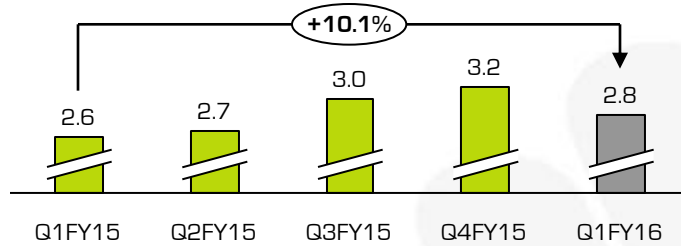
## Laminates & Allied Products

Rs. Crores	Q1 FY16	Q4 FY15	Q3 FY15	FY15
Net Sales of Laminates & Allied Products	188.7	197.5	192.91	745.2
EBIDTA Margin %	11.7%	9.0%	10.9%	10.1%
Capital Employed	337.3	331.8	355.3	331.8

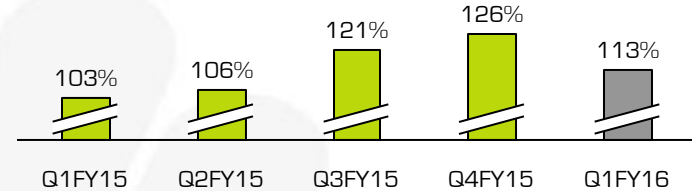
Note: The segments were formed post demerger, hence data for the previous period not available

# Laminates & Allied Products

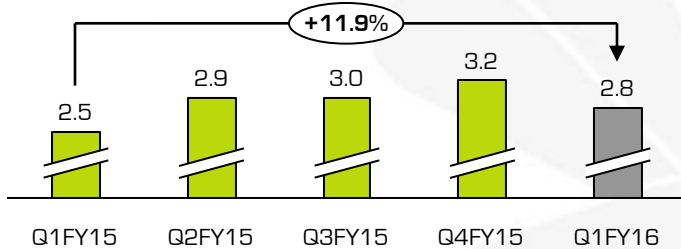
Production in Mn Sheets



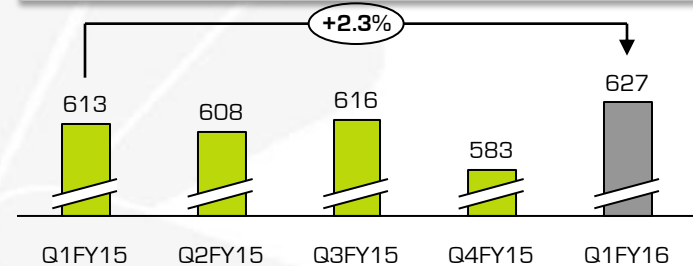
Capacity Utilization  
Annual Capacity of 10.02 Mn Sheets



Sales in Mn Sheets



Average Realisation (Rs/Sheet)



## Decorative Veneers & Allied Products

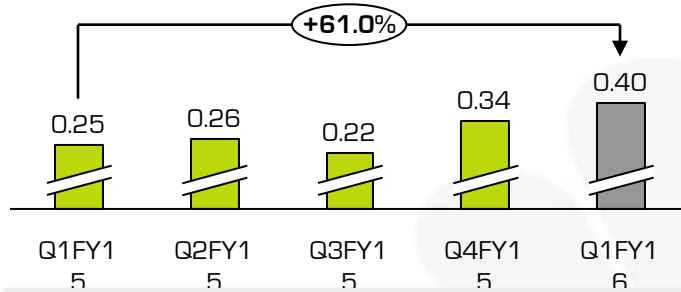
Rs. Crores	Q1 FY16	Q4 FY15	Q3 FY15	FY15
Net Sales of Decorative Veneers & Allied Products	28.3	33.8	21.85	99.4
EBIDTA Margin %	9.7%*	15.2% *	8.6% *	17.5%
Capital Employed	156.1	142.4	130.0	142.4

Note: The segments were formed post demerger, hence data for the previous period not available.

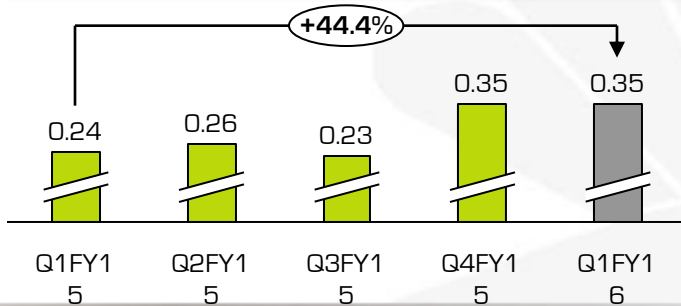
\* Margins were impacted due to losses from new products which are going through a period of stabilisation

# Decorative Veneers

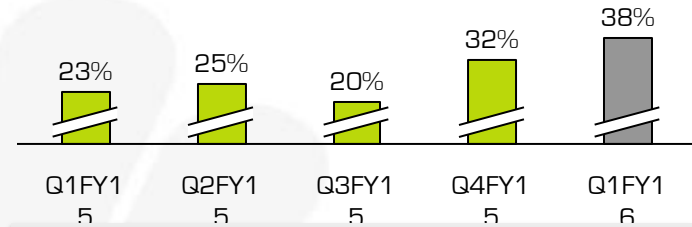
Production in Mn Sqmt



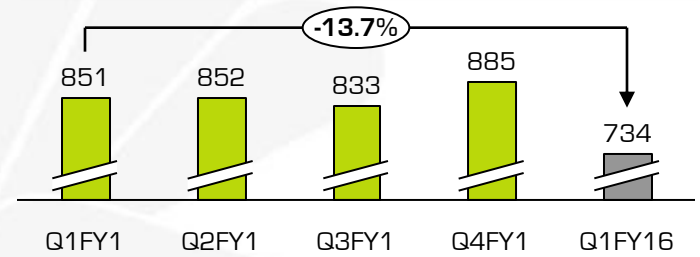
Sales in Mn Sqmt



Capacity Utilization  
Annual Capacity of 4.2 Mn Sqmt



Average Realisation (Rs / Sqmt)



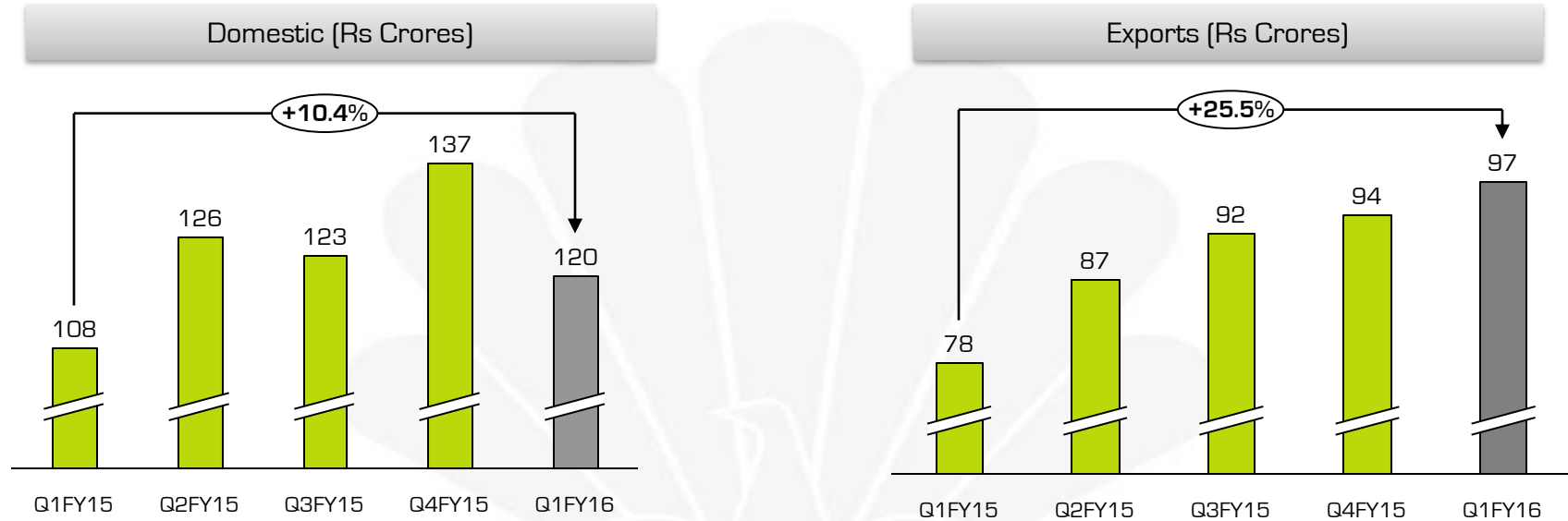
\* Launch of new variants at competitive price points \*

## Profit and Loss

Rs. Crores	Q1 FY16	Q4 FY15	Q3 FY15	Q2 FY15	Q1 FY15	YoY%	FY15
Revenue	217.0	231.2	214.8	212.6	186.0	16.7%	844.6
Raw Material	126.5	138.6	130.1	131.5	111.4		511.5
Employee Cost	24.9	19.7	20.8	20.3	18.0		78.9
Other Expenses	40.8	50.1	41.0	37.1	33.1		161.3
EBITDA	24.8	22.9	22.9	23.7	23.5	5.8%	92.9
<i>EBITDA Margin</i>	11.5%*	9.9%*	10.6%*	11.1%	12.6%		11.0%
Other Income	0.2	0.3	0.3	0.5	0.3		1.4
Interest	7.7	7.0	7.0	6.4	6.4		26.8
Depreciation	7.6	7.9	8.1	7.1	7.1		30.2
Exceptional Item	(0.4)	0.3	1.1	0.3	0.1		1.8
PBT	10.0	7.9	6.9	10.4	10.3		35.5
Tax	3.6	3.2	2.2	0.2	3.3		8.9
PAT	6.4	4.7	4.7	10.2	7.0	-7.6%	26.6
<i>Cash Accrual</i>	14.0	12.7	12.9	17.2	14.0	0.2%	56.8
<i>Cash Accrual Margin</i>	6.5%	5.5%	6.0%	8.1%	7.5%		6.7%

\* Margins were impacted due to losses from new products which are going through a period of stabilisation

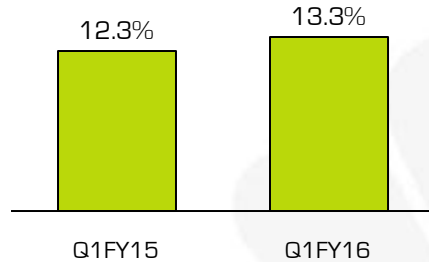
## Geographic Segments





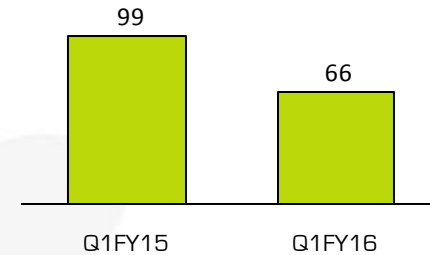
## Performance Ratios

ROCE



	Q1FY15	Q1FY16
Revenue	185.8	217.0
EBIT	16.6	17.8
PAT	7.0	6.4
Capital Employed	543.6	536.0

Net Working Capital Days



	Q1FY15	Q1FY16
Inventory	92	81
Debtors	67	54
Creditors	60	69
Net Working Capital	99	66

## Balance Sheet

Rs. Crores	Mar - 15	Mar - 14
Shareholder's Fund	227.1	202.5
Share capital	12.1	
Reserves & Surplus	215.0	202.5
Non-Current Liabilities	197.7	159.2
Long term borrowings *	174.5	147.0
Other Non Current Liabilities	23.2	12.2
Current Liabilities	289.0	302.6
Short Term Borrowings / Buyers Credit	93.0	150.9
Trade Payables	176.5	132.8
Other current liabilities	19.5	18.9
Total Liabilities	713.8	664.3

Rs. Crores.	Mar - 15	Mar - 14
Non-Current Assets	346.7	291.8
Fixed assets	320.6	253.0
Non-Current Investments	17.5	17.5
Other Non-Current Assets	8.6	21.4
Current Assets	367.1	372.5
Inventories	188.1	186.8
Trade receivables	118.1	132.0
Cash and Bank Balances	2.9	3.6
Other current assets	58.0	50.1
Total Assets	713.8	664.3

\* Includes amounts due for repayment with in one year

## Way ahead...

- Continue the Growth momentum in Laminate & maximize the utilization of existing capacity
- 20% expansion of laminate capacity from 3<sup>rd</sup> Quarter of FY 2016
- Continue expansion of sales & distribution network
- Launching of another variant of Decorative Veneers in this quarter
- Enhance the sales & distribution network of Engineered Wood Flooring (Mikasa)
- Launch the Engineered Doors in this Quarter

## Board Members



**Mr. Shiv Prakash Mittal**  
Chairman



**Mr. Saurabh Mittal**  
Managing Director & CEO



**Ms. Parul Mittal**  
Director Marketing & Design



**Mr. Vijay Kumar Chopra**  
Independent Director



**Ms. Urvashi Saxena**  
Independent Director



**Ms. Sonali Bhagwati Dalal**  
Independent Director

# Management Team



**Saurabh Mittal**

Managing Director &  
CEO



**Parul Mittal**

Director Design & Marketing



**Ashok Sharma**

Chief Financial  
Officer



**B L Sharma**

President - Plant  
Operations



**Deepak Aadhar**

Vice President -  
HR, CSR, IT & Admin



**Alex Joseph**

Vice President -  
Marketing



**Anuj Sangal**

Country Head Sales -  
Laminate & Allied  
Vertical



**Anil Tyagi**

Country Head Sales -  
Flooring Vertical



**Shivaji Mohinta**

Country Head Sales -  
Decorative Veneers



**Lokesh Dutt**

Vice President -  
International Exports

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# Q&A

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Thank You

**For further information, please contact:**

**Company :**

Greenlam Industries Ltd.  
CIN: U21016AS2013PLC011624

Mr. Ashok Sharma - CFO  
Email: [ashok.sharma@greenlam.com](mailto:ashok.sharma@greenlam.com)

[www.greenlamindustries.com](http://www.greenlamindustries.com)

**Investor Relations Advisors :**

Strategic Growth Advisors Pvt. Ltd.  
CIN: U74140MH2010PTC204285

Ms. Ruchi Rudra/ Ms. Neha Shroff  
[rruchi@sgapl.net](mailto:rruchi@sgapl.net) / [sneha@sgapl.net](mailto:sneha@sgapl.net)

[www.sgapl.net](http://www.sgapl.net)