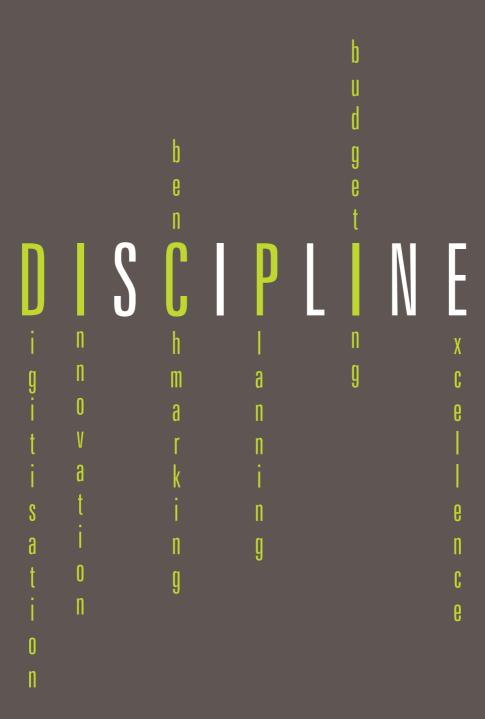
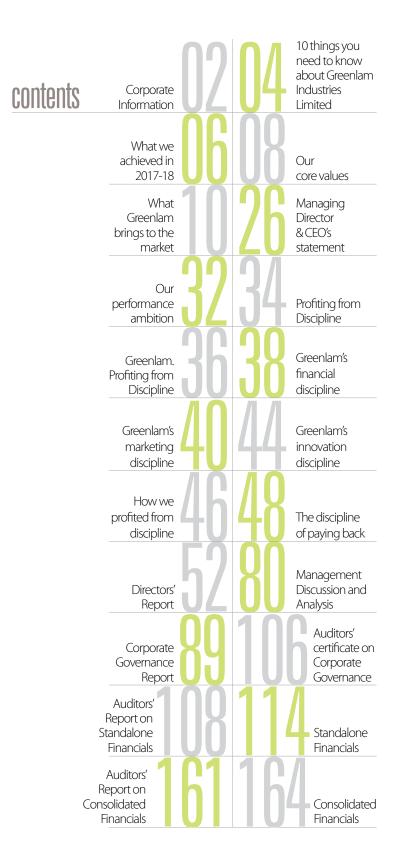
profiting from discipline





At Greenlam Industries, we believe that sustainable success is derived from the ability to profit from discipline.

The discipline of selecting to work around the long-term over fleeting arbitrage opportunities.

The discipline of asking 'Will it be good for my customer?' when confronted with diverse choice.

The discipline of trusting standard operating protocols over intuition.

The discipline of replacing the routine manual with automation.

The discipline of focusing on cash flows over profits.

Discipline is the difference.

Corporate Information



Ms. Urvashi Saxena, Mr. Vijay Kumar Chopra, Mr. Saurabh Mittal, Ms. Parul Mittal, Ms. Sonali Bhagwati Dalal and Mr. Shiv Prakash Mittal (Standing left to right) **Mr. Shiv Prakash Mittal** Non-Executive Chairman

Mr. Saurabh Mittal,Managing Director & CEO

Ms. Parul MittalWhole-time Director

Mr. Vijay Kumar Chopra Independent Director

Ms. Urvashi Saxena Independent Director **Ms. Sonali Bhagwati Dalal** Independent Director

Audit Committee

Mr. Vijay Kumar Chopra*, Chairma* Ms. Urvashi Saxena Ms. Sonali Bhagwati Dalal Mr. Saurabh Mittal Nomination & Remuneration Committee

Mr. Vijay Kumar Chopra, *Chairman* Mr. Shiv Prakash Mittal Ms. Urvashi Saxena Stakeholders' Relationship Committee

Mr. Shiv Prakash Mittal, *Chairman* Mr. Saurabh Mittal

Corporate Social Responsibility Committee

Mr. Saurabh Mittal, Chairman Mr. Shiv Prakash Mittal Ms. Parul Mittal Ms. Sonali Bhagwati Dalal Operational & Finance Committee

Mr. Shiv Prakash Mittal Mr. Saurabh Mittal Ms. Parul Mittal Corporate Office

1501-05, Narain Manzil, 23, Barakhamba Road, New Delhi-110001, India. Phone No.: +91 11 42791399, Fax No.: +91 11 42791330 Email: investor.relations@greenlam.cor

Chief Financial Officer

Mr. Ashok Kumar Sharma

Company Secretary

Mr. Prakash Kumar Biswal

Statutory Auditors

M/s. D. Dhandaria & Company Thana Road, P.O. Tinsukia, Assam -786125

Bankers/Financial Institutions

IDBI Bank Limited
HDFC Bank Limited
ICICI Bank Limited
IDFC Bank Limited
Citibank, NA.
Standard Chartered Bank
The Hongkong and Shangha
Banking Corporation Limited

Registered Office

Makum Road, Tinsukia, Assam - 786 125 CIN: L21016AS2013PLC011624

Manufacturing Facilities

Behror, Rajasthan Nalagarh, Himachal Pradesh Registrar & Share Transfer Agent

Link Intime India Private Limited 44, Community Centre, 2nd floor Naraina Industrial Area, Phase-1 Near PVR Naraina, New Delhi-110028 Phone No.: +91 11 41410592 Fax No.: +91 11 41410591

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things you need to know about Greenlam Industries Limited





Management

Greenlam is helmed

by Mr. Saurabh Mittal who possesses more than two decades of experience in the laminates business. The senior management of the laminates, decorative company possesses extensive sectoral products manufacturer. experience across the manufacturing, marketing, branding, distribution and finance functions.

Pedigree

Greenlam Industries

Limited is a premier

veneer and allied

a multi-decade

table. Since its

experience to the

inception, Greenlam

innovation, product

design, product

has led the industry in

portfolio and branding.

The company brings



Products

Greenlam provides an entire range of interior decorative surfacing products, proving a one-stop customer solution. The company's portfolio comprises decorative laminates catering to various product & price segment, compact panels, exterior and interior cladding solutions, restroom cubicle & locker solutions, decorative veneers, engineered wooden flooring and engineered wooden door sets.



Pioneering

Innovation is the heart of our existence which keeps Greenlam ahead of the rest. The Company is consistently innovating its product range to bring the best of global trends and technology to all our consumers. Specialty products such as AFX, DIGITAL, HD GLOSS & VRB laminates, Herringbone, Distressed and UV plus range of veneers showcase Greenlam's commitment to create uniquely stylish products.



05 Listing

Greenlam is listed on the BSE Limited and National Stock Exchange of India Ltd., enjoying a market capitalisation of ₹2,891.05 crore as on March 31, 2018 (making it one of the Top 500 companies listed on National Stock Exchange).



Standing

The Company is the largest laminates producer in Asia and among the three largest in the world. The company is also India's largest exporter of laminates. It is India's number one decorative veneer brand, India's only manufacturer of engineered wooden flooring and India's first organized manufacturer of engineered wooden



Footprint

In India, Greenlam products are marketed through 12 Large regional distribution centres, 22 Branch offices, 5 warehouses and 14000+ distributors and retailers, which is largest in the industry.



Locations

Greenlam has two

state-of-the-art manufacturing facilities located at Behror in Rajasthan and Nalagarh in Himachal Pradesh. Behror plant has a capacity of 5.34 million laminate sheets and Nalagarh plant has a capacity of 8.68 million laminate sheets. The Behror plant also manufactures melamine faced chip boards, decorative veneers, engineered wooden flooring and engineered wooden doors.



Certifications

Greenlam is engaged in responsible and ecofriendly manufacturing practices that enhance workplace safety and compliance with government regulations. This commitment has been showcased in certifications like, FSC, PEFC, ISO 14001 and OHSAS 18001. Additionally, the Company also has product specific certifications such as ISO 9001, NSF, Greenlabel, Greenquard, the NEMA standard in US and BS standard in the UK.



door sets.

Brands

Greenlam's success is driven around the success of its brands, a number of which lead the market segments of their presence. The company's prominent brands comprise:

- Greenlam and New Mika (laminates & compact laminates)
- Greenlam Clads (interior and exterior cladding
- Greenlam Sturdo (restroom cubicle and locker solutions)
- Decowood (decorative veneers)
- Mikasa (engineered wooden flooring and engineered wooden doors)

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Overall financial

- Consolidated Net Revenue stood at ₹1,145 Crores as compared to ₹1,076 Crores in the financial year 2016-17, growing by 6.4% YoY; GST adjusted revenue growth was 8.8%
- Consolidated EBIDTA grew by 7.6% to ₹148.9 crores in comparison to ₹138.3 crores in the financial year 2016-17
- Consolidated PAT for the financial year 2017-18, grew by 30.1% to ₹64.6 crores, as against ₹49.7 crores in the previous year
- Lower operating losses in the engineered wooden flooring and engineered wooden door sets business which stood at ₹7.96 crores against ₹14.5 crores in the previous year.



Product performance

- Domestic laminate revenue grew by 10.8% in volume terms and 14.9% in value terms as compared to the previous year. GST adjusted domestic laminate revenue growth was ~ 18.7%
- Laminate exports grew by 5.1% in volume terms but de-grew by 5.0% in value terms due to a currency appreciation of ~ 3.7%; there was a negative GST impact of ~1.7% on exports from July 2017 onwards
- Decorative veneer segment grew 16.4% in volume terms and 10.8% in value terms

%

Profitability

- Gross margin at 47.7% was an improvement of 40 bps in the financial year 2017-18 from 47.3% in the financial year 2016-17
- EBIDTA margin expanded by 10 bps from 12.9% in the financial year 2016-17 to 13.0% in the financial year 2017-18
- Working capital cycle reduced by 1 day to 86 days in the financial year 2017-18 from 87 days in the financial year 2016-17
- Total debt stood at ₹252 crores, reduced by ₹47 crores during the year

Key numbers, 2017-18

9.0%

Consolidated turnover CAGR (past five years) 54.74%

Promoters' holding, March 31, 2018 3.19%

FII/FPI holding, March 31, 2018 1743 +

Team size, March 31, 2018 $\overline{14000} +$

Trade partner network, March 31, 2018

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TEAM WORK

WE ACHIEVE MORE BY COLLABORATION WITH ALL STAKEHOLDERS – INTERNAL AND EXTERNAL.

Given the inter-linkage of output of others with our performance, we nurture a sense of collaboration with our environment. Internally, if a peer fails, the team cannot succeed and individual success means little in a failed team. Also, our customers, partners and investors need to



SPEED AND AGILITY

WE ARE QUICK TO DECIDE, RESPOND AND EXECUTE.

We value decisions being made without undue procrastination and being implemented within the shortest possibl time because we value this as a source of our competitive advantage. Individuals are therefore held accountable wherever any delays are attributable to them either in the decision making or implementation process. Similarly, we respond to the market proactively rather than reacting when situation reaches a point where inaction becomes unaffordable.



TRUST

TRUST PEOPLE TO BE RELIABLE AND RESPONSIBLE AND EARN THEIR TRUST SIMILARLY.

Our dealings with the overall environment including individual employees, vendors, business partners, investors, customers and the society at large would be in the premise of good faith. We empower our employees by placing trust in them to take decisions in the best interest of the organization and as per promulgated norms



PERFORMANCE

WE VALUE PERFORMANCE ACROSS PRODUCTS, PEOPLE AND PROCESSES.

Performance is valued as the core ingredient for sustainability and is the underlying metric for selecting people, products or processes for the organization. For us, performance means delivering on our commitment across every parameter. It also entails effort and a continuing endeavour to defy the status quo in order to achieve all-round excellence.



LEARNING

WE ENCOURAGE LEARNING, CREATING AND NURTURING TALENT.

Our organization facilitates the learning of our employees and continuously transforms itself to align with the evolving needs of the marketplace. We also support formal learning through structured programs to empower people and help them unlock their potential.

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What Greenlam brings to the market

Laminates and compact laminates

14.02 mn sheets a year of installed capacity (the largest in Asia)





Greenlam

Laminates: 10,000+ decors

Compact laminates: 100+ decors **Veneer laminates:** 200+ natural veneer species

Greenlam Laminates brings a legacy

of exceptional artistry, unsurpassed



Melamine-faced chipboard

2.00 mn sa. m production capacity annually



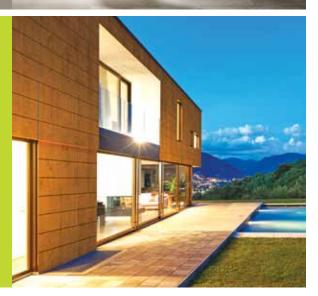


Clads

Greenlam Clads are High Pressure Compact Panels which incorporate revolutionary GLE technology that makes them ideal for exterior application. They are resistant to weather, fading & fires and are used both in residential and commercial segment. The interior cladding systems are a fully integrated concept for protection of interior surfaces. Its Anti bacterial properties, impact and scratch resistance make them ideal for health care, education and commercial purposes.



Exterior clads: 23 varieties **Interior clads:** 24 varieties



Restroom cubicle and solutions

Value-added product range





Products Kids collection: 3 varieties **Designer collection:** 2 varieties Classique: 6 varieties



offers rich natural colours, intricate grain and the warmth of natural



Decorative veneers

4.20 mn sq. m, production capacity annually, largest in India

wood.

200 species. The 'Natural collection'



Products

Naturals: 293 varieties **Teak:** 13 varieties **Engineered:** 49 varieties **Noirwood:** 15 varieties



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12 pages small booklet starts from here

Engineered wooden flooring

1.00 mn sq. m per annum, first and only manufacturer in India Mikasa offers unparalleled flooring solutions with its premium engineered wooden flooring. Greenlam is the first company in the country to manufacture and launch engineered wooden flooring. Offering new collections every year, Mikasa offers products in a wide range of wood species giving their customers plenty of choice to choose from.







Arbor: 15 collection **Atmos:** 5 collection **Pristine:** 52 collection

Engineered wooden door sets

0.12 mn doors per annum, first and only organized manufacturer in India











Greenlam Laminates

Hallmark of exceptional artistry & innovation/Designs that touch your life

Greenlam laminates bring to you the widest range of innovative lifestyle designs that will redefine your interiors time and again. Be it striking high gloss, bright solid colors, metals or realistic woods, each decor uniquely envelops your personal space

