

profiting from discipline

DISCIPLINE

innovation  
benchmarking  
planning  
budgeting  
excellence  
digitalisation

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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



## Board of Directors

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 Mittal**  
Whole-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, *Chairman*  
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.com  
Website: www.greenlamindustries.com

## 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 Shanghai  
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, 2<sup>nd</sup> floor  
Naraina Industrial Area, Phase-1  
Near PVR Naraina,  
New Delhi-110028  
Phone No.: +91 11 41410592  
Fax No.: +91 11 41410591

# 10 things you need to know about Greenlam Industries Limited



## 01 Pedigree

Greenlam Industries Limited is a premier laminates, decorative veneer and allied products manufacturer. The company brings a multi-decade experience to the table. Since its inception, Greenlam has led the industry in innovation, product design, product portfolio and branding.



## 02 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 company possesses extensive sectoral experience across the manufacturing, marketing, branding, distribution and finance functions.



## 03 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.



## 04 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).



## 06 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 door sets.



## 10 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 panels)
- Greenlam Sturdo (restroom cubicle and locker solutions)
- Decowood (decorative veneers)
- Mikasa (engineered wooden flooring and engineered wooden doors)



## 07 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.



## 08 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.



## 09 Certifications

Greenlam is engaged in responsible and eco-friendly 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, Greenguard, the NEMA standard in US and BS standard in the UK.

# This is what we achieved in 2017-18 (on a consolidated basis)



## 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

9.8%

Consolidated turnover CAGR (past five years)

54.74%

Promoters' holding, March 31, 2018

3.19%

FII/FPI holding, March 31, 2018

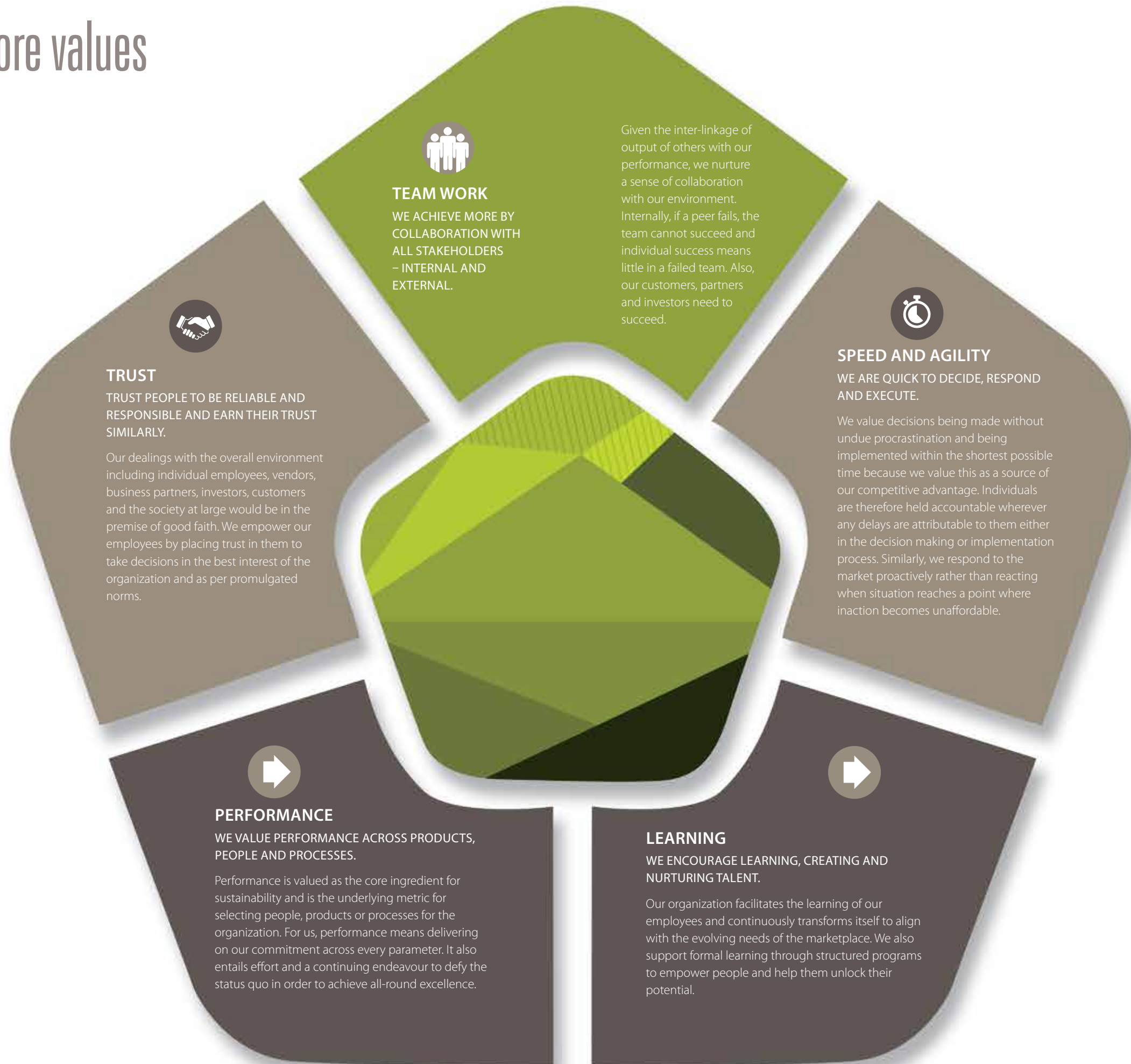
1743 +

Team size, March 31, 2018

14000 +

Trade partner network, March 31, 2018

# our core values



# 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 brings a legacy of exceptional artistry, unsurpassed quality and unyielding passion for excellence to the table. With a production capacity of 14.02 million sheets annually, we have always ensured that superior quality products are available to you. Our laminate collection are available in an array of designs, colours and textures for almost every surface, from table tops, doors, shelves and counters to reception desks and furniture and can be used both on a vertical and horizontal surface.

### Products

**Laminates:** 10,000+ decors collection

**Compact laminates:** 100+ decors

**Veneer laminates:** 200+ natural veneer species



## Melamine-faced chipboard

2.00 mn sq. m production capacity annually



Melamine Faced Chip Boards or MFC (Prelam Particle Board) are ideal products for interiors and furniture surfacing. Infused with superior screw-holding power and a smooth surface finish, Melamine Faced Chip Boards are crafted to add perfection and beauty with uses in commercial and residential sectors such as cabinets, shelves, partitions, office furniture, retail stores etc.

### Products

34+ decors



## 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.

### Products

**Exterior clads:** 23 varieties

**Interior clads:** 24 varieties



## Restroom cubicle and locker solutions

Value-added product range



An eminent name in restroom and locker solutions, Greenlam Sturdo is an incredible assortment of restroom products comprising of restroom cubicles, specially adapted hand holds for physically disabled and privy divider panels which gives a complete solutions for commercial applications and in public areas. These Antibacterial, high wear and abrasion resistant products are manufactured in strict adherence to accepted fire safety norms, and are in accordance to ADA (Americans with Disability Act 1990) guidelines.

### Products

**Kids collection:** 3 varieties

**Designer collection:** 2 varieties

**Classique:** 6 varieties

**Vibrance:** 4 varieties



## Decorative veneers

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



Decowood from the house of Greenlam Industries Ltd. has a wide and beautiful range of offering of decorative veneers. Decowood's premium range of natural decorative veneers are sourced from across the globe with over 200 species. The 'Natural collection' offers rich natural colours, intricate grain and the warmth of natural wood.

### Products

**Naturals:** 293 varieties

**Teak:** 13 varieties

**Engineered:** 49 varieties

**Noirwood:** 15 varieties



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.

### Products

**Arbor:** 15 collection

**Atmos:** 5 collection

**Pristine:** 52 collection



our products

## Engineered wooden door sets

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

Greenlam has become the first company to manufacture engineered wooden door sets under the Mikasa brand. This product introduces a revolutionary concept when it comes to doors. Unlike traditional doors where the door and frame are separate units, Mikasa doors and frames are an integrated, ready-to-install unit. Factory finishing ensures consistent quality and unique designs.

### Products

Fire Rated Door sets

Non Fire Rated Door sets to Specialty Door sets



Greenlam  
laminates



984.3

Consolidated  
revenue in  
2017-18  
(₹ in crore)



Greenlam  
LAMINATES

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

Greenlam  
laminates

