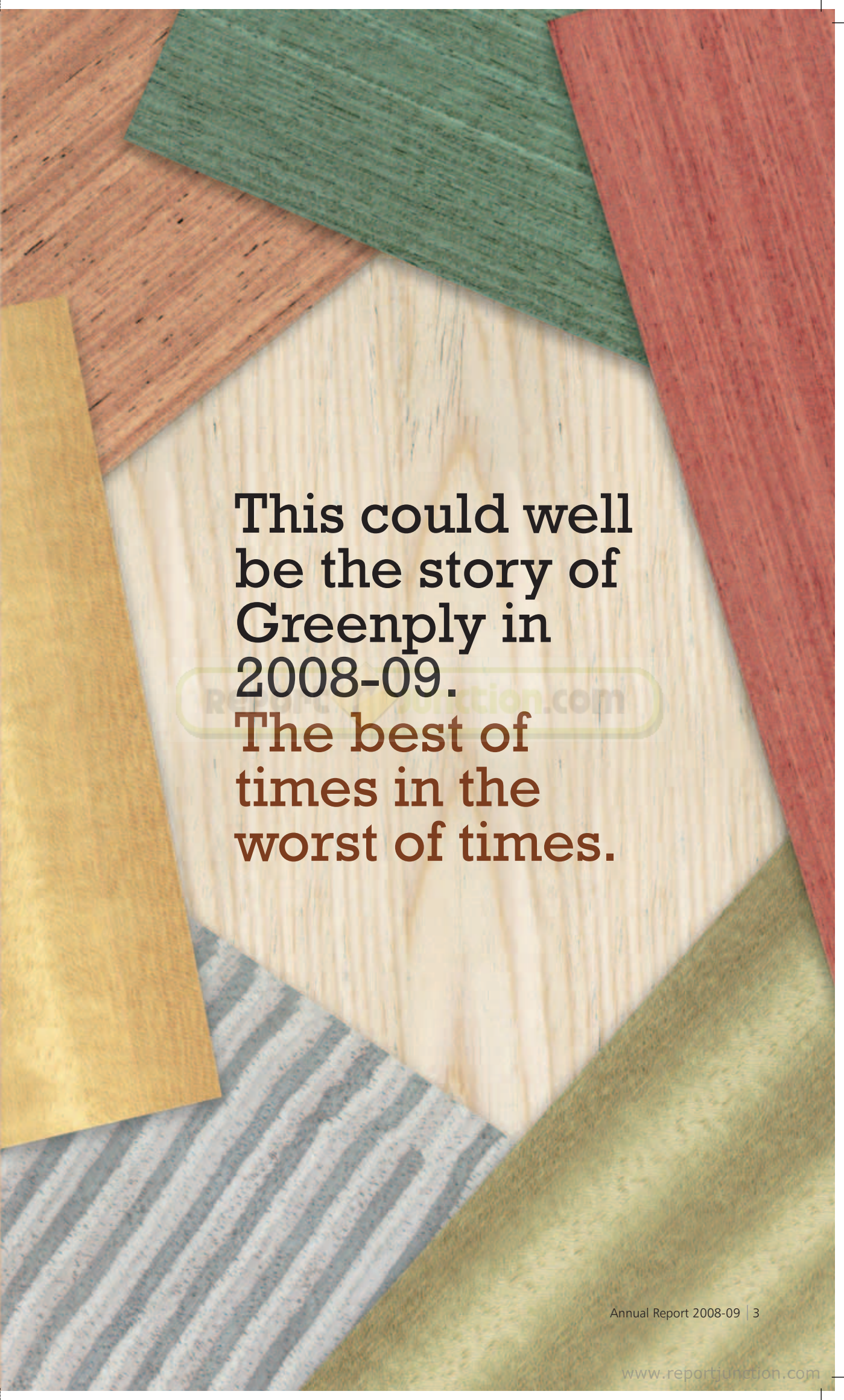


When the going gets tough...

...Body language weakens.
People duck. Sentences start with 'er' and end with 'mmm'. Spending staggers. The buck is passes.
Meetings become picnics. Blank looks are fashionable. The office discontinues free tea. Everybody complains. Nightmares become pink slips. Everything is 'Later'.
People blame Gordon Gekko. Business news goes out of fashion. People wear greys. 8 per cent return excites. Philosophy becomes 'in'. Clients yawn during pitches. Contracts are reneged. Brand building is history. Receivables stretch. Sentences start with 'When things were better...'.
Graphs resemble tortoises.

Just such a time is
also when the tough
get going.

See opportunity everywhere.
Say 'Good morning!' with a pep.
Start car pool. Cut costs. Get fit.
Develop products. Look within.
Build businesses. Live simply.
Make the rupee go longer. Train
and re-train. See a film three
times and extract four different
messages. Swear by Rhonda
Byrne. Reinforce morale. Think
lateral. Wear red and purple on
midweek evenings. Read
Anthony Robbins. Find new
ways of doing old things.
Whistle to work. Reply 'Couldn't
be better!' when asked how
things are. Market, market,
market. Smile at strangers.
See banks in dreams.



This could well
be the story of
Greenply in
2008-09.

The best of
times in the
worst of times.

Just what is Greenply?

Just a plywood, veneer and laminate brand?

Just a trendy ad on TV?

Just green and yellow on kerbside hoardings?

Just a carpenter's first recall?



More.

A collection of people who believe that good is never good enough.



Legacy

- Technocrat Mr Shiv Prakash Mittal began his industrial dreams with a small unit at Nagaland in 1984
- Converted into a public limited company in 1994
- Currently headed by the Executive Chairman Mr S.P. Mittal
- Now a premier plywood and laminate manufacturing company



Marketing and distribution

- More than 25 marketing offices across 17 states in India
- Network of more than 11,500 distributors, dealers, sub-dealers and retailers



Presence

- Corporate office in Kolkata, West Bengal
- Six manufacturing units spread across India
- Shares listed on the National Stock Exchange of India (NSE) and the Bombay Stock Exchange (BSE)



Awards and accolades

- ISO 9001, ISO 14001 and OHSAS 18001 certifications for the Behror unit
- Recognition as a two-star export house
- First non-US company to get a Green Guard certificate for laminates
- Uninterrupted dividend paying record for 15 years
- First company in its industry to generate carbon credits

Manufacturing units and installed capacity

Manufacturing unit	Product	Installed capacity**
Tizit (Nagaland)	Plywood	45 lac sq m
Kriparampur (West Bengal)	Plywood	60 lac sq m
Bamanbore (Gujarat)	Plywood	30 lac sq m
Pantnagar (Uttarakhand)	Plywood and decorative veneers	105 lac sq m
	Particle board	20 lac sq m
Behror (Rajasthan)	Laminates	53.40 lac sheets
	Decorative veneers	42 lac sq m
Nalagarh (Himachal Pradesh)*	Laminates	33 lac sheets
Pantnagar (Uttarakhand)*	Medium density fibreboard	1.8 lac cubic meters

*Projects under implementation, ** Based on annual capacities



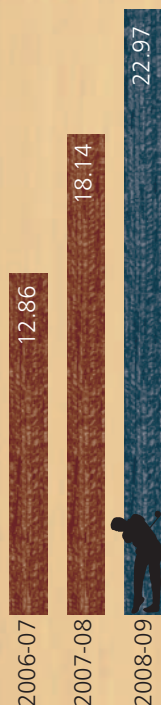
The worst of times.
We still grew our
topline **31.28** per
cent. Reported a cash
profit of **Rs 54.35** cr.
And generated an
EBIDTA margin
(excluding forex losses
and other income) of
13.09 per cent.

Report  junction.com

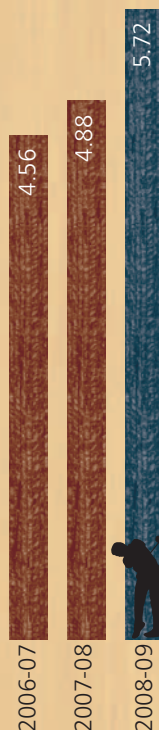
Net sales
(Rs cr)



Plywood
production
(mn sq m)



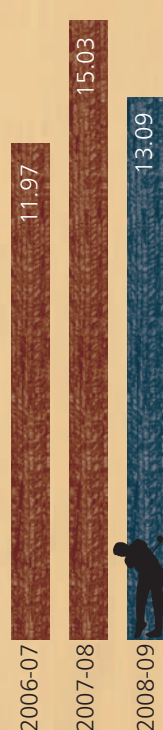
Laminate
production
(mn sheets)

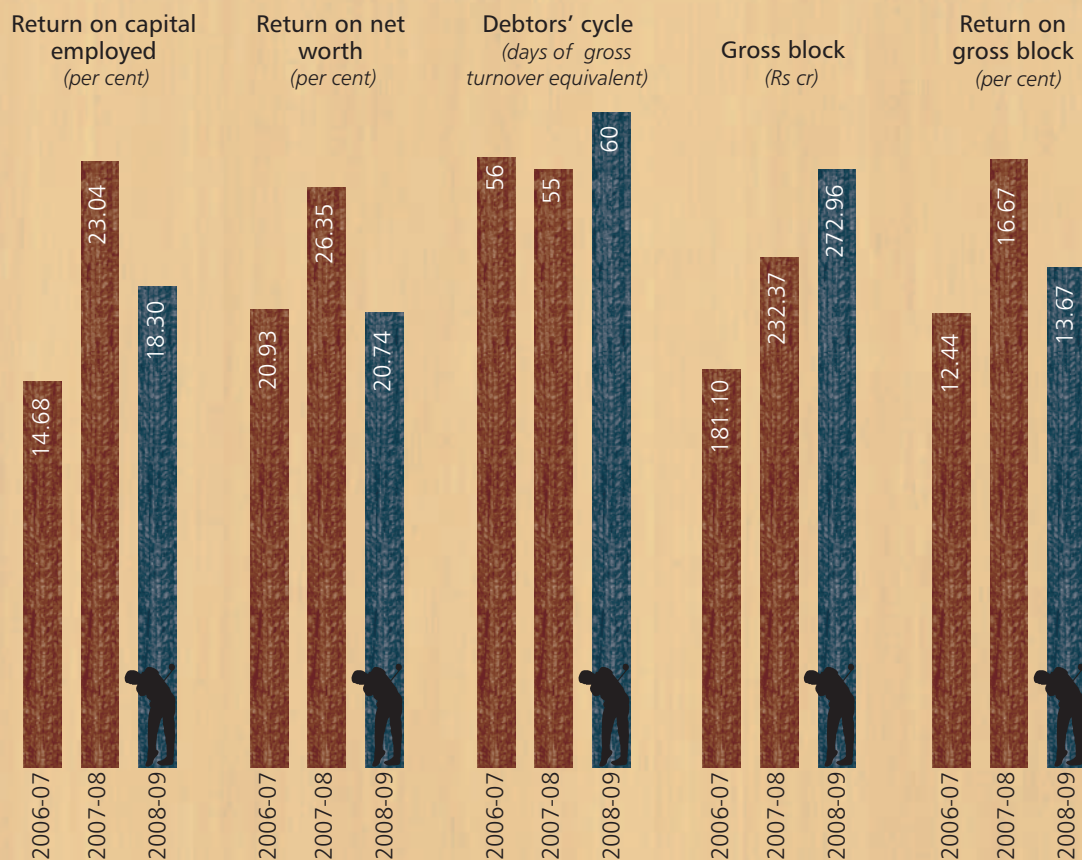
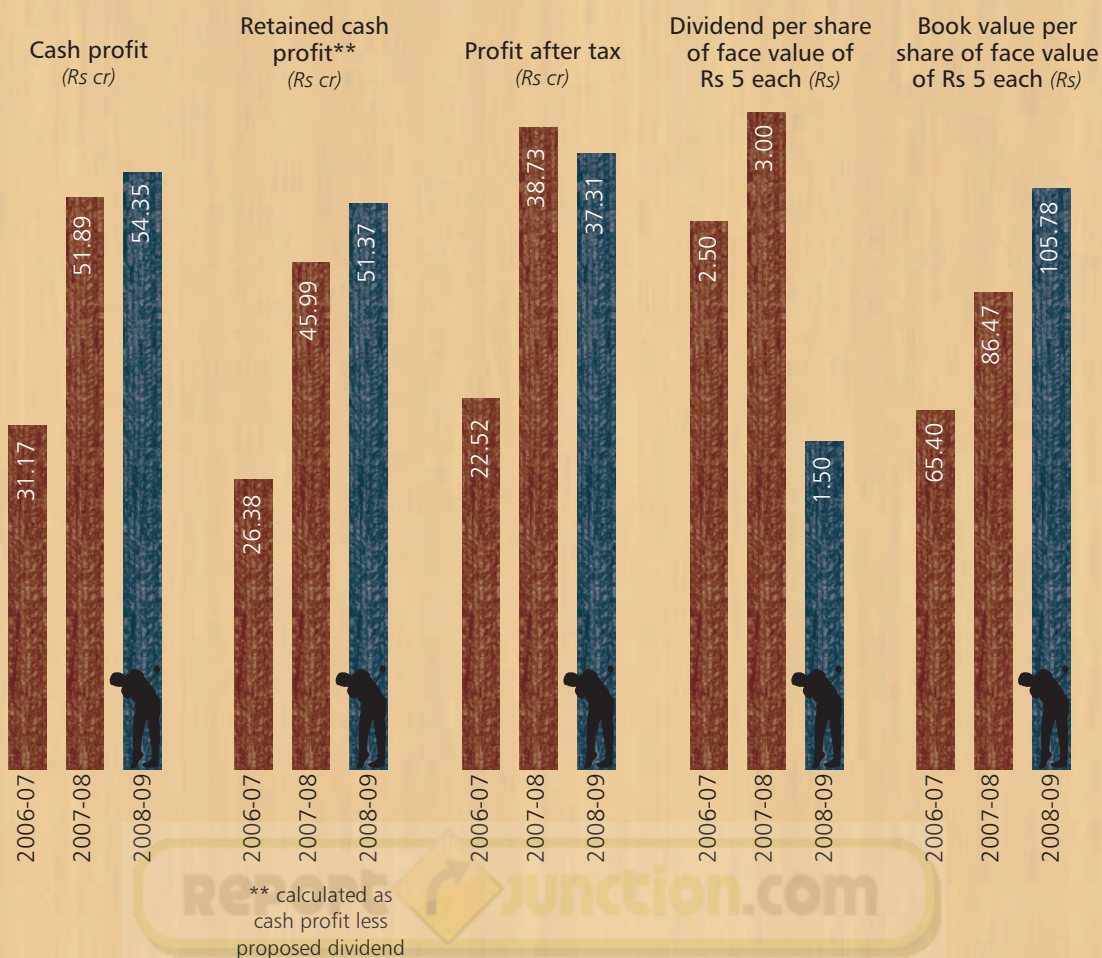


Operating profit
(excluding forex losses
and other income)
(Rs cr)



Operating profit
margin
(excluding forex losses
and other income)
(per cent)







Chairman's review

The principal message that I want to convey to shareholders is that even as we experienced one of the most challenging periods in living memory, the Indian infrastructure industry grew at an estimated 10-12 per cent in 2008-09 and Greenply reported a 31.28 per cent increase in its gross turnover to Rs 829.53 cr.

Report



In my opinion this outperformance and counter-slowdown transpired for three reasons: our products, were superior to conventional alternatives (laminates are cheaper than paint and polish as surface covers on account of attractive durability), an increased product affordability following the decline in excise from 8 per cent to 4 per cent and the under-penetration in the consumption of plywood and laminates in India that began to correct. The result is that while consumer confidence disappeared temporarily during the second half of 2008-09 it rebounded soon after, well before the demand revival for other industrial products.

Greenply's positioning

Greenply is attractively positioned to capitalise on these positive industry realities.

- We possess the widest range of plywood products present across diverse price points
- We commenced exporting plywood.
- Greenlam is one of the fastest selling brands in the country; we commenced operations at our Himachal Pradesh unit and will service growing export demand through our global marketing set-up.
- We expect to commence operations at our MDF plant by March 2010, capitalising on the reality

that 70 per cent of MDF consumed in India is imported.

Outlook

The wood panel industry is expected to grow at 17-20 per cent in 2009-10. Greenply is attractively placed to capitalise on this demand rebound.

We possess the widest and deepest distribution in rural India, which is a vast under-penetrated market at a time when incomes are rising.

We are focusing on the value-added space along with our mid-segment presence

We are extending from an India focus to the global market through the establishment of marketing offices.

We are investing in new products (MDF) and capacities (laminates) to sustain our momentum.

We are reinforcing our net worth through a rights issue so that we possess a balance sheet that can drive sustainable growth without straining our financials.

In view of this, we are looking to the future with confidence.

Sincerely,

S.P. Mittal, *Executive Chairman*

Anyone who has
a continuous
smile on his
face conceals a
toughness that
is almost
frightening.

At Greenply

When consumer confidence disappeared in 2008-09, most companies reconciled to writing shareholder messages starting with 'We are sorry to report that in 2008-09...'. At Greenply, our report begins with 'We are absolutely delighted to state ...' instead.

- We increased our gross revenues 31.28 per cent.
- We reported a Rs 54.35 cr cash profit after tax in 2008-09 compared with Rs 51.89 cr in 2007-08; even in the most challenging markets we reported a 19.17 per cent return on capital employed (average)

Proving the point that when the going gets tough, the tough get going.