

see something here?

Greenply Industries Limited > Annual report, 2010-11



foresight.

**product
excellence.**

**environment
friendliness.**

all at Greenply





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the company



Vision

- Making every house colourful, filled with vibrant interiors
- Helping India gain a significant position globally
- Transforming every house into a home

Mission

- Ensure timely delivery of high-quality products
- Help the country achieve worldwide renown
- Create a cordial atmosphere within the organisation
- Implement environmentally and socially-considerate decisions for our Company and the community

Location and presence

Greenply's corporate office is in Kolkata (West Bengal), and is present in seven state-of-the-art Indian manufacturing locations in West Bengal, Rajasthan, Gujarat, Nagaland, Himachal Pradesh and Uttarakhand. Brand presence is extended internationally, with one overseas office and two wholly-owned subsidiaries.

Marketing and distribution

The Company has 38 branches in Indian state capitals and major cities across more than 13,000 distributors, dealers, sub-dealers and retailers.

Portfolio

Greenply is India's premier interior infrastructure company that manufactures, markets, distributes and brands plywood, laminates, decorative veneers and medium density fibreboards. These products constitute basic interior building materials responsible for residential and commercial space attractiveness, safety and security. Over the past 25 years, the Company has created multiple growth drivers by developing a portfolio of world-class products.

The Company owns three strategic business divisions - plywood and allied products, laminates and allied products and medium density fibreboard. The Company enjoys a presence across diverse price points. The Company is the largest laminate company in Asia and globally the fifth largest, in terms of production capacity.

Pride-enhancing certifications:

- ISO 9001, ISO 14001 and OHSAS 18001 certifications for its Behror, Pantnagar, Nalagarh and Kriparampur units.
- ISO 9001 certification for Bamanbore unit.
- Greenguard Certification for Greenlam Laminates products.
- Green Fire Retardant Plywood certified by the Central Building Research Institute (CBRI).
- FSC accredited with a "Chain of Custody" certification for its Kriparampur, Bamanbore and Pantnagar units.
- Winner in the Inc. India 500 Awards for India's best performing enterprises.
- Chosen as 'Power Brand' for 2010-11 by Indian consumers.
- Social Accountability Certificate SA 8000 for our Kriparampur unit.
- Star Export House.

Listing

The Company's equity shares are listed on the NSE and the BSE. The promoters held 55% of the Company's equity with a market capitalisation of ₹473 crore as on March 31, 2011.

highlights, 2010-11



In numbers

- Net sales grew 39.55% from ₹871.41 crore in 2009-10 to ₹1,216.09 crore
- EBIDTA grew 24.44% from ₹93.57 crore in 2009-10 to ₹116.44 crore
- Post tax profit declined from ₹49.57 crore in 2009-10 to ₹25.09 crore.

In the market place

- Positioned our brand around the green platform through specific initiatives.
- Capitalised on promotional and advertisement expenditure made in the previous year, translating into a higher organised plywood market share of 35% against 30% in 2009-10
- Enhanced share of value-added flush door sales from ₹30.12 crore in 2009-10 to ₹43.90 crore in 2010-11
- Enhanced rural sales from ₹30 crore in 2009-10 to ₹63 crore in 2010-11

On the shop floor

- Registered a 12.67% increase in plywood production from 26.36 mn sq.mtr in 2009-10 to 29.70 mn sq.mtr; capacity utilisation increased from 110% in 2009-10 to 119%
- Enhanced laminate production by 30.14% from 7.20 mn sheets in 2009-10 to 9.37 mn sheets; achieved capacity utilisation of 94% on the increased capacity of 10.02 mn sheets per annum.
- Decorative veneer production increased 16.81% from 1.19 mn sq.mtr in 2009-10 to 1.39 mn sq.mtr with an average capacity utilisation of 33%
- Strengthened Green Mantra practices in factories through soft-skills training, enhancing manpower retention and return on investments

In the Boardroom

- The Company became the first interior infrastructure company to cross ₹1,000 crore revenues (standalone)
- The Company opened 11 one-stop gallery outlets (Green Design Studio) providing a world-class interior shopping experience. The Company also opened a few Green Shoppes and New Mika Shoppes to cater to a superior shopping experience.
- Greenply expanded its Gujarat plywood plant.

our performance



our strengths

Rich experience

The promoters of Greenply Industries Limited possess a near-three decade business experience across industry cycles, regions and products.

Scale

Greenply is India's largest integrated manufacturer of plywood, laminates, veneer and MDF.

Market share

Greenply is a leading player in each of its business spaces. The Company accounts for almost 35% of India's organised plywood market and 22% of the organised laminates market.

Product range

Greenply is respected for its extensive product range across verticals from the economy to the premium end. Greenply covers most price points and graduates consumer choice based on growing budgets.



Brand appeal

The Greenply brand generates an immediate recall for a product of international quality at Indian prices. Greenply was selected by consumers as Power Brand 2010-11, following extensive research by Indian Council for Market Research (ICMR), endorsing its appeal.

Strategic locations

Greenply's facilities are located near raw materials or markets. Its Nagaland and Uttarakhand units are located near abundant raw material resources; its West Bengal and Gujarat units are located near ports leading to low transportation costs; its Tizit, Pantnagar and Nalagarh plants are located in tax-efficient states.

Competitive advantage

Greenply holds production licenses in the ply and board segment where the government regulates industry entry.

Employee strength

Greenply employs more than 4,000 talented people across its offices and factories.

Chairman's review

doing it the 'green way' and other things...

