

# DEFINING LIFESTYLES FOR DECADES

**AR** 2015  
2016



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### NET SALES

11.8%  
4-YEAR CAGR

### EBIDTA

20.1%  
4-YEAR CAGR

### PROFIT BEFORE TAX

42.3%  
4-YEAR CAGR

4-year CAGR period  
(2011-12 to 2015-16)

AT OUR VERY CORE, IN OUR DEEPEST ESSENCE, WE ARE A BRAND THAT ENRICHES AND EXPANDS LIFE QUALITY AND LIFESTYLES. WE WORK AS AN INTERIOR MAKEOVER EXPERT, SPRUCING UP PLACES WHERE PEOPLE WANT TO LIVE, WORK, SHOP AND ENJOY. THE HOME DÉCOR THAT EVOKES ENVIOUS RESPONSES FROM FRIENDS AND RELATIVES. THE OFFICE AMBIENCE THAT INSPIRES EMPLOYEES, CUSTOMERS AND CLIENTS. THE AESTHETICS THAT ATTRACT FOOTFALLS AND ADVANCES BUSINESS GOALS. THESE ARE THE THINGS WE MAKE POSSIBLE; THESE ARE THE WAYS IN WHICH WE ADORN PLACES THAT PEOPLE PREFER.

THIS IS WHAT WE HAVE  
BEEN DOING FOR DECADES.

#### Forward-looking Statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.



Find out more on [www.greenply.com](http://www.greenply.com)

FY2015-16 SAW US IMPLEMENTING MULTIPLE INITIATIVES TO REMAIN AHEAD OF THE CURVE.

WE UPGRADED OUR TECHNOLOGY QUOTIENT IN INDIA'S PLYWOOD SEGMENT, ENSURING HIGH QUALITY AND DURABILITY.

WE FACILITATED BRAND OUTREACH PROGRAMMES FOR CARPENTERS, ARCHITECTS, INTERIOR DESIGNERS AND BUSINESS PARTNERS TO STRENGTHEN VISIBILITY AND RECALL.

WE REINFORCED RAW MATERIAL SECURITY THROUGH STRATEGIC PLANTATION DRIVES IN THE VICINITY OF OUR PLANTS.

WE NURTURED OUR TEAM THROUGH CONSISTENT COACHING SESSIONS, ENGAGEMENT PROGRAMMES AND MOTIVATIONAL INITIATIVES.

WE ARE WORKING ON ALL THESE AND MORE TO GROW SUSTAINABLY; AND TO HELP DEFINE LIFESTYLES FOR GENERATIONS.

## AT THE VANGUARD OF CONSUMER TRENDS AND INDUSTRY PERFORMANCE

### Rich experience

We have over three decade of rich experience in the dynamic interior infrastructure space.

### Brand Reputation

We have emerged as India's largest interior infrastructure company owing to a wide portfolio of contemporary interior infrastructure products, aligned to evolving customer aspirations.

### Market share

We are a leading player in each of our business spaces with almost 26% of India's organised plywood market and 30% of the organised MDF market.

### Scale matters

We are India's largest integrated manufacturer of plywood (32.4 mn. sq. mts. cumulative capacity) and MDF (0.18 mn. cubic mts. capacity).

### Extensive range

We are known for our extensive product range (from the economy segment to the premium end) with over 16 plywood and MDF product brands.

### Manufacturing facilities

Our five (four plywood and one MDF) facilities are strategically located near raw material sources. We cater to pan-India demand through these facilities.

### Distribution network

We have 48 pan-India branches and more than 12,000 distributors, dealers, sub-dealers and retailers for plywood and MDF.

### High capacity utilisation

In 2015-16, we reported a 101% utilisation of plywood capacities and 99% utilisation of MDF capacity.

### Motivated team

Our team of over 3,500 members works efficiently and passionately to ensure customer delight.

### PAN-INDIA FOOTPRINT

21<sub>STATES</sub> 300<sub>CITIES</sub>

# INDIA RELIES ON GREENPLY


GREENPLY INDUSTRIES LIMITED (GIL) IS INDIA'S LARGEST INTERIOR INFRASTRUCTURE BRAND. OUR FOCUS ON MANUFACTURING AND MARKETING QUALITY PLYWOOD AND MDF PRODUCTS HAS MADE US A PARTNER OF CHOICE FOR A LARGE NUMBER OF OFFICES AND HOME BUILDERS ACROSS THE COUNTRY.

WE MARKET THE MOST COMPREHENSIVE PORTFOLIO OF RESIDENTIAL AND COMMERCIAL PRODUCTS, COMPRISING PLYWOOD AND BLOCK BOARDS, MDF, WOOD FLOORS, FLUSH DOORS AND DECORATIVE VENEERS.


### Prominent brands

Our flagship brands have become industry-leading names across respective product categories.


Plywood



Medium Density Fibreboards (MDF)



Wood Floors



**Vision**  
Transform every house to a home.

**Mission**

- Ensure on-time delivery of high-quality products
- Create a cordial atmosphere within the organisation
- Implement environmentally and socially considerate decisions for ourselves and the community

**Driven by enablers**

- Nurturing a growth-oriented environment where passionate, skilled, problem solvers can uncork their potential
- Offering the right products through a deep understanding of one's own requirement
- Adopting ground-breaking measures that reshaped the plywood industry

**Quality commitments**  
We follow a quality-first strategy; and our quality eco-system is validated through various accreditations.

**Distribution network**  
We have a strong retail network across India with presence over 300 cities across 21 states, committed to provide high-quality products to customers.

- **Corporate head office:** Kolkata, West Bengal
- **Pan-India branches:** 33 for plywood and 15 for MDF
- **Distributor and stockist:** Plywood - 1,200 and MDF - 600
- **Retailer network:** Plywood - 6,000 and MDF - 4,000

**Equity share information**  
We are one of the fastest growing Indian companies, delivering consistently strong shareholder returns.

- **Market Capitalisation (31st March, 2016):** ₹ 2,111 crore
- **Proposed a dividend:** ₹ 0.60 per share (Face value ₹ 1\*)
- **Promoters holding:** 55%
- **NSE:** GREENPLY
- **BSE:** 526797
- **Bloomberg Code:** MTLM:IN

*\*We split the face value of our shares from ₹ 5 to ₹ 1 in 2016.*

### Manufacturing facilities and capacities

Our manufacturing facilities are empowered with cutting-edge technologies and robust IT infrastructure and strong workforce.

Facility	Product	Capacity	Locational advantages
Tizit, Nagaland	Plywood	4.50 million square metres	Proximity to timber belts of Nagaland help us to get an abundant supply of raw materials
Kripampur, West Bengal	Plywood	6.00 million square metres	Proximity to the Kolkata port enables smooth international access
Pantnagar, Uttarakhand	Plywood	10.50 million square metres	Proximity to the region's vast agro-forestry resources makes it possible to cater to the emerging North Indian market
	MDF	0.18 million cubic metres	
Bamanbore, Gujarat	Plywood	11.40 million square metres	Proximity to the Kandla port enables easy import of raw materials. This facility caters to markets in the Western India



INDIA RELIES ON GREENPLY CONTINUED

WE OFFER A WIDE RANGE OF HIGH-QUALITY INTERIOR INFRASTRUCTURE PRODUCTS, WHICH ARE USED FOR HOMES, OFFICES AND RETAIL ESTABLISHMENTS.



PLYWOOD



WOOD FLOORS



MEDIUM DENSITY FIBREBOARD (MDF)



GREEN DOORS



DECORATIVE VENEERS

### Plywood and Block Board

- Offers a range of excellent quality plywood that is made from premium A+ grade timber, which undergoes a rigorous five-stage manufacturing process to make it termite and borer resistant
- Products meet global quality standards such as CE and FSC (COC), as well as the IS standards
- Offers over 24 varieties of plywood and block boards
- Products are eco-friendly and emission-free (emits less formaldehyde as per E1 formaldehyde emission level); non-toxic organic chemicals are used for Glue Line protection
- In addition to Fire Retardant Plywood, all other products are partially treated with fire retardant chemicals

### Medium Density Fibreboard (MDF)

- Made with a unique fibre-interlocking technology, which leads to high bonding strength and rigidity. It is loaded with features, which are best suited for constructing strong and durable furniture and creating unique interiors
- Homogeneous construction gives MDF easy machining characteristics and enables it to be intricately and precisely routed, carved and moulded
- Surface smoothness and 0% latex content ensure a perfect end-finish, while painting, polishing and high-gloss. It is also extremely simple to apply laminates and veneers on it
- Products are termite, borer and fungus resistant
- Manufactured from 100% renewable and sustainable wood

### Wood floors

- Marketed under the brand name Green Floormax
- Contemporary and cosy wood floors come in a wide variety of colours and textures that create an ambience like no other
- Surface designs have been hand-picked in collaboration with renowned designers from Europe

### Green Doors (With Solid Wood/ Engineered Wood Filler)

- Wide range of premium borer-proof doors made by mechanised manufacturing process, which offers uniform thickness without undulation, warping or bending. Therefore, it provides a smooth surface for laminations
- Offers dimensional accuracy and stability in varying humidity; it has a high screw-holding capacity, high shock and buckling resistance
- Available in three varieties – one-side decorative, both side decorative and non-decorative

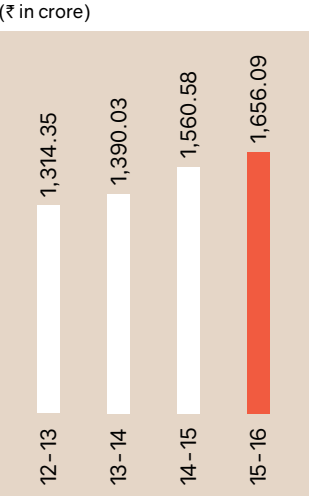
### Decorative Veneers and Reconstituted Veneers

- **Green Natural Teak Veneers:** Green Natural Teak Veneers are made from 100% Burma Teak, sourced directly from Burma. Available in a range of exquisite designs, these veneers have been patterned for the connoisseurs who understand the meaning of ultimate class. These veneers are designed to bring the class and elegance of Burma Teak into your homes and interiors
- **Green Spectrumwood Veneers:** This is an exclusive range of stylish veneers designed on a natural timber base. These are available in unlimited numbers of group match and are elegantly crafted to bring harmony of patterns into your home and office interiors, maintaining synergies across large projects. Available in over 100 designs, each design will leave an indelible mark on your interiors, making them more beautiful and artistic than ever
- **Naturemax:** Naturemax is an exquisite range of decorative veneers for connoisseurs of refined taste. An assortment of more than hundred exotic wood species, Naturemax Decorative Veneers, have been exclusively hand-picked from all over the world

# KEY PERFORMANCE INDICATORS

GREENPLY IS ONE OF THE FASTEST GROWING COMPANIES IN THE COUNTRY, CONSISTENTLY DELIVERING STRONG FINANCIALS.

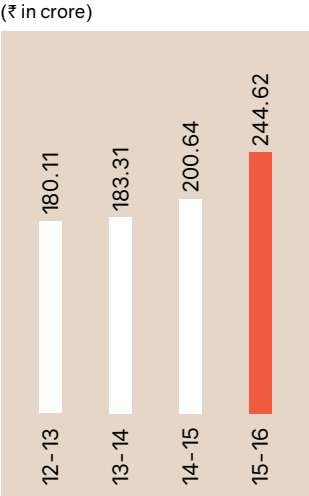
## NET SALES



Y-O-Y 6.1%

Net sales grew on account of strong demand across product categories.

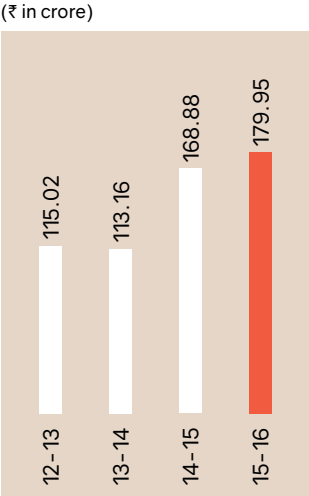
## EBIDTA



Y-O-Y 21.9%

EBIDTA strengthened owing to better control on direct costs.

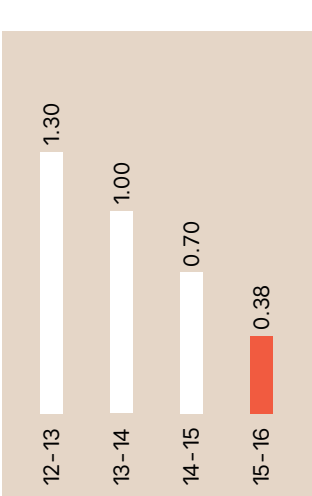
## CASH PROFIT



Y-O-Y 6.6%

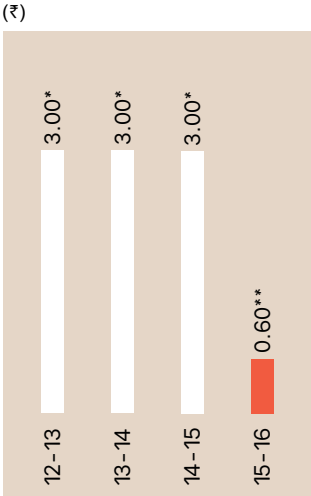
Cash profit grew owing to consistent drive for operational efficiencies.

## DEBT-EQUITY RATIO



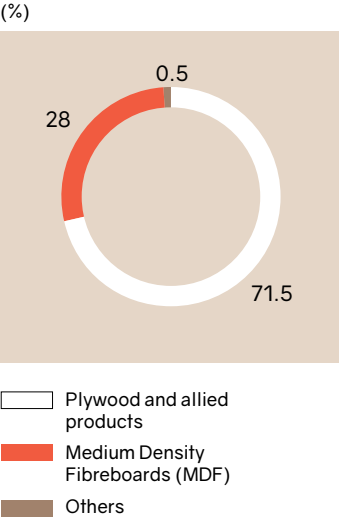
We have strengthened our debt-equity proposition during the year under review.

## DIVIDEND PER SHARE

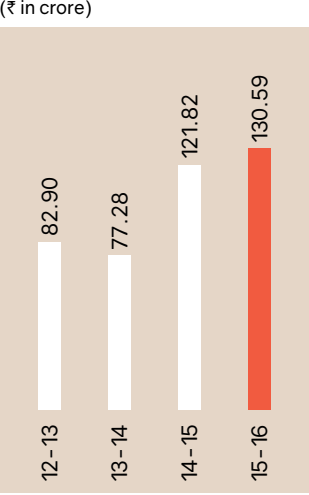


\* Face value ₹ 5 per share  
\*\* Face Value ₹ 1 per share

## REVENUE BY DIVISION



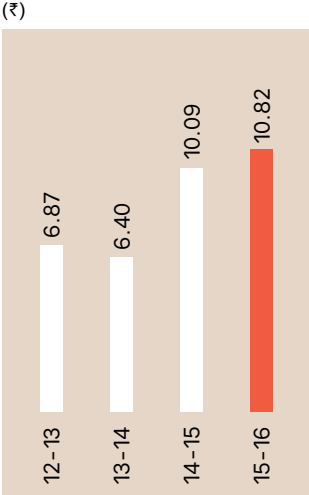
## POST-TAX PROFIT



Y-O-Y 7.2%

PAT escalated owing to better cost management and stable realisations.

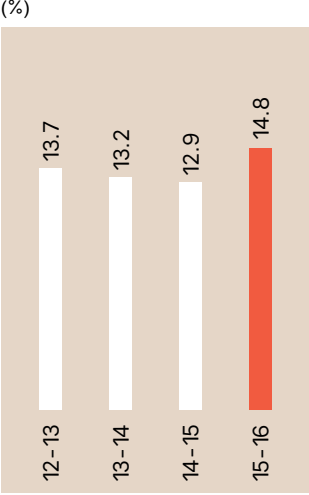
## EARNINGS PER SHARE



Y-O-Y 7.2%

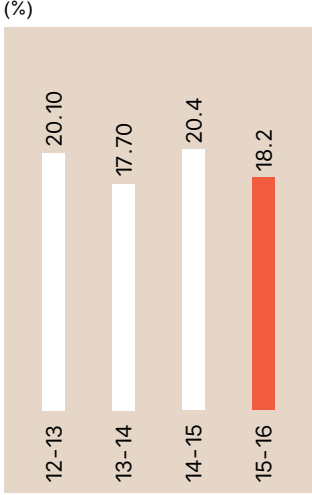
Earnings per share grew on account of higher profitability.

## EBIDTA MARGIN

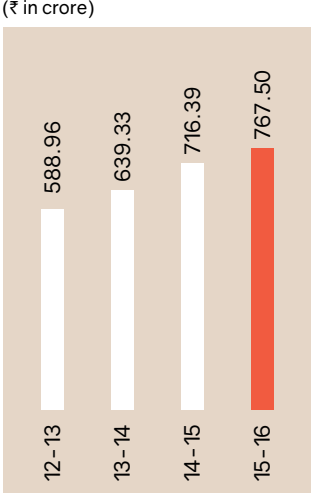


EBIDTA rose on account of higher operational profits.

## RETURN ON CAPITAL EMPLOYED (ROCE)

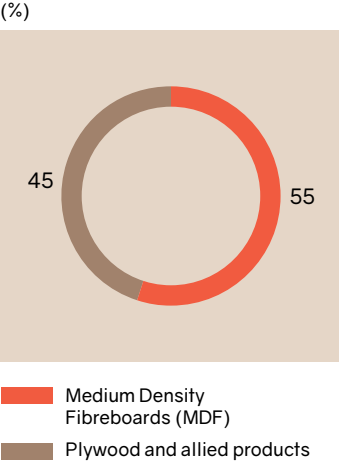


## GROSS BLOCK



Y-O-Y 7.1%

## EBITDA BY DIVISION





# CHAIRMAN'S COMMUNIQUÉ



Dear Shareholders,

**LAST YEAR, IN MY LETTER TO YOU I HAD EXPLAINED IN DETAIL THAT OUR DEMERGER WILL USHER IN GREATER SIMPLICITY AND DYNAMISM IN OUR OPERATIONS; AND ENABLE US TO LEVERAGE EMERGING OPPORTUNITIES BOTH IN THE PLYWOOD AND MDF SPACE. LET ME TAKE THE NARRATIVE FORWARD THIS YEAR BY EMPHASISING ON THE OPPORTUNITY LANDSCAPE.**

It hardly needs to be stated that India remains one of the most attractive economies in a slow-growth world. The government's focus on creating more infrastructure, attracting foreign direct investment (FDI), encouraging domestic entrepreneurship and driving rural income will augur well for the economy, going forward. Inflation, fiscal deficit and the current account deficit has also declined, rendering macro-stability for India at a time of global turbulence.

## Goods and Services Tax (GST) benefit

For Greenply the implementation of GST will address complexities and inefficiencies of the current indirect tax framework and result in greater market share. Currently, plywood dealers pay excise (12.5%) and VAT (12.5% in most states and 5% in the other states). However, they are not eligible to get any credit for excise duty paid, which in case of GST (one point tax) would be cenvatable (both central and state GST). Hence, it would result in reducing the tax burden eventually in the hands of the end consumer.

Within the building material space, GST is likely to benefit the plywood sector the most, with over 75% of the industry being dominated by the unorganised industry. At present, the price differential between the organised and unorganised plywood varies between 15% and 20% in the premium plywood space.

This, in turn, would improve the competitiveness of organised players and help it gain further market share. We have assumed that the unorganised player would continue to evade taxes post GST implementation, which

OVER THE LAST THREE DECADES, WE HAVE BUILT A ROBUST BUSINESS MODEL; AND MAINTAINED A STRONG LEADERSHIP POSITION ACROSS PRODUCT CATEGORIES AND MARKETS.

may not be the case since the threshold for GST is likely to be much lower than the current threshold limit of ₹ 1.50 crore for Excise Duty.

In all probabilities, the cost for the unorganised player is also expected to move up due to likely non-avoidance of taxes, which is further likely to bring down the differential between a branded and an unbranded product. Besides, small manufacturers, who currently escape the excise net by maintaining a turnover below ₹ 15 million, are expected to fall into the GST ambit.

## Encouraging performance

We have delivered a stable performance during the year; and we expect to do even better, going forward. Both plywood and MDF segments have seen stronger growth and have contributed significantly to the top-line. Our continuing endeavour has been towards enriching our product mix; and this has enabled us to improve our gross margins. We will

continue to invest in building our brand and maintaining a strong market share.

## Strategy for sustainability

We are promoting large-scale clonal plantations of fast growing, short-rotation plywood species on marginal and degraded farm lands (that can be replenished) to meet our raw material requirements for the long-term.

Such a strategy will not only reduce our dependence on overseas timber, but also bring down the logistics costs incurred in the procurement of local timber. In addition, we have commenced the clonal propagation of Melia Dubia, in collaboration with Rain Forest Research Institute. It serves as an excellent raw material for plywood production on account of its higher yield; it takes only six to seven years for it to get ready for harvest. It benefits the Company as well as the farm owners as they get better financial returns in a short gestation period.

## Shareholder value

Our strong fiscal position and efficient cost structure enable us to become a sustainable value creator for shareholders. We delivered a competitive total return to our shareholders both in the short and long-term. We completed a stock split of one equity share of a face value of ₹ 5 into 5 equity shares of a face value of ₹ 1 each. We are making our shares more affordable to small investors; and enabling greater marketability and liquidity in the market. We also proposed a dividend of ₹ 0.60 per share for 2015-16.

Over the last three decades, we have built a robust business model; and maintained a strong leadership position across product categories and markets. Going forward, rising disposable income, growing urbanisation and focus on aesthetics and urbane lifestyles will drive the offtake of our products.

We have had a fabulous journey so far. Since the very beginning, we have consistently set and met the highest standards in corporate governance and brand management. This has been possible owing to the dedication and commitment of our people. However, I must assure you that our best days are still ahead of us.

I am grateful to all of you – our shareholders, employees, partners, customers, bankers and other associates – for your good wishes in all these years. I am confident that you will continue to support our vision, going forward.

Warm regards,  
**S. P. Mittal**  
Executive Chairman  
(DIN: 00237242)

# MANAGEMENT REVIEW

MR. RAJESH MITTAL, MANAGING DIRECTOR AND MR. SHOBHAN MITTAL, JOINT MANAGING DIRECTOR AND CEO, TALKS US THROUGH THE YEAR UNDER REVIEW.

Dear Friends,

**FOR A BRIGHT, POSITIVE AND AN ENERGETIC BRAND LIKE GREENPLY, THE TARGET CUSTOMER IS THE ASPIRATIONAL INDIAN, WHO VALUES QUALITY, DURABILITY AND ABOVE ALL AESTHETICS. OUR STEADILY IMPROVING PERFORMANCE REFLECTS THE POTENTIAL OF THE BRAND AND THE OPTIMISM OF NEW INDIA.**

## Our performance

During 2015-16, we registered a net sales of ₹ 1,656.1 crore compared to ₹ 1,560.58 crore 2014-15. Simultaneously, our EBITDA grew to ₹ 244.6 crore in 2015-16 against ₹ 200.64 crore in 2014-15; and net profit escalated to ₹ 130.6 crore in 2015-16 against ₹ 121.82 crore in 2014-15. Our earnings per share increased to ₹ 10.82 in 2015-16 against ₹ 10.09 (adjusted for stock split from ₹ 5 to ₹ 1 in 2015-16) in 2014-15.

Our encouraging performance was driven by our two-pronged strategy of gaining market share from the

unorganised segment; and enhancing operational efficiencies through an improved product mix. Our best-in-class quality, strong brand portfolio and well developed distribution infrastructure enabled us to sustain our industry leadership.

We improved our working capital cycle from 52 days in 2014-15 to 43 days in 2015-16 owing to judicious inventory, debtor and creditor management. We also strengthened our net debt equity ratio to 0.38 as on March 31, 2016, compared to 0.99 as on March 31, 2015.

## Plywood and allied products

India's plywood industry is growing at a steady clip. We are witnessing a paradigm shift as consumers are choosing branded plywood over the products of the unorganised sector, reflecting a preference for quality and reliability. This, together with a growth-led demand, is pushing the volumes for the branded plywood industry in India. At Greenply, our plywood and allied products sales increased by 2% to ₹ 1,175.64 crore in 2015-16 from ₹ 1,152.07 crore in 2014-15. EBITDA margin from the division stood at 9.3% in 2015-16. The average capacity utilisation was at 101% in 2015-16. The division's average realisation stood at ₹ 239 per square metre in 2015-16 compared to ₹ 241 per square metre in 2014-15.

Our good performance can be attributed to the introduction of several new products, multiple connect programmes for influencers and dealers, enhanced pan-India reach and better efficiency levels. We focused on an asset-light model for our plywood operations, enabling us to enjoy better Return on Capital Employed (ROCE). We maintain an astute balance of outsourced and in-house plywood manufacturing, optimally using in-house capacities to manufacture premium variants.

We launched the 'Ask Greenply Campaign', which was well received across customer groups. We launched three engaging television commercials (TVCs) which were aired across cable channels and cinema screens across India. We backed the campaign with Out-of-Home (OOH) advertising, retail store branding and wall paintings. This campaign was a resounding success as we received several enquiries, followed by lead conversions.

We strengthened our connect with architects and interior designers through our Green Access programmes. Our Green Samriddhi programmes saw enrolment of over 8,000 contractors. We scaled our dealer and sub-dealer level loyalty programmes. These initiatives resulted in a significant sales traction. Moreover, we strengthened our digital presence through greater social media interactions.

We further strengthened our operational architecture through process enhancement and control, quality assurance, automation and upgradation of skills of our people.

## MDF

MDF owing to its salient features – affordability, carving and moulding attributes, increasing awareness and acceptance, and increasing applications – has grown in the last few years. Moreover, we are witnessing a shift in consumer preference from cheap plywood to MDF. The MDF division's sales grew by 16.6% to ₹ 476.16 crore in

2015-16 from ₹ 408.51 crore in 2014-15. The divisional EBITDA margin stood at 28.5% in 2015-16. The division achieved an average capacity utilisation of 99% in 2015-16. The division's average realisation grew to ₹ 26,723 per cubic metre in 2015-16 from ₹ 25,238 per cubic metre in 2014-15.

During 2015-16, we made major inroads into the rural market, educating influencers, dealers and customers about MDF. Moreover, we launched several new value added products. We saw significant acceptance of MDF among architects and Original Equipment Manufacturers (OEMs). Moreover, many government bodies have approved the usage of MDF across government establishments.

We are well on course towards setting up of our new greenfield MDF plant at Andhra Pradesh with an installed capacity to produce 1,200 cubic metres of MDF per day. This facility is expected to be commissioned in FY 2019. This will open up significant export opportunities for us.

## Road ahead

The way forward for us is clear; and we are working on our priorities passionately and responsibly. These priorities comprise:

- Strengthening our connect programmes (Green Access, Green Samriddhi, Dealer programmes and Green Bandhan) to enhance brand reach
- Expanding in the areas, where we have lower presence, primarily across semi-urban and rural areas

- Enhancing our business through customer connect programmes through TVCs and digital media space
- Improving our efficiency landscape across all our plants
- Growing the Green door segment
- Increasing the portfolio of value added product across plywood and MDF segments

Strategic dialogue and engagement with the community is also an integral part of business sustainability at Greenply. Going forward, we will continue to reinforce our focus on community uplift and sustainability.

On behalf of the entire leadership team at Greenply, we thank our people and all those who have a stake in our progress.

With regards,

**Mr. Rajesh Mittal**  
(DIN: 00240900)

**Mr. Shobhan Mittal**  
(DIN: 00347517)



CONTEMPORARY LIFESTYLE IS ABOUT BEING AWARE OF WHAT'S TRENDING AROUND THE WORLD, BEING ABLE TO MAKE BETTER AND FASTER DECISIONS; AND BEING ASSERTIVE ABOUT THE BEST VALUE MONEY CAN BUY. WE ARE ALIVE TO THE WORLD AROUND US; AND OUR BRAND REFLECTS EXCITING AND INSPIRING IDEAS.

SINCE INCEPTION, WE HAVE FOCUSED ON BRINGING FRESH IDEAS AND SOLUTIONS THAT HELP SHAPE THE RAPID EVOLUTION OF INDIA'S INTERIOR INFRASTRUCTURE LANDSCAPE.

NOW THAT INDIA IS TRANSFORMING FASTER THAN EVER BEFORE, WE ARE CONSTANTLY RECALIBRATING AND FINE-TUNING OUR STRATEGIES TO PROPEL THE INDUSTRY; AND REMAIN RELEVANT TO A NATION STRIVING FOR A MAJOR FACELIFT.

## MOST 'HAPPENING' NATION BY COMMON CONSENSUS

### Demographic advantage

Nearly two-thirds of Indians are under 35; half are under 25. By 2020, India is expected to be the world's youngest country, with a median age of 29 years. This entails a dramatic shift in aspirations and lifestyles.

### Attractive economy

With over 7% growth, the Indian economy is expected to generate wealth and opportunities for a large section of society. Besides, the government's focus to enhance infrastructure creation, manufacturing output and rural income will strengthen disposable income and fuel aspirations.

### Realty revival

India's real estate market is expected to touch US\$ 180 billion by 2020. This will be driven by the government's focus on affordable housing, easy financing, retail growth, hospitality and commercial market segment, and so on. Indian investment is being driven into housing sector after the Government of India announced the 'housing for all' initiative.

### Rapid urbanisation

Over the last decade, India's urban population has grown by 2.47% annually, making it the fastest urbanising country. This trend is consistently strengthening the prospects of India's plywood industry. The rural segment also contributes to 8-10% of the country's plywood demand; and thus, there exists a latent opportunity from rural India.

### Hospitality boom

The tourism and hospitality sector is among India's top 15 sectors to attract the highest Foreign Direct Investment (FDI). The hotel and tourism sector attracted around US\$ 8.5 billion of FDI between April 2000 and September 2015.

### Retail revolution

India's retail industry is expected to touch US\$ 1.3 trillion by 2020, registering a 16.7% CAGR over 2015-20. The government's reforms focus has attracted increased participation from foreign investors. Such a scenario augurs well for India's interior infrastructure industry.

### Healthcare optimism

India's healthcare sector is expected to see a CAGR of 22.9% during 2015-20 to reach US\$ 280 billion. The growth would result in the construction of more health centres, driving the demand for quality interior infrastructure.

### Rising demand for office space

India's office space absorption stood at 35 million square feet during 2015, demonstrating a phenomenal opportunity for industry players. The country also had the highest activity in office space in Asia; and accounted for half of Asia's total office leasing in the third quarter of 2015.

THE DATA CITED ABOVE SUGGESTS THAT INDIA IS HEADING TOWARDS AN UNPRECEDENTED CONSUMPTION BOOM; AND HERE IS HOW WE ARE RESPONDING TO IT.



# REACTIVE TO PROACTIVE STRATEGIES

WE HAVE MADE A STRATEGIC SHIFT IN OUR MARKETING AND BRAND-BUILDING INITIATIVES. FROM A NEED-BASED, REACTIVE, MICRO AND SUPPORT APPROACH TO A CONTINUOUS, PROACTIVE, OVERARCHING STRATEGY THAT ACTS AS A SPRINGBOARD.

IT ENABLES US TO GRAB MORE EYEBALLS AND REINFORCE BRAND RECALL.

THE RESULT IS THAT TODAY WE ENJOY AROUND 26% OF INDIA'S ORGANISED PLYWOOD MARKET AND 30% OF THE ORGANISED MDF MARKET.

## 10 MN+

FOLLOWERS  
(ADS, FACEBOOK  
YOUTUBE AND  
OTHERS)

## 1.5 MN+

PEOPLE ENGAGED  
THROUGH  
YOUTUBE,  
WEBSITE,  
FACEBOOK,  
TWITTER AND  
OTHERS

## 20k

AVERAGE  
UNIQUE VISIT  
EVERY MONTH  
ON OUR NEW  
E-COMMERCE  
WEBSITE

## 1,000+

DIGITAL  
INTERACTION  
ON 'ASK  
GREENPLY' - NEW  
E-COMMERCE  
WEBSITE



### 'Ask Greenply' for anything related to plywood

We launched one of the most innovative campaigns in the industry 'Ask Greenply', which aimed at encouraging customers to ask us any questions related to plywood's use, utility and troubleshooting. Three television commercials (TVCs), which were aired on 59 channels and 144 Cinema Screens for a period of 45 days. The campaign managed significant visibility and the success rate was around 99%. At the same time, we ran Out-of-Home (OOH) advertising, retail store branding and wall paintings.

We used the digital platform for its interactivity. People connected with us, asked questions, cleared doubts and got informed through Facebook, Instagram, Twitter, YouTube and mobile application.

The micro-site and the tollfree number became platforms for a one-to-one conversation between the brand and its consumers.

### Overwhelming response

- Nominated as best campaign on TV on launch weeks by Afaqs.com
- 66% consumers considered Greenply to be a leader brand, according to research
- 47% felt we are the expert brand, according to research
- Brand-consumer interactions increased over 200% from 540 to over 2,000
- 20,000 people searched our brand online, compared to last year's 150
- TVCs were viewed 10,29,657 times on YouTube
- Greenply's Facebook page won 59,750 new fans and
- 13,141 people discussed the campaign on Facebook
- 1,01,454 liked the page after the campaign on Facebook
- Earned over 1,84,700 tweets in just 43 days

- Our advertising content triggered conversations on WhatsApp, Facebook and Twitter
- 29,858 calls were recorded on our toll free number - 1800 103 4050
- 1,000+ Consumer interaction on 'Ask Greenply' digital platform