

VALUE EMBEDDED



Welcome to Greenply

Greenply Industries Limited (Greenply) is primarily engaged in the manufacture of an array of wood-based panel products, which include plywood, Medium Density Fibreboards (MDF) boards and allied products.

EQUITY SHARE INFORMATION

BSE Limited (BSE) code: **526797**

National Stock Exchange of
India Limited (NSE) symbol: **GREENPLY**

₹0.60

Dividend per share in 2017-18

₹3,740.14 Cr

Market capitalisation
as on 31 March, 2018

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HIGHLIGHTS, FY 2017-18

Net sales

₹1,651.35 Cr

EBIDTA

₹243.49 Cr

PAT

₹135.7 Cr

EPS

₹11.07

Value Unlocked

Our overarching objective has always been to create stakeholder value through various strategic initiatives.

Ever since inception, we have created embedded value in our business by strengthening our core capabilities and remaining responsive to the changing industry dynamics.

We love to imagine and adorn the world, where people live, work, shop and play. Our journey starts with imagining the future for our customers. We continue to introduce new products and solutions that reflect the richness and diversity of our innovation that is powered by top-notch technology and the passion of our people.

Our products, processes, execution brilliance and robust corporate governance enable us to leverage the right opportunity to unlock value for shareholders, customers, employees, partners and the larger community of stakeholders.



ROBUST FUNDAMENTALS

We are among India's largest interior infrastructure brands with over two decades of rich experience.

26%

WE COMMAND A 26% MARKET SHARE IN THE ORGANISED PLYWOOD MARKET.

30%

WE ENJOY A 30% MARKET SHARE IN THE DOMESTIC MDF MARKET.

5

WE HAVE FIVE STATE-OF-THE-ART MANUFACTURING FACILITIES, STRATEGICALLY LOCATED ACROSS INDIA.

106%

WE REPORTED A 106% UTILISATION OF PLYWOOD CAPACITIES.

21

WE POSSESS A PAN-INDIA PRESENCE IN 21 STATES ACROSS 300 CITIES.

100%

WE REPORTED A 100% UTILISATION OF MDF CAPACITY.

3,600+

WE HAVE A 3,600+ MEMBER GO-GETTER TEAM, WORKING TIRELESSLY TO BUILD A SUSTAINABLE FUTURE.

EXPANDING OUR MDF CAPACITY

A New Chapter of Evolution Is Unfolding

The opportunity landscape for MDF in India and other geographies continue to grow. The unfolding business optimism encourages us to enhance capacities to make the most of a flourishing demand scenario.

WE ARE SETTING UP
A STATE-OF-THE-ART
GREENFIELD MDF PLANT
AT CHITTOOR, ANDHRA
PRADESH, WITH AN
INSTALLED CAPACITY TO
PRODUCE 3.6 LAKH CUBIC
METRES (CBM) ANNUALLY.

₹750 Cr

Total capex deployed for the state-of-the-art greenfield MDF plant at Chittoor, Andhra Pradesh

BIG PICTURE FOR MDF

We are setting up a state-of-the-art greenfield MDF plant at Chittoor, Andhra Pradesh, with an installed capacity to produce 3.6 lakh cubic metres (CBM) annually. We have deployed a total capex of around ₹ 750 crore, of which ₹ 490 crore will come from borrowings, ₹ 50 crore from the issue of equity and the balance ₹ 210 crore from internal accruals.

The mega project will entail significant investment in the industry of wood-based panels in India. This plant will be the largest MDF plant in Asia and the fifth largest plant in the world. We are ready to commence commercial production shortly.

The project shall be based on short-rotation, fast-growing plantation crops. The wood species (Eucalyptus, Subabul, Casuarina, Prosopis and Acacia among others) required to be used in the upcoming manufacturing plant are grown by local farmers and are a direct income source to them. The project will support the plantation activities to the extent of 8,000-10,000 hectares annually.

We intend to export 30-40% of the MDF manufactured in the new plant, till the domestic market is ready for absorbing the incremental capacity. Currently, we are exporting to the Middle East and South-East Asia and also exploring new growth geographies.

STRENGTHENING OUR PLYWOOD BUSINESS

We Are Building on a Sturdy Operating Bedrock

A sustainable operational framework is crucial for continued value creation. We continue to focus on ramping up capacity, securing resource availability and delivering on stakeholder commitments.

ENHANCEMENT OF DECORATIVE PLYWOOD CAPACITY

We will shortly commence commercial production of 'decorative plywood/ decorative veneers' at our manufacturing unit at Bamanbore, Gujarat.

NEW VENEER PEELING CAPACITY AT GABON

We are striving hard to make the best use of available resources and exploring new and innovative options for sustainable availability of veneer, a key input for plywood manufacture. We have set up a veneer plant in Gabon, West Africa.

Gabon has abundant quantities of Okoume trees, which can be used for producing veneers for plywood. There is good demand for this veneer in the domestic markets.

**WHY IS OKOUME
A VIABLE SUBSTITUTE
FOR GURJAN WOOD?**

- Okoume is a high-quality natural timber with lower density.
- Compared to Gurjan, the water-resistance capacity of Okoume is much higher.
- Okoume veneer is cost-effective compared to Gurjan veneer.
- Okoume timber has a better veneer structure and is accepted worldwide as a superior quality veneer.
- It's easy to peel and gives good-quality veneer even at a thickness of 0.25 mm.
- Gabon has an abundance of Okoume trees.
- The quality of products made from this timber is at par with products made using Gurjan timber.
- Okoume veneer has a lustrous pinkish-brown to light-red colour with a fine, uniform texture.

BRANDING AND MARKETING

Strategic Customer Outreach Is Breathing New Life into Our Brand

We are building an ecosystem to educate consumers about the importance of buying high-quality branded plywood over local plywood from unorganised segments. We are creating bespoke campaigns and engagement programmes for our customers to help them make informed choices about their purchase.



ASK GREENPLY 2.0

We launched a new campaign to make consumers aware that there are consequences of compromising on the quality of plywood used in their furniture.

When it comes to investing in attractive furniture, an 'average Indian consumer holds nothing back'. Consumers gladly spend money on imported veneer and polish. They tighten their purse strings only when it comes to purchasing plywood, although it accounts for a small fraction of the total investment.

Our campaigns strive to make consumers aware of plywood's importance so that they can identify their requirements and prioritise their investments. Customers are encouraged to ask Greenply before making any furniture-related decision.

The campaign was featured across sports channels, over-the-top (OTT) media services, major social media platforms, content sites and multiplexes. We are leveraging digital media to reach out to a wider consumer base.

