

2020-21  
ANNUAL REPORT

The background of the cover features a large, stylized sun or moon in shades of orange and yellow. Numerous yellow butterflies of various sizes are scattered across the upper half of the image, appearing to fly upwards. Below the sun, there are several concentric circles in shades of red, orange, and yellow. The bottom half of the image is a solid dark green color.

**NEW  
ENERGY.**

NEW  
HORIZONS.

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### Forward-looking statement

In this annual report, we are presenting some forward-looking information to enable investors to comprehend our prospects and take informed 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. Wherever possible, we have tried to identify such statements by using words such as ‘anticipates’, ‘estimates’, ‘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 achievement of results is 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. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

# GREENPLY STANDS TODAY AT THE CUSP OF SCALING NEW HEIGHTS.

Leveraging the transformation agenda we had unleashed more than a year ago, we are powered to harness the unfolding opportunities of the future. To deliver sustained value across our stakeholder groups.

Infused with new energies, we are steering the next phase of our growth and expansion, through increased focus on operational and cost efficiencies. We are continuously harnessing the power of technology and innovation, to create a smarter organisation, designed to enhance customer experience. Building on the legacy of our deep-rooted values and our sustainability focus, we are surging ahead to reinforce the Greenply brand.

**In our quest to reach new and brighter horizons of performance and progress, we are investing in further energising the core of our business to drive greater sustainable and inclusive long-term growth.**



## THE GREENPLY EDGE



### BRAND EDGE

#### One of the largest

Interior infrastructure brands in India

30

Years of experience in delivering quality plywood products

#### Significant

Share in organised plywood market in India



### INNOVATION EDGE

#### E-O

India's first Zero Emission plywood launched in 2020

#### FSC® - FM Certification

1<sup>st</sup> in panel industry to receive the prestigious certificate in 2021

#### CARB Certification

For Greenply's Green Gold Platinum & Wood Crest Platinum in 2020

#### One of the first in industry

To use Okoume – a natural timber harvested under the Sustainable Forest Management plan



### SUSTAINABILITY EDGE

#### Plantations

Sustained access to raw material supply

#### Strategic location

Of manufacturing units

#### Pan India

Distribution reach

#### Powerful

Brand recall



### CUSTOMER EDGE

28

States of presence

900

Cities being serviced

2,300

Dealers & authorised stockists



### PEOPLE EDGE

#### Great Place to Work

Certification received two years in a row (2020 & 2021)

Also Certified as 'India's Best Workplaces in Manufacturing 2021' in Top 30 category

## ENERGISED FOR THE FUTURE

Greenply Industries Limited (Greenply) is one of India's largest interior infrastructure brands, with strong presence in the organised plywood market across the country. Led by innovation and driven by its goal of scaling new horizons, the Company is on an all-encompassing organisation-wide transformation, in line with the evolving market trends and consumer needs. Its growth strategy is powered by its sharp technological edge, and is nurtured in an employee-friendly environment, designed to deliver long-term value to all stakeholders.

### OUR VISION

- Transform every house into a home.

### OUR 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

### OUR VALUE DRIVERS

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



An Energised Business Entity

At the heart of our operational excellence is a future-focussed strategy that makes us energised for sustainable growth. Led by this approach, we manufacture and market a comprehensive range of high-quality, safe and eco-friendly plywood, block boards, decorative veneers, flush doors, and other allied products.

Our brand and product showcase is rooted in quality, and founded on a

platform of technology, innovation and production excellence. It is designed to serve a wide gamut of customer segments, across their evolving aspirational needs.

Our world-class products are certified to global standards, including the prestigious FSC-COC, CE and E-1. Our newly launched E-0 range of products

has given us a competitive edge to further strengthen our leadership presence in the market. A well-established network of channel partners enables us to reach out to our growing clientele, across regions in urban, semi-urban and rural segments, pan India.

Our Manufacturing Excellence

Our three state-of-the-art Manufacturing facilities in India and one in Gabon (West Africa), produce world-class interior products for the domestic and global markets. The units are powered by sustainable operations and industry-best practices, benchmarked to the highest global standards.

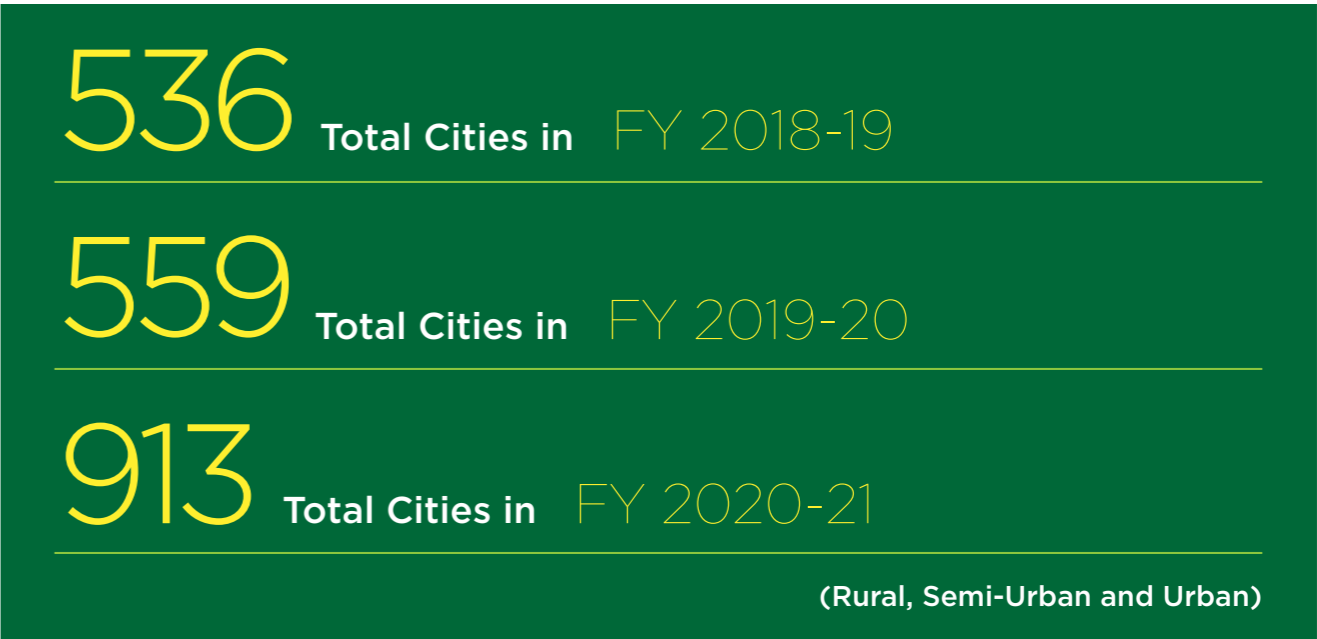
<b>KRIPARAMPUR</b> West Bengal	<b>TIZIT</b> Nagaland	<b>BAMANBORE</b> Gujarat	<b>GABON</b> West Africa
Strategic location close to Kolkata Port	Proximity to Nagaland timber belts	Location in proximity to Kandla Port	Strategic proximity to abundant Okume species & to Port
Serves East and South Indian markets	Rich source of raw material	Serves West and North Indian markets	Access to global markets
<b>Capacity</b> 6 million sq. mtrs.	<b>Capacity</b> 4.50 million sq. mtrs.	<b>Capacity</b> 14.40 million sq. mtrs.	<b>Capacity</b> 96,000 CBM (Peeling capacity)

24.9  
Million sq. mtrs.  
Total Manufacturing Capacity

All our manufacturing units are compliant to the highest environmental standards, and are equipped with waste water recycling facility and ESP to check emission. No petroleum product or coal is used in the boilers.

Greenply Industries Limited

No. of Cities



We reach out to customers through our growing network of branches and channel partners, which expanded further in FY21 to include 55 branches (including virtual branches) and 7,500+ channel partners, comprising distributors/dealers/retailers across India.



**DOOR**

**Brands**

Green  
Optima G  
Ecotec

**DECORATIVE VENEERS**

**Brands**

Wood Crrests  
Burma Teak  
Kohl Forest  
Royal Crown  
Engineered Veneers

**SPECIALITY PLYWOOD**

**Brands**

Green Compressed Wood Plate  
Cali-Form Plywood

**Products**

Green Compressed Wood Board for Railways  
Green Compressed Truck Flooring Wood Board  
Green Densified Laminated Wood  
Shuttering Plywood

**PLYWOOD & BLOCKBOARD**

**Brands**

Green  
Optima G  
Ecotec  
Jansathi  
Bharosa Ply

**PVC PRODUCTS**

**Brands**

Green Ndure

**Products**

Boards  
Doors  
Plastic Sections

**Our Product & Brand Suite**

We have a comprehensive range of reputed brands, comprising high-quality products, to cater to diversified needs of customers across regions and price-points. Our products are aligned to the evolving consumer and market trends, which we are continuously mapping and analysing to transform our offerings in tandem.

**Raising the product bar with E-0**

During FY2020-21, we pushed the bar of our innovation to pioneer India's first-of-its-kind E-0 plywood range

**Green Club Plus Seven Hundred**

Our foray into the revolutionary zero-emission product range kickstarted in January 2020, with the launch of our new Green Club Plus Seven Hundred. This was a unique product underlining our brand promise to provide healthy homes with superior strength, with no core gap or overlap. It came with the unique promise of seven times money back guarantee on manufacturing defects.

This power-packed product is equipped with features like fire retardant and acoustic properties. Conforming strictly to the global E-0 grade emission standards, this zero-emission plywood is used for making furniture, partitions, panelling, false ceilings and other interior applications. It safeguards the air quality in interior spaces to create healthy homes.

During FY21, we expanded our E-0 range with the launch of:

- Green Gold Platinum with CARB certification
- Engineered Veneers
- Wood Crrests Farbivo decorative veneers

In February 2021, we extended the E-0 compliance to the entire range of our Green and Optima products.

# FROM THE CHAIRMAN'S DESK

**Dear Shareholders,**  
Amid the pandemic challenge, we moved fast to energise our ongoing transformation process, and invested strategically in the most critical areas of our long-term growth and value creation model



The situation continued to remain uncertain as we moved into the next fiscal, with the second and deadlier COVID wave in India threatening to derail the growth revival which had started becoming visible towards the second half of the year under review. Economic sentiment was seen to be low and consumer demand once again witnessed a downslide as we moved into FY22.

## A challenging scenario

Greenply, too, did not remain unaffected, as the lockdown at the start of the fiscal, and the various curbs imposed across regions through the rest of the year, impacted growth and profitability. Plant operations were suspended for a few weeks at the start of the year, while restrictions on travel and movement in various states hindered the supply chain, hit logistics, and put a massive burden on resources. The situation was further exacerbated by massive diesel price hikes and increase in raw material costs during the year.

Amid this difficult external environment, we moved swiftly to put in place new systems and processes within the organisation, in adherence to the government-mandated COVID safety protocols. We also actively and urgently scaled up our technology and digital outreach, while pushing the bar of operational and cost efficiencies through more optimal resource deployment.

## Energising the transformation process

Amid the pandemic challenge, we moved fast to energise our ongoing transformation process, and invested strategically in the most critical areas of our long-term growth and value creation model. New initiatives and measures were introduced across functions, while systems and processes were strengthened manifold to create an enabling environment for the Company to scale new horizons in its forward journey. Staying on top of the industry learning curve became an imperative rather than a choice, amid the fast-

paced developments in the industry, the market and the organisation.

## Responding with agility

At Greenply, differentiation has always been the key propeller of our growth strategy, and the pandemic situation added several new layers of distinctiveness to our business approach. While the COVID outbreak was undoubtedly a catastrophe, we saw in it the opportunity to fast-track the transformation process that we had already unleashed across the organisation. We embraced the latest digital and technological innovations even more aggressively to evolve into a more empowered and robust organisation. Our approach was aimed at ensuring business continuity in the short term, and propelling durable, sustainable and equitable growth in the long-term. We further augmented our innovation edge to expand into new environment-friendly product lines, with the revolutionary E-0 plywood leading the way. We also focussed on

strategic expansion to tap into the rural growth opportunity, while moving towards capacity expansion to meet the emerging demand, not just from our new markets but also for the new breakthrough products which we are continuously introducing to meet the transforming needs of customers.

## Focussed strategic initiatives

Our targeted measures during the year helped us remain energised for delivering on our goal of sustainable long-term growth. The infusion of new talent pool, especially at the senior Management level, has ushered a new level of dynamism into the organisation, as we gear up to become future-ready across functions, systems, processes and people. It has sharpened our visionary outlook, and catapulted us to higher levels of professional excellence. It has stimulated our efforts to scale new horizons of performance, growth, profitability and value creation, as we move towards greater collective progress for all stakeholders of the Company.

Led by our inspiring leadership, we have remained dedicatedly focussed on maintaining strong cost and operational discipline, which has been an integral facet of our transformational agenda. Instead of taking a myopic short-term view to cut costs, we remained focussed on steering our long-term strategy of rationalisation and optimisation, backed by digitalisation and automation of systems and processes.

Concurrently, in line with our diversification and de-risking approach of the last couple of years, we have further expanded our product basket to adapt it to the evolving needs and aspirations of people in these changing times. Our rural market penetration drive is aligned to this strategy, and we expanded into new markets, particularly in the rural and semi-urban areas, not



**At Greenply, differentiation has always been the key propeller of our growth strategy, and the pandemic situation added several new layers of distinctiveness to our business approach.**

just in our traditional command areas of growth but across India.

## Promoting Sustainable growth

Sustainability is a critical area of our growth strategy, and we are making regular strategic investments in innovative initiatives, not just for our direct stakeholders but also the society at large. Our steadfast commitment towards building a lean, green and clean organisation continues to translate into more eco-friendly products and processes across our business value chain. Our innovative E-0 product reinforced this focus during the year. Our plantation drive across facilities gives us uninterrupted access to high-quality timber as part of our sustainable growth agenda, which also yields significant benefits for the farmers.

## Investing in Brand Greenply

As a responsible organisation focussed on sustainability and value creation, Greenply remains invested in enhancing its brand credentials on a consistent basis. Our brand attributes of reliability, trust, credibility and relevance are central to our business strategy, and we took various targeted initiatives during the year to further strengthen these tenets and enhance brand visibility.

## Nurturing our People core

We have kept our people at the core and nurtured them by identifying their needs for well-being, learning and development, health and safety, and overall growth of our employees. Our COVID policy cover

– Kavach, has enhanced the financial and emotional security of the employees during these pandemic times. We took a major leap in fostering our human resources during the year by initiating our first ever ESOPs grant, transforming several employees into owners in the organisation, as we believe people will help us foster our Brand and will help us realise our long-term goals. The Great Place to Work certification received by Greenply in April 2020 validated our people-friendly policies, as well as the culture of learning, safety and growth we have imbued across the organisation.

## In conclusion

I would like to extend my personal gratitude and appreciation to all our employees for their contribution in building Brand Greenply as a trusted, respected and reliable Plywood brand. I look forward to their continued support, and that of all our partners, vendors, influencers, distributors and dealers, in our journey to scale new horizons.

On behalf of the Board, I would also like to thank all our investors, shareholders, banking partners and others, whose faith in the Greenply ethos has enabled us to emerge stronger through the COVID crisis. Even as the uncertainty over the pandemic continues, I am confident that together, we shall overcome every challenge to succeed in our endeavour to become an even bigger industry player in the coming years.

**RAJESH MITTAL**

Chairman cum Managing Director

## Q&A WITH JOINT MD & CEO



Our efforts were targeted at bringing in greater efficiencies and cost discipline, along with a seamless transition to the new normal of functioning in an environment of total safety for our people and the communities around which we operate.



**Q The Company had been in the midst of an external and internal change management process even before the COVID outbreak. Did the pandemic scuttle your transformation plans, or did your efforts in this direction contribute to ensuring a stable performance despite the difficult circumstances?**

Far from slowing us down, the pandemic actually energised us into accelerating our transformation process in every way, across every function and department. We made sharp strategic shifts to restructure our systems and process internally, even as we responded with agility to further rationalise and optimise our operational and cost structures in the context of the external environment. Our efforts were targeted at bringing in greater efficiencies and cost discipline, along with a seamless transition to the new normal of functioning in an environment of total safety for our people and the communities around which we operate.

COVID changed the way of thinking, planning and operating for the Company

in unimaginable ways, many of which we believe are here to stay. Hence, we wasted no time in introducing new initiatives and changes in our way of doing business, which helped us deliver stable performance during the year, after an initial dip in numbers. We see this yielding long-term benefits for the Company.

**Q What were the key initiatives that helped the Company adapt quickly to the fast-transforming business and work environment?**

It was a combination of strategic and functional changes that facilitated our fast-paced transformation in the crisis situation. One of the key strategic shifts that helped us grow even in the new business order was our decision to go rural, where we saw significant emerging opportunity for growth in both, the near and long term. We appointed 26 dealers/distributors in rural areas in FY21 to harness this opportunity. To deliver a more balanced and responsive customer proposition, we also went in for a better product mix. At the same time, we focussed on generating increased efficiencies by optimising our processes and costs in many different ways.

Training programmes for our teams and our partner dealers, distributors, influencers, coupled with logistics support to our Sales & Distribution teams, further catalysed our operational excellence to reach new horizons. Through the lockdown period, we hand-held our employees and took care of their safety and well-being, and when operations resumed, they also went the extra mile to support us in business revival. Among our key employee-friendly measures during the pandemic crisis was the 'COVID Kavach' policy cover to help support them in case of any sudden COVID-related medical emergency.

**Q What was the rationale behind the aggressive rural foray and expansion into Tier II & III towns? Will your business focus be sharpened further in these markets, going forward, or are you looking at a more balanced approach?**

It was a bold, well thought of and well-strategised decision, prompted by the faster demand pick-up witnessed in the post-lockdown period in the rural markets, as well as in towns with less



**At Greenply, we are well poised to seize the opportunity, at the back of our strong credentials, and our exciting product mix that spans price points and diversified customer needs.**

than 2-lakh population. As the economy started reopening, we discovered that not only were these markets showing quicker revival of consumer sentiment, but were also yielding higher realisations as compared to urban areas.

We are working on the right product mix that will help us cater effectively to the price sensitive demands of the rural consumer. What we see from the current trends is a fine balance emerging between the demand for economical and affordable mass products and the aspiration for premium and branded products. We are confident that our strategic approach of driving expansion into both the rural and the urban/metro markets will yield dividends going forward.

**Q IT and digital empowerment emerged as a significant factor in distinguishing successful enterprises during the pandemic. What is your strategy for scaling up the digital and technological outreach of the Company, and aligning all your people and functions to the transformation?**

When the pandemic hit us, we had already embraced a massive digital and IT transformation, to empower our people across all the key functions. Systems and processes were being systematically upgraded technologically, and functions were being automated to make them less labour-intensive, as well as more operationally efficient and cost-effective. With the pandemic throwing up unprecedented business challenges, we augmented our checks and control mechanism through our Disha app, which equipped us to monitor

functions and gaps closely, and helped us address the same through suitable timely interventions.

We shall now leverage our technological platforms to surge towards an all-encompassing digitalisation journey over the next 2-3 years. Automation, Internet of Things (IoT), data analytics & predictability, technological upgradation across our equipment and plants, backed by Industry 4.0 best practices, will be the drivers of this journey. The thrust will be on intelligent manufacturing and smart functioning.

**Q What were the challenges faced in managing your working capital during the year? Did you go in for any major trade policy changes to meet these challenges?**

If I have to name one major defining factor of our performance during FY21, it will be our fiscal discipline and cost management. Our focus on maintaining cost efficiencies blended with our measures to tighten our control on receivables and bolster recoveries, to keep our performance largely on track, despite some short-term setbacks. We took a conscious call on working capital management both, for the company as well as dealers. We started initiating discussions not only within the organisation but also reached out to the dealers to educate them on the need to manage cash flows effectively in these critical times. 'Sell more with less inventory' was our message to the dealers, to whom we extended our full support, with offer to give smaller deliveries, which worked remarkably well in the rural markets where demand for small supplies is generally the norm.

Our focus was on doing things differently, with a more rationalised approach to optimise resource utilisation for enhanced efficiencies and productivity. Strict control on commercials further helped us in maintaining a healthy balance sheet in these difficult times. Not only are we net debt-free on standalone basis, as of March 31, but for the first time, we have over ₹ 100 crore cash in Fixed Deposits to lend us financial security.

**Q What is the Company's outlook for the next few years, particularly in context of the uncertainty that still prevails in the market environment?**

We remain optimistic about our prospects. The energies we have steadfastly infused into the organisation are making us future-ready. They are fortifying us to harness the emerging opportunities in the short and long term.

The new work-from-home normal is expected to have a positive impact on business as people move towards bigger homes with more functional and well equipped offices. This will translate into a larger share of the opportunity pie for branded Plywood manufacturers, as the unorganised players are finding it increasingly difficult to survive in the post-COVID environment.

At Greenply, we are well poised to seize the opportunity, at the back of our strong credentials, and our exciting product mix that spans price points and diversified customer needs. Our digital transformation journey, aimed at promoting operational and cost efficiencies, is another lever which we shall continue to accelerate as we move towards more targeted expansion into new geographies and customer segments.

**MANOJ TULSIAN**

Joint Managing Director and CEO

# ENERGISED RESPONSE IN CHALLENGING TIMES

The unprecedented crisis triggered by the COVID outbreak at the start of FY21 led to a sudden change in the business environment. Total suspension of operations due to the lockdown, and also briefly again in our West Bengal unit due to the Amphan cyclone, impacted business performance at the beginning of the fiscal. As operations resumed, the situation improved but some external and internal challenges remained, which we tackled through our continuous concerted focus on the key parameters of our transformation strategy.

## EXTERNAL CHALLENGES

- Business continuity amid COVID
- Raw material & diesel price hikes
- Transportation & logistics problems due to lockdowns/travel restrictions
- Demand pressure

## INTERNAL CHALLENGES

- Supply chain issues
- Large-scale digitalisation
- Employee safety
- Continued customer engagement
- Dealer expansion
- Managing costs (receivables were impacted)



## Responding to change

Responding rapidly to the transforming situation, we, at Greenply, succeeded in managing the crisis quite well to post a decent performance for FY21. Our strategic thrust on managing operational and cost efficiencies enabled us to

report commendable margins, despite the logistics, raw material and supply chain issues. We quickly harnessed the learnings of our ongoing transformation to align our business strategy to the new normal. The challenge of managing both external and internal change reinvigorated our conviction in our

brand and its strengths. It encouraged us to fast-track our efforts to transform Greenply into a more efficient organisation. It gave us the opportunity to reinvent ourselves by relooking all our systems, controls and processes, with the overarching aim of preparing our business for long-term growth.



## Reorienting our strategy

In the process of reorienting our strategy to the needs of the transforming reality, we adopted a multi-pronged approach to leverage the emerging opportunity in the new normal.

- We identified our strengths and moved proactively towards harnessing the growth potential that we saw unfolding in the

housing sector at the back of various government incentives

- We used the strategic location of our plants to ensure easy and continued access to raw material from the plantations we had nurtured in the vicinity
- We utilised our lean operational structure and efficiencies to control our costs and maintain a healthy balance sheet

- We sharpened our focus on long-term growth and value delivery for our stakeholders, including our employees, by setting our strategic agenda for the next five years

What steered our strategic plans was the robust platform of the strengths and performance drivers we had developed through our change agenda in the previous years.

# ENERGISED STRATEGIC FOCUS

The transformational trajectory on which we had embarked earlier infused an exceptional level of energy into the organisation. It enabled us to move with unparalleled speed to adapt to the changed environment during FY21



## IN LINE WITH THIS, WE HAVE ADOPTED A THREE PILLAR STRATEGY OF:



Seizing the Rural Opportunity



Strengthening the Management Bandwidth



Fiscal Discipline

## Enhancing Management Bandwidth

To bring in a fresh vision and infuse new energies into the organisation, we invested significantly in unleashing change management during the year.

- The management bandwidth was augmented to effectively drive our transition - from the conventional to the contemporary and more relevant way of doing business.
- Leadership across major departments was strengthened to enable expeditious adoption of new best practices, with greater focus on achieving higher efficiencies
- The process of building new teams has been initiated to create the next level of leadership as the Company prepares to scale new horizons

## Tapping into the Rural Opportunity

With demand uptick in the rural segment more clearly defined in the initial months post the 2020 national lockdown, it made logical sense to expand into the rural markets. The reverse migration from the cities to the villages in the wake of the lockdown opened up a new opportunity window as disposable income saw an immediate surge in these areas. We decided, thus, to strategically expand into the rural and semi-urban

markets to leverage our strengths to harness the large perceptible untapped opportunity in these regions.

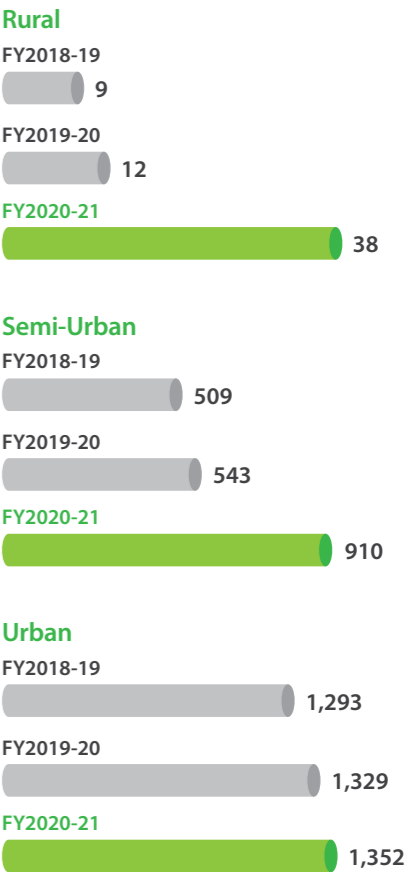
The expansion of our dealer network into rural/Tier II & III markets, and setting up of warehouses, as needed to address the demand for smaller quantities, was in line with this decision. We have appointed around 600 retailers in the smaller markets and we see them emerging as the dealers of tomorrow for Greenply. We aim to have one dealer for every one lakh population, going forward.

Our efforts to penetrate the rural markets, across India, were steered by multiple initiatives during the year.

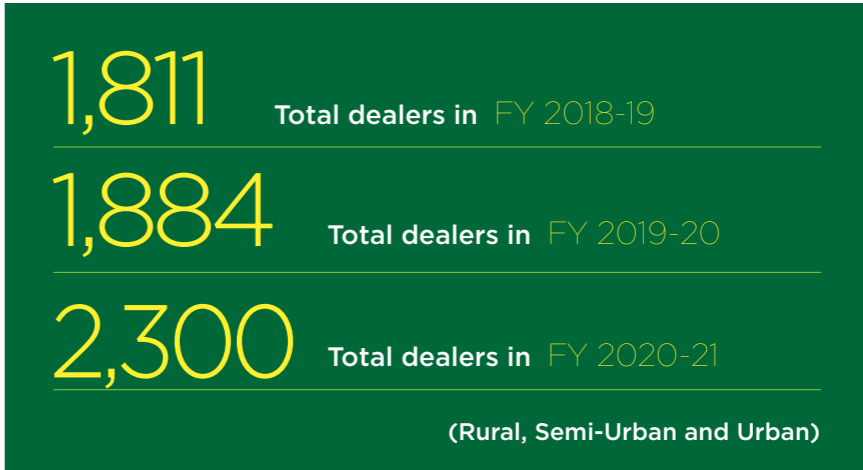
- Addition of almost 390 dealers in the rural and semi-urban markets to facilitate prolonged reach to mass consumers in a cost-effective manner
- Establishment of a network of regional warehouses connecting in rural and semi-urban regions to cater to the demand for small quantities
- Reorientation of our product mix (premium/mid/low segments) to address the emerging aspirations and demands of the rural population
- Uday Bharat initiative to expand outreach in Tier II/III towns through our own dealer network, supported by retailers
- Samriddh Bharat initiative to establish strong presence in the underpenetrated rural market

## Our growing distribution reach with focus on rural markets

### No. of Dealers



Our strategic approach is aimed at striking a profitable balance between our rural and urban presence, even as we create a robust infrastructure in villages to strengthen our outreach in this market.



# INVESTING IN SUSTAINABLE ENERGIES

As a responsible corporate that owes its resources to nature, we remain strongly committed to expanding the Green footprint of our business. Our philosophy is rooted in building the right blocks for sustainable long-term growth and value creation for all stakeholders.

Securing sustained resource availability is thus a strategic driver of our business approach,

**WITH OUR FOCUS ON MAINTAINING ECOLOGICAL HARMONY DRIVEN BY THE 2-FOLD PRINCIPLE OF:**



Led by this approach, we invested in augmenting our capacity and capability to achieve higher sustainable energies during FY21

## Breathe Easy with game-changing E-0 plywood

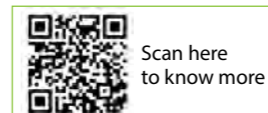
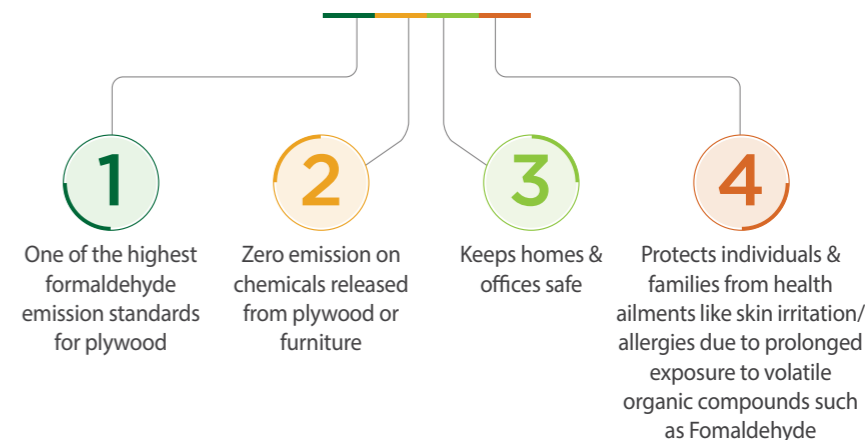
The Greenply innovation edge touched new horizons with the launch of India's first E-0 (Zero Emission) plywood. With strict compliance to E-0 standards, the Greenply product range has revolutionised India's plywood market, by creating a new niche of eco-friendly and health-safe products suitable for interior & exterior applications for the discerning, environment-conscious customer of today.

With its "Breathe Easy" (*Khul ke saans lo*) proposition, our E-0 product suite is designed to connect with the customer aspiration for cleaner, greener and safer homes and offices. It gives them a strong sense of total protection in environment-friendly premises. It has emerged as the 'healthy product for healthy homes'. By safeguarding the air quality in interior spaces, it protects human health from the deadly formaldehyde emissions.

## The E-0 Edge

An exceptional quality edge and the highest standards of environmental safety standards are ingrained in E-0 plywood, making it the preferred choice for interior applications the world over.

### E-0 ADVANTAGES



Scan here to know more



## Breathe Healthy with CARB compliant products

Greenply's commitment to cater to essential health and safety needs in the interior segment finds validation in its various awards and certifications. Our California Air Resources Board (CARB) certification by the Environment Protection Agency (EPA) is an endorsement of our globally benchmarked environmental compliances. This paved the way for the launch of our CARB certified Zero Emission Green Gold Platinum plywood for discerning customers during 2020. Conforming to E-0 grade emission, the Breathe Easy Green Gold

Platinum Plywood combines health and durability of the highest quality. It offers the best solution to protect the indoor air quality of our interiors, enabling users to breathe clean and safe air. The product is available in various standard thicknesses viz. from 4 mm to 25 mm, with a warranty of 27 years.

This year, CARB certification has been extended to other value-added products such as Green Club Plus Seven Hundred, Green Club 5 Hundred & Green Defender.

**By bringing into India the E-0 emission plywood, which is one of the highest formaldehyde emission standards for plywood, along with California Air Resources Board (CARB) certification, issued by Environment Protection Agency (EPA), Greenply is on a mission to cater to essential health needs within the interior sector.**