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(R) Saurabh Mittal, CEO and MD, Greenlam Industries & Anil Tyagi - Business Head - Mikasa Floors

The Mikasa Experience centre exhibits a large range of wooden floors wherein, consumers can keep selecting the products over the store journey and can see the products executed through a live display of various spaces such as bedroom, kid's room, living room, kitchen, gym etc.

EXPERIENCE ENGINEERED WOODEN FLOORS

MIKASA EXPERIENCE CENTER @ MUMBAI

A 2000 ft. showroom to explore the unexplored world of Engineered Wood Flooring

Despite the beauty and functionality, Engineered Flooring still needs a lot of awareness among people. Keeping the same in mind, Mikasa, the latest brand of Engineered Wood Flooring and the first from India, has opened its 1st Experience Center in Mumbai giving Mumbaiers a chance to experience the unexplored world of engineered wooden floors.

Brand Mikasa marks the foray of Greenlam Industries Ltd., one of the pioneers in the Laminate industry of the country into Engineered Flooring Segment. Mikasa is the country's first brand to manufacture Engineered flooring in India.

VAST RANGE OF ENGINEERED FLOORS AT DISPLAY

Mikasa derived from a Latin phrase *Mi Casa, Su Casa* which means- 'My home is your home'. With a wide variety of inspiring design options, the experience center offers a range which will add to one's home / ambience giving it a unique character that everyone strives for. *The center is located at Raghuvanshi Mill Compound, Lower Parel, Mumbai* which is the hub for interior products and is the preferred choice for all the architects, interior designers and consumers.

The Mikasa Experience centre exhibits a lavish and stunning range of wooden floors with a beautiful amalgamation of technology and design wherein, consumers can keep selecting the products over the store journey and can see the products executed through a live display





Applications of Mikasa flooring



of various spaces of a dream home such as bedroom, kid's room, living room, kitchen, gym etc.

In the presence of prominent architects of Mumbai the experience center was inaugurated by **Shiv Prakash Mittal, Chairman, Greenlam Industries Limited & Saurabh Mittal, CEO and MD, Greenlam Industries**. The 2000 sq ft experience center is set to inspire architects, interior designers and consumers.

Speaking about the experience center Mr. Mittal said, "At Greenlam Industries, we always believe in creating such exclusive experiences for our architects, interior designers as well as consumers. This is important keeping with the psyche of today's consumer who wants to touch and feel everything before making her decision."

"Having established our Laminate brand Greenlam globally, the decision to enter the wooden flooring space was the rising interest towards it. Like we have innovated in our laminate offering, we will target to continue the same for 'Mikasa,'" he added further.



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