



Greenlam Industries gets listed on NSE and BSE

Announced to expand the capacity by adding 20% to its existing laminate capacity, to streamline the additional capacity by Q3 FY16

The company has entered engineered flooring business through their brand 'Mikasa'

Mumbai, 2nd March 2015: Greenlam Industries, the leader in the surface decor with their offering in laminates and veneers got listed on the National Stock Exchange and Bombay Stock Exchange today. With a complete leadership in the domestic and international market from its laminate and veneer offerings, with time have diversified into new product line and have been successful in capturing the markets that they have entered into.

Last year, Greenply Industries had announced the demerger of its collective business and formed Greenlam Industries to manage the group's decorative business with all its assets and liabilities. With the listing of Greenlam Industries today, each shareholder of Greenply Industries is entitled to receive equivalent number of shares of Greenlam Industries Ltd. as per the demerger agreement announced earlier.

The listing saw the shares of Greenlam Industries opening at Rs. **463.25** and Rs. **450.75** per unit on NSE and BSE respectively.

Speaking on the listing Mr. Saurabh Mittal, Managing Director and CEO, Greenlam Industries said *"Greenlam Industries, the erstwhile decorative division of Greenply Industries has grown close to Rs. 800 crores topline business in FY13-14. Greenlam Industries has leadership in domestic and international markets for laminate business, leadership in the decorative veneer business in the domestic market and have launched new products in the*



decorative surface space, which have tremendous potential to grow in the future. We realized the importance of dedication and management focus in the segment of decorative products and surfacing material. The demerger was a step towards creating an independent identity to bring in more focus on the decorative surface products, add alike products in the segment and accordingly optimize resource allocation. ”.

Greenlam announced to expand the capacity by adding 20% to its existing laminate capacity and aims to streamline the additional capacity by Q3 FY16.

The company has also entered the engineered wood-flooring segment through its brand name Mikasa. The engineered wooden flooring business in India is witnessing a 20% - 25% growth per year. With Mikasa, Greenlam Industries will be the first company to enter into manufacturing and marketing of engineered wood flooring in the country, making the space competitive as well as innovative. Greenlam is also launching factory finished doors and frames in a organized manner for the first time in the industry. The door plant with a capacity of 1,20,000 doors a year, will be put at the existing Behror plant, Rajasthan.

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About Greenlam Industries Limited

Greenlam Industries Limited has been beautifying spaces for years by infusing creativity into every piece of work and turning it into sheer pieces of beauty and brilliance. A name to be reckoned with in surfacing products in more than 100 countries, Greenlam Industries Limited is standing tall with its guiding philosophies – innovative technologies and creative solutions.

With over two decades of experience in the surface décor space , Greenlam has been the pioneer in introducing the international décor trend, in India & to the international markets. Greenlam’s strengths come from its product offerings, efficiencies in manufacturing, distribution network, brand equity and above all a young and motivated team of professionals.

Our Network



Greenlam has the largest and widest distribution network of over 12,000 distributors, dealers, and retailers across the country.

In the international market, Greenlam is present in over 100 countries with its own marketing and distribution setup in over 11 countries.

With 18% share in the organized domestic market, Greenlam is the largest laminate player in the country.

Manufacturing Facilities

Greenlam's products are produced in the world class state of the art manufacturing facilities situated at Behror - Rajasthan and Nalagarh – Himachal Pradesh. Greenlam is an environmentally responsible company that takes the role of a leader with the belief of leading by example. From the very first step in the manufacturing process to the final product, everything is carefully monitored and meticulously scrutinized for quality. The idea is to develop a range of products that last for years while minimizing environmental pollution. Our superior design, quality, systems, and environmental commitment have been awarded the ISO 9001, ISO 14001, OHSAS 18001, GREENLABEL and GREENGUARD certifications. Greenlam also meets rigid international quality standards like NEMA of the US and BS of the United Kingdom, accordingly.

Manufacturing Capacities

Laminate

Greenlam has earned the credentials of being Asia's largest and the third largest laminate producer in the world with the manufacturing capacity of over 10 million sheets

Decorative Veneer

Greenlam has the largest capacity in decorative veneer of 4.2 million square meters. The company is looking at adding two new variants in the veneer segment, which is expected, to be launched in Quarter 1 of FY15-16.

Engineered Wood floors

The engineered wood flooring is under the brand called Mikasa . Greenlam is the first company in the country to manufacture and launch Engineered wood flooring. We have a capacity of 1mnsqm, which is the largest in the country.

Engineered Door solutions

Greenlam is looking at adding engineered door solutions in its product offering which will be doors and frames. We will be the first company in the country to launch factory finished doors and frames with an annual capacity of about 120,000 doors and frames..