

Investor Presentation

November 2017



Safe Harbour

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About Us

Greenlam is one stop solution provider for All Surfacing Needs Among World's Top 3 Laminate producers Asia's Largest Laminate brand **India's Largest Exporter** of Laminates India's No. 1 Decorative Veneer brand India's Only Manufacturer of Engineered Wood Flooring **India's 1st Organized Manufacturer** of Engineered Door (Doors Sets & Frames)



Board Members



Sitting Right To Left

Mr. Shiv Prakash Mittal
Non Executive Chairman

Mr. Vijay Kumar Chopra
Independent Director

Standing Right To Left

Ms. Sonali Bhagwati Dalal Independent Director

Mr. Saurabh Mittal Managing Director & CEO

Ms. Parul Mittal
Whole Time Director

Ms. Urvashi Saxena Independent Director



Management Team



Ashok Sharma Chief Financial Officer



B L SharmaPresident - Plant
Operations



Prashant Srivastava Vice President -HR, CSR, & Admin



Alex Joseph Sr. Vice President -Marketing



Anuj Sangal Country Head Sales – Laminate & Allied



Shivaji Mohinta
Country Head Sales
Decorative Veneers & Flooring



Lokesh Dutt
Sr. Vice President
International Exports



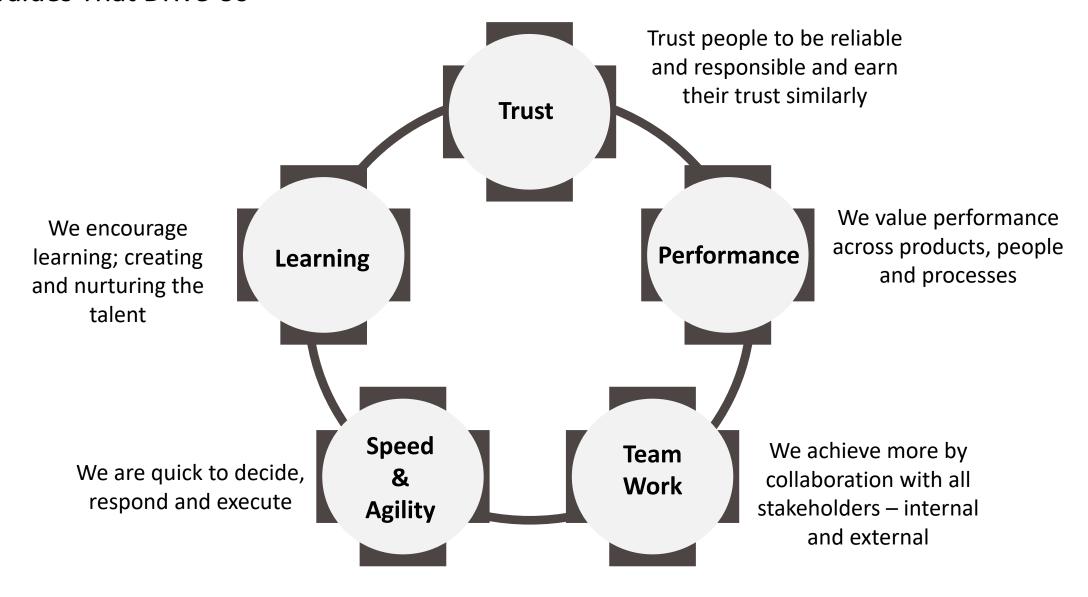
International Team





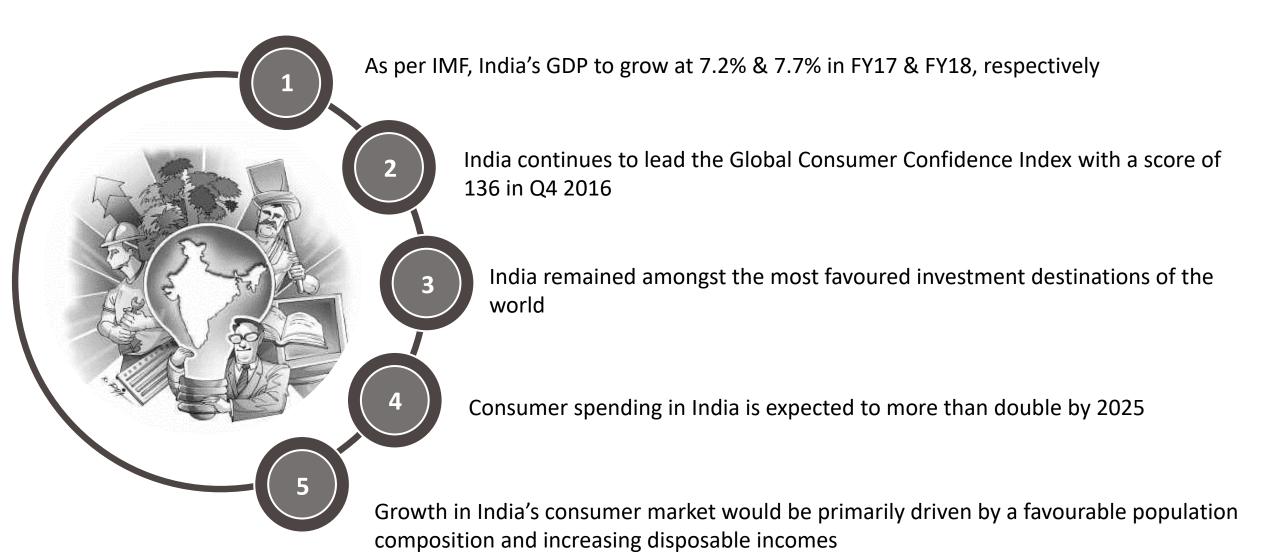


Values That Drive Us



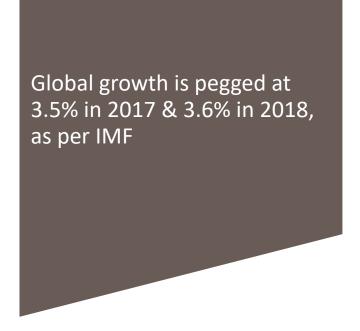


Current Economic Scenario – India



Source: IMF, IBEF, Nielson, Unctad

Current Economic Scenario – Global



Cyclical recovery in investment, manufacturing, and trade leading to pick up in Global economic activity

Recovery of Inflation rates in advanced economies and bottoming out of commodity prices in recent months favourable for global growth









Opportunities



Govts. Policy Initiatives

- ✓ RERA Leading to increased consolidation & strengthening of Real estate sector
- ✓ Swatch Bharat Abhiyan
- Smart Cities Mission to propel urban growth through infrastructure overhaul
- ✓ Pradhan Mantri Avas Yojana (PMAY)

Indian Real Estate Sector

- ✓ Sector is expected to clock \$180 Bn. by 2020
- ✓ Expected to contribute 6% to India's GDP
- ✓ Significant growth in Retail, Hospitality & Commercial real estate

IT & Other Office Parks

- ✓ High demand for office space by IT, ITeS, Retail, Consulting & E-Commerce
- ✓ Office space absorption was 34 Mn. sq. ft.
 across top 8 cities in
 2016

Per Capita Income On A Rise

- ✓ India's per capita income is estimated to cross Rs. 1 Lakh in 2016-17
- ✓ This is over 10% higher than Rs. 93,293 reported during 2015 16

Source: IBEF, CSO, IMF, Reuters, IMRB



Consumer Market Growth

- ✓ Growing purchasing power and rising influence of social media have enabled Indian consumers to loosen their purse string
- ✓ Indian consumption market is expected to grow at 7.1% during FY2021-25 as against 6.7% during FY2015-20

Demand for Modern Homes

- ✓ Increased consciousness among home owners for stylish interiors and aesthetic indoors
- ✓ Change in people's perception leading to an increase in spending on Furniture, Fixtures & also on Home Decor

Growing Middle Class Segment

- ✓ Growing Middle Class consumer base who look out for Quality products at affordable propositions
- ✓ Rising incomes and improvement in infrastructure are enlarging consumer markets and accelerating the convergence of consumer tastes

Working Women Spending Capacity

- In an interesting trend,
 Indian women are
 becoming more
 particular about the
 needs for their home
 luxury and its design
- ✓ They are spending a significant part of their income and savings on home decor

Source: IBEF, CSO, IMF, Reuters, IMRB



Rising HNI's Influx of global lifestyle trends and growing aspirations Rising Business confidence income group individuals

Demonetization

- ✓ Expected to reset the economy towards a higher growth trajectory and other longterm benefits
- ✓ Fiscal deficit of India set to reduce
- ✓ Reduction in Retail inflation
- Hence, increase in consumption power of consumer

Goods & Service Tax

- ✓ Sectoral shift from unorganized to organized brand
- ✓ Faster delivery of products from one state to another
- ✓ Narrowing the price gaps between organized and unorganized thus making us more competitive



International Market

- ✓ Long-term prospects of emerging market economies have Improved
- ✓ Low interest rates in advanced economies leading to revival of Housing market
- ✓ As per IMF, Global Economy is forecasted to grow at 3.6% & Emerging market at 4.8%
- ✓ Rising trend for better lifestyle, home interior and remodelling to augment demand
- ✓ Market Share We are not in top 3 position in several markets. We see this as an opportunity to increase our share in these markets through right product mix
- ✓ Acceptance of Indian Brand Greenlam brand is gaining popularity among specifiers in International markets due to product quality at par with international manufacturers at competitive price points

Source: IMF

Readiness



Our Products

Laminate & Allied products

Laminates Compact Panel MFC Standard Compact Panel Lab Guardian Melamine Faced Chip Board Premium products Restroom & Locker solutions Clads – exterior façade panels

Veneer & Allied

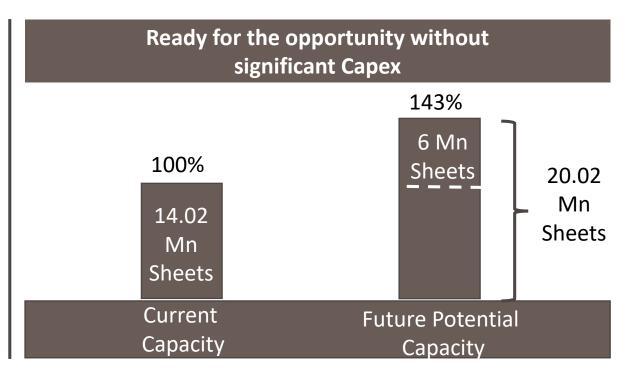
Decorative	Mikasa	Mikasa
Veneer	Floor	Door
Natural Veneer Teak Veneer Engineered Veneer	Engineered Wood Floor	Engineered Door (Door Set + Frames)

A large portfolio of surfacing product catering to various segments across price points



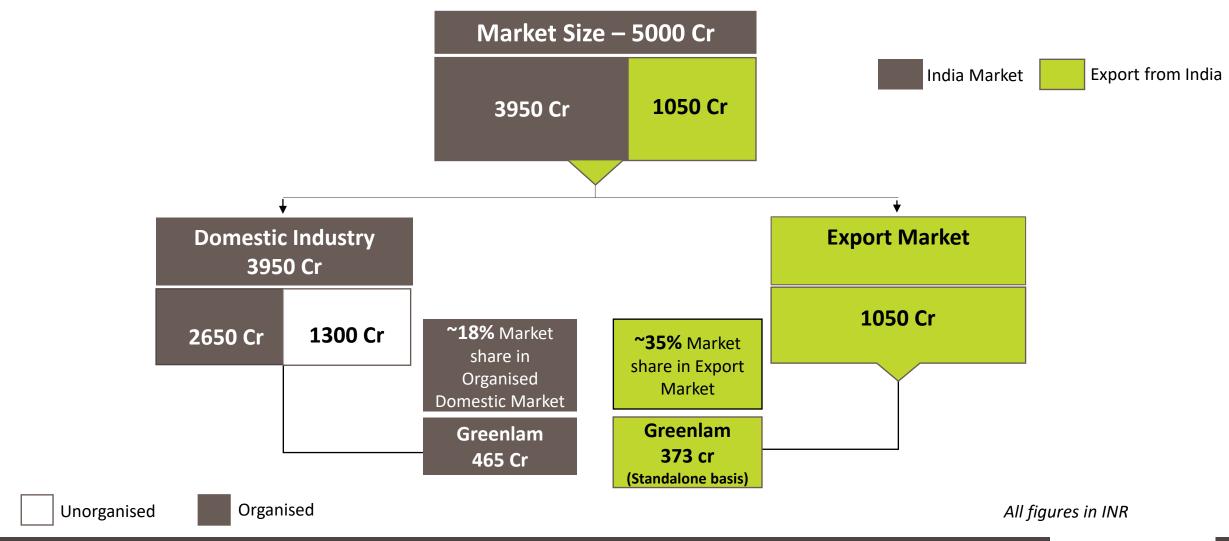
Laminates & Allied Products

Laminates & Compact Panel MFC 14.02 Mn Sheets 5.34 Mn (Behror – Rajasthan) 8.68Mn (Nalagarh – Himachal Pradesh) Largest in Asia



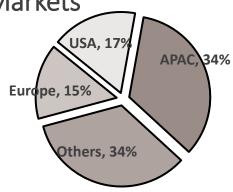


Laminates & Allied Products

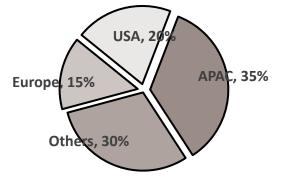


International Markets

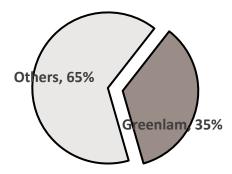




Greenlam Exports FY17



India's Total Laminate Exports INR 1050 Crs



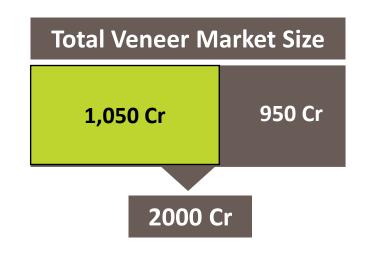
- ✓ Market Size \$7 Billion
- ✓ This market is growing by 2-3%
- ✓ Greenlam presence in 100+ countries
- ✓ Our exports grew at a CAGR of 15% over the past 5 years
- ✓ Focus to consolidate and improve the depth in existing markets, both in terms of volume and value

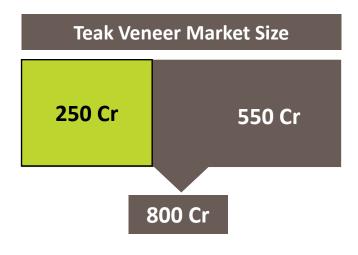


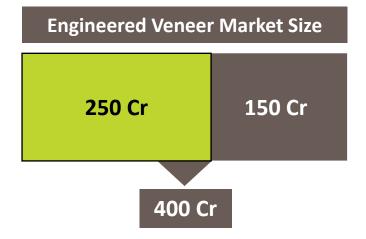
Veneer & Allied Products



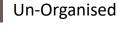


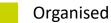






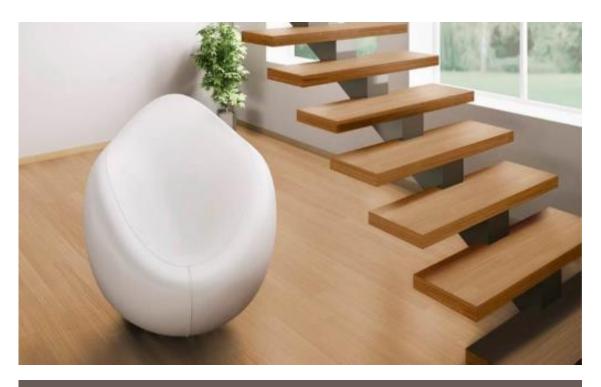
All figures in INR







Engineered Wooden Flooring



Manufacturing Capacity

Mikasa Floor

1.00 Mn Sqm (Behror- Rajasthan) India's Only Manufacturer



- ✓ Market is estimated at 2 Mn sqm.
- ✓ Category is witnessing a 20-25% growth
- ✓ Only domestic manufacturer
- ✓ Majority demand met through import
- ✓ Increasing market reach with architect/designer engagements
- ✓ Increasing B2B outreach
- ✓ Increase retail footprints through Exclusive Display Centres
- ✓ Demand will be driver by both renovation market as well as new construction and development



Mikasa Doors & Frames

- ✓ Total Wooden Door (including flush door) market is estimated at 24mn annually
- ✓ Engineered Finished Door category is witnessing a 20-25% growth
- ✓ First organised players providing complete solution

- ✓ Increasing market reach with architect/designer engagements
- ✓ Increasing B2B outreach
- ✓ Primary demand will be driven by new construction and development





Manufacturing Capacity

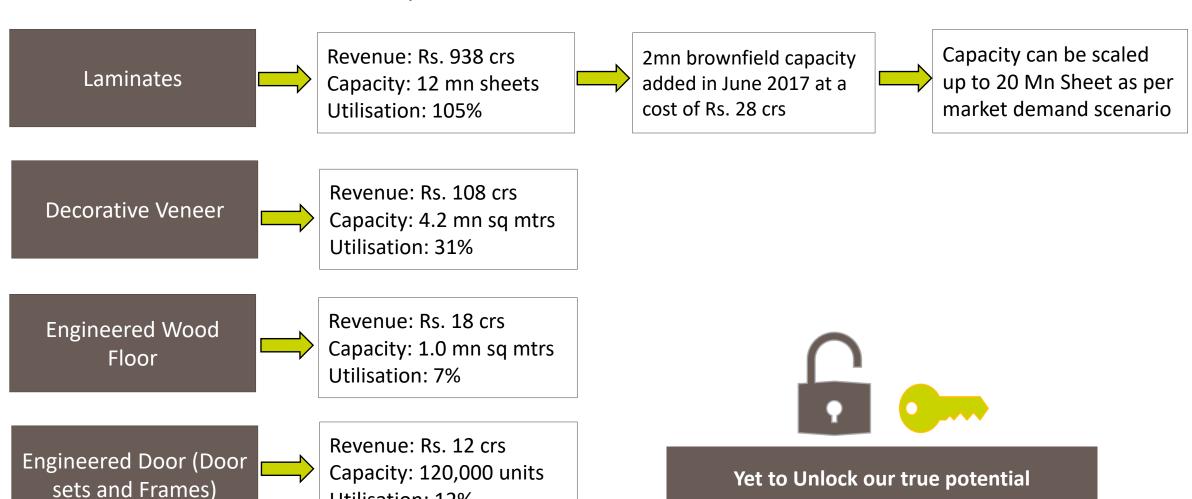
Mikasa Door

0.12 Mn Doors (Behror- Rajasthan)

India's First Manufacturer



Growth Potential with Limited Capex



Note – Consolidated Net Revenue for the year ended March 31, 2017

Utilisation: 12%



Our Wide Distribution

Domestic

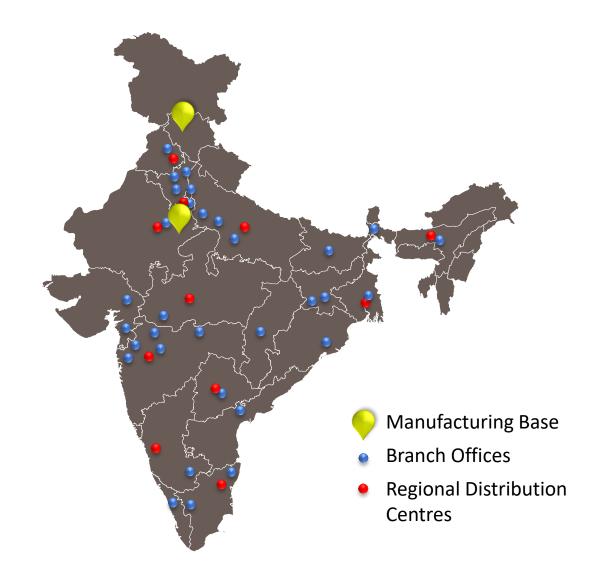
2 State of the art Manufacturing Facilities

11 Company owned large Regional Distribution Centres

14,000+ Distributors, Dealers & Retailers

Over **500+** Sales Professionals

32 Branch Offices







Global Footprints



International Offices



Green Credentials











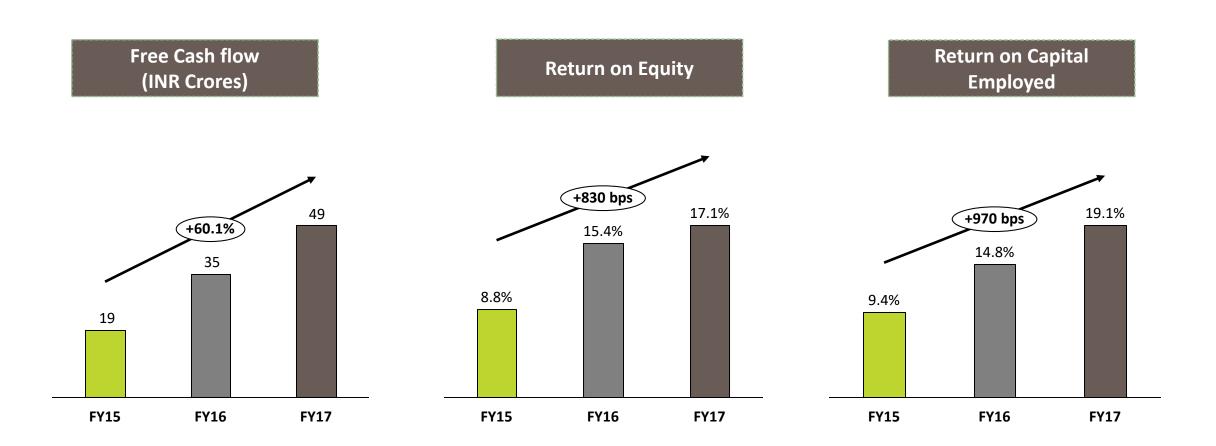








Focus on strong FCF Generation & Return Ratios

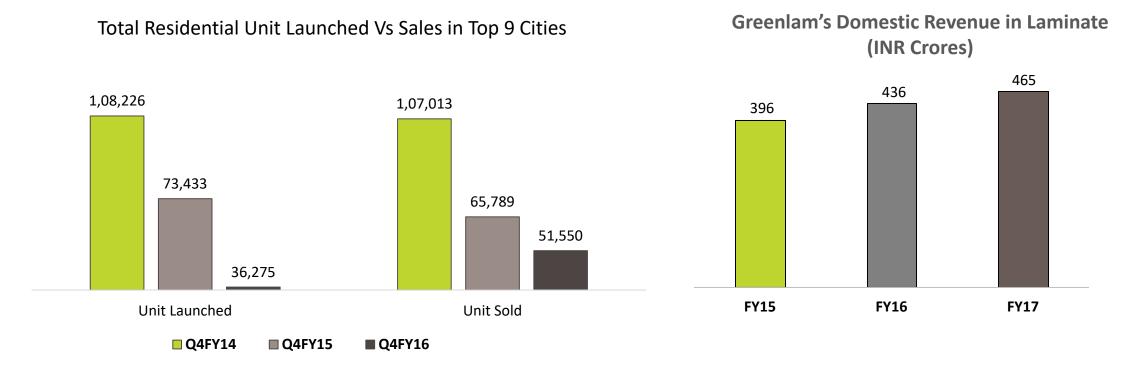


Based on consolidated financials. Free Cash Flow = PAT + Depreciation – Dividend – Long Term Repayment



Resilient in all market conditions

- ✓ Real estate has underperformed during the last 2 years
- ✓ Demonetization gave temporary setback to our channel partners with respect to demand & buying
- ✓ Despite disruption, our Laminate segment has manage to perform well with our true potential



Source: Proptiger Datalabs



Brand Marketing



360 Marketing

Specifier

Architects
Interior Designer
Project Management
Consultants

Influencer

Dealers
Contractors
Carpenters
Installers

Consumer

Residential

Condominiums
Independent Houses

Commercial

Corporates Houses
Govt & Institutional Buyers
Builders & Developers
OEM's
Retail chains
Hospitality
Educational
QSR's





Print





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Print



PRESENTING



COLLECTION FROM DECOWOOD

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NATURAL | TEAK | ENGINEERED





Newspaper



IMPERIAL DÉCOR, Sikanderpur I Noida : MODERN LIVING, Sector-9

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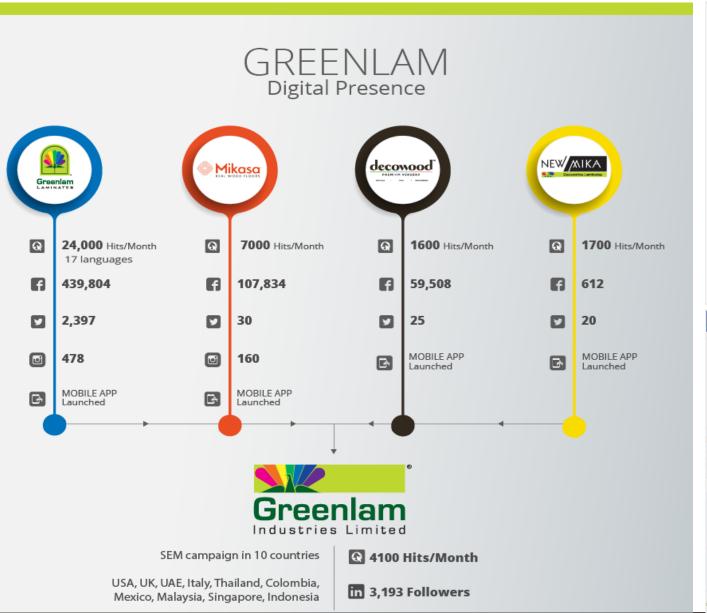
WOODEN FLOORS THAT STAND

SMS < MIKASA> to 53030 | Toll Free No.: 1800-833-0004 (Mon-Sat 9:30 am to 6:30 pm)





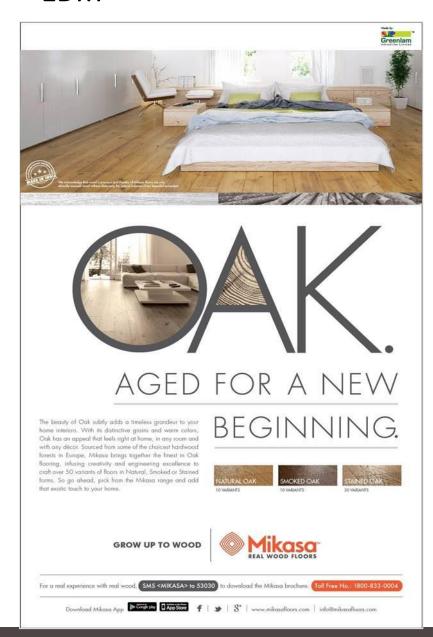
Digital

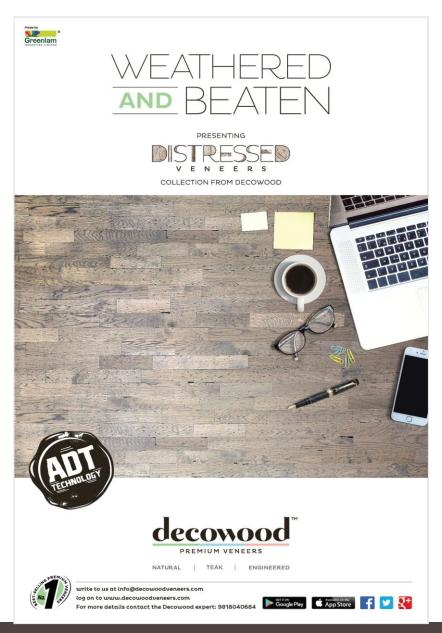


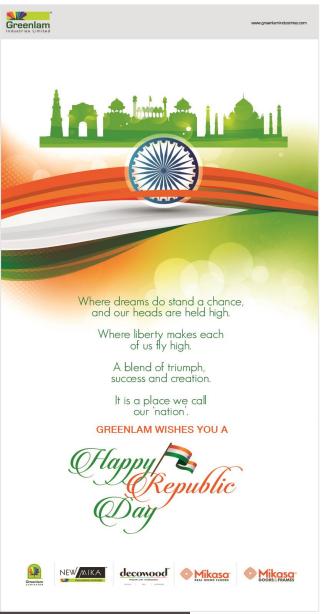




EDM







Meets & Engagements – Architect Connect – Lunch & Learn









Meets & Engagements – Architect Connect



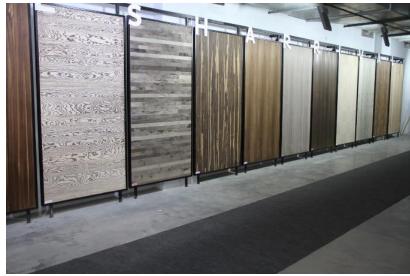






Meets & Engagements – Architect Connect









Meets & Engagements – Contractors, Fabricator & Installers Connect









Meets & Engagements – Contractors, Fabricator & Installers Connect











Meets & Engagements – Carpenter Meets & Training Program













Meets & Engagements – Dealer Connect









Meets & Engagements – Dealer Connect









Meets & Engagements – Dealer Connect- Women's Day Celebration











International Exhibition – INTERZUM' 17 – GERMANY





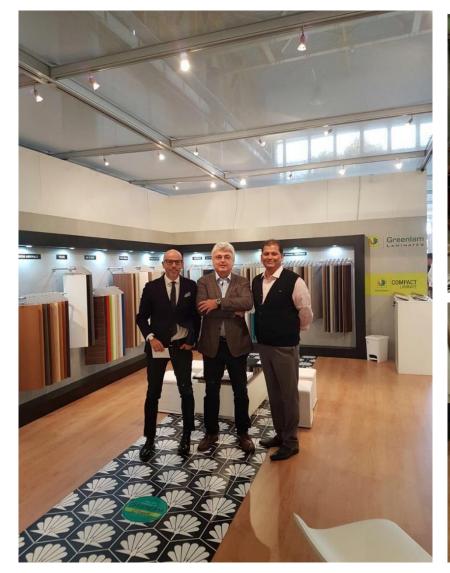








International Exhibition – Sicam ITALY







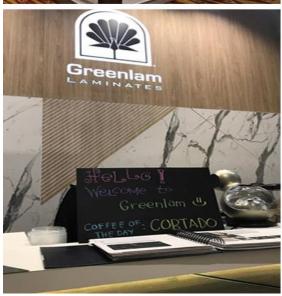


International Exhibition At Malaysia (APAC)













International Event – Design For Tomorrow At THAILAND (APAC)





















Exhibition – ACETECH – INDIA









Brand Stores & Experience Centres







Accolades









GROWTH OPPORTUNITIES | READINESS | BEYOND

GST Compliant

Benefits

- ✓ GST has eliminated multiple taxes
- ✓ Enhance the spectrum of the input tax credit for us
- ✓ GST implementation is likely to benefit the overall industry
- ✓ Shift from unorganised to organised market
- ✓ In line with the regulatory requirements, Greenlam has passed on GST benefit to the market w.e.f. July 01, 2017
- ✓ Will lead to conducive macroeconomic factors like a fast growing real estate sector, increasing consumerism, a greater preference for classy home decor products and growing per capita income



GROWTH OPPORTUNITIES | READINESS | BEYOND

GST Compliant

Products	Post – GST	Pre – GST
Decorative Laminates	18%	
Decorative Veneers	28%	12.5 % Excise
Prelaminated (MFC) Particle Board	28%	+ 12.5 % to 14.5 % VAT
Engineered Wood Floor (Revised against earlier 18%)	28%	11.5 /0 4/11
Engineered Door Sets (Door + Frames) (Revised against earlier 28%)	18%	



Beyond



GROWTH OPPORTUNITIES | READINESS | BEYOND

Outlook

Network	Product	Brand
 Ensure that we are present in relevant District HQ towns for all product categories Expand primary and / or secondary footprints to tier 3 towns Streamlining newly created network for new product lines & businesses 	 Improve the value mix Creativity and innovations in creating new products in line with international trends 	 We consistently focus on investing in our 360 degree marketing and branding activities Drive Brand saliency & higher brand recall Aim to be present across all consumer touchpoints

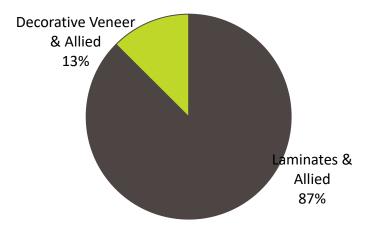




Performance Update – Q2FY18

- ✓ Consolidated Net Revenue stood at INR 276 Crores as compared to INR 278 Crores, de-growth of 1%,
 - Domestic laminate revenue grew by 12% led by similar growth in volume terms, even after considering the negative impact of GST of ~8% on sales from Nalagarh
 - Exports de-grew by 14%,
 - Due to currency appreciation of ~4%,
 - Negative impact of ~8% on account of GST on exports from Nalagarh and
 - Lower sales at subsidiary level
- ✓ Gross Margin at 48.6% in Q2FY18 from 46.6% in Q2FY17, expansion of 200 bps
- ✓ EBDITA margin expanded by 120 bps from 12.7% in Q2FY17 to 13.9% in Q2FY18
- ✓ EBIDTA stood at INR 38.2 crores in comparison to INR 35.3 crores in the Q2FY17
 - Lower losses in Engineered Floor and Door, which stood at INR 1.7 crs against INR 5.1 crs YoY
- ✓ PAT for the period is INR 16.0 crores, as against INR 13.8 Crores in corresponding quarter last year.

Q2FY18 Segmental Revenue

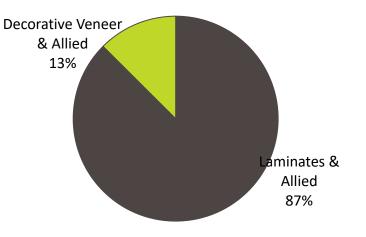




Performance Update – H1FY18

- ✓ Consolidated Net Revenue stood at INR 553 Crores as compared to INR 541 Crores, growth of 2.3%,
- Domestic laminate revenue grew by 17% in value terms and 14% in volume terms YoY, after considering the negative impact of GST of ~4% on sales from Nalagarh
- Exports de-grew by 12%,
 - Due to currency appreciation, negative impact ~2%,
 - Negative impact of GST on exports from Nalagarh ~4%
 - Lower sales at subsidiary level
- ✓ Gross Margin at 48.3% improvement of 80 bps in H1FY18 from 47.5% in H1FY17
- ✓ EBDITA margin expanded by 80 bps from 12.1% in Q2FY17 to 12.8% for Q2FY18
- ✓ EBIDTA stood at INR 71.0 crores in comparison to INR 65.4 crores in the H1FY17
 - Higher EBDITA in decorative veneer business
 - Lower losses in Engineered Floor and Door, which stood at INR 4.0 crs against INR 9.6 crs YoY
- ✓ PAT for the period is INR 29.4 crores, as against INR 22.3 Crores in corresponding period last year.

H1FY18 Segmental Revenue





Profit and Loss Statement

INR Crores	Q2FY18	Q2FY17	YoY%	H1FY18	H1FY17	YoY%
Revenue	275.6	277.8	-0.8%	553.3	541.1	2.2%
Raw Material	141.6	148.3		285.9	283.9	
Gross Profit	133.9	129.5	3.4%	267.5	257.2	4.0%
Gross Margin %	48.6%	46.6%	200 bps	48.3%	47.5%	80 bps
Employee Cost	42.7	39.4		85.4	78.0	
Other Expenses	53.0	54.8		111.1	113.7	
EBITDA	38.2	35.3	8.2%	71.0	65.4	8.4%
EBITDA Margin %	13.9%	12.7%	120 bps	12.8%	12.1%	70 bps
Other (Income)/Cost	0.0	(0.8)		(0.7)	(1.4)	
Interest	4.6	7.5		9.3	15.8	
Depreciation	9.0	9.3		17.7	18.6	
PBT	24.6	19.3	27.4%	44.8	32.5	37.8%
PBT Margin %	8.9%	7.0%	190 bps	8.1%	6.0%	210 bps
Tax	8.6	5.5		15.4	10.2	
PAT	16.0	13.8	15.8%	29.4	22.3	31.6%
PAT Margin %	5.8%	5.0%	80 bps	5.3%	4.1%	120 bps



Balance Sheet

(INR Crores) ASSETS	Sep-17
Non-Current Assets	333.0
Property Plant & Equipment	319.5
Capital Work in Progress	8.4
Intangible assets	5.1
Financial Assets	20.9
Investments	0.0
Loans & advance	3.5
Other non current assets	17.4
Total Non-Current Assets	353.9
Current Assets	
Inventories	263.4
Financial assets	
Trade receivables	160.3
Cash and Cash Equivalents	3.9
Bank Balances other than above	0.4
Loans & Advances	1.8
Other current assets	37.3
Total Current assets	467.1
Total Liabilities	821.0

(INR Crores) EQUITY & LIABILITIES	Sep-17
Equity	321.3
Equity share capital	12.1
Other equity	309.3
Liabilities	
Non-Current Liabilities	104.5
Financial Liabilities	
Minority Interest	0.0
Borrowings	103.0
Other financial Liabilities	1.5
Provisions	14.7
Deferred Tax Liabilities (Net)	17.4
Total Non-current liabilities	136.6
Current Liabilities	
Financial Liabilities	
Borrowings	155.9
Trade Payables	151.1
Other Financial Liabilities**	36.8
Other current liabilities	8.0
Provision	1.4
Current Tax Liabilities (Net)	9.8
Total Current liabilities	363.1
Total Liabilities	821.0

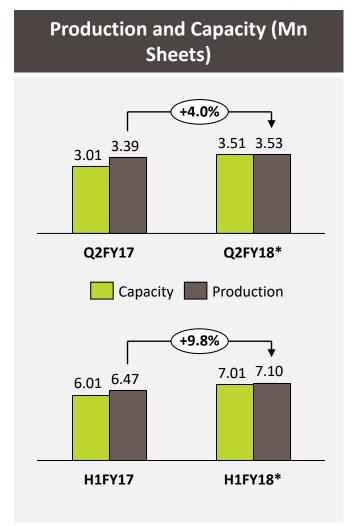


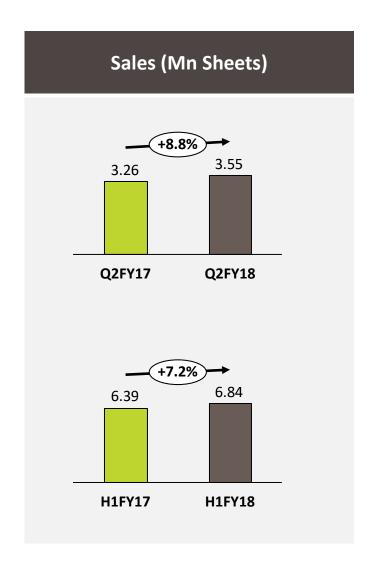
Laminates & Allied Segment

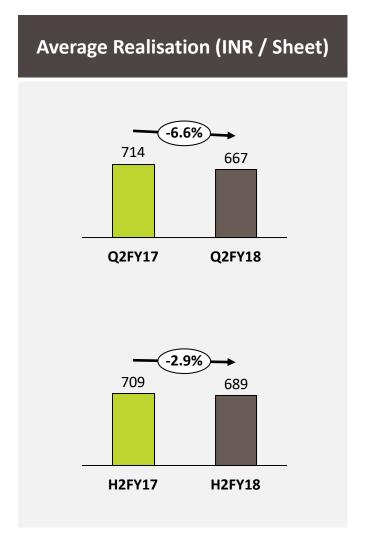
INR Crores	Q2 FY18	Q2 FY17	YoY%	H1FY18	H1FY17	YoY%
Net Revenue from Operations	240.3	245.1	-2.0%	483.2	476.7	1.4%
Gross Profit	115.5	113.9	1.4%	230.2	224.6	2.5%
Gross Margin %	48.1%	46.5%	160 bps	47.6%	47.1%	50 bps
EBIDTA	34.7	35.7	-2.8%	65.4	68.2	-4.0%
EBIDTA Margin %	14.4%	14.6%	-20 bps	13.5%	14.3%	-80 bps
Capital Employed	429.4	436.3	-1.7%	429.4	436.3	-1.7%



Laminates & Allied Segment







Capacity increased by 2 Mn sheets w.e.f. from 05.06.17

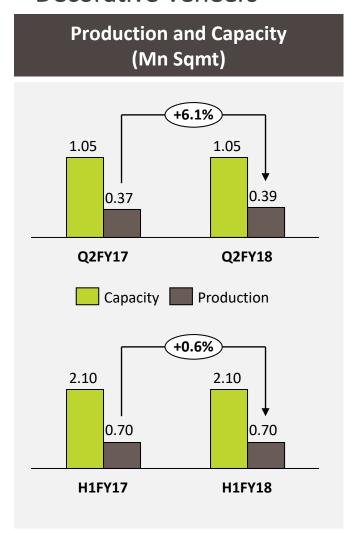


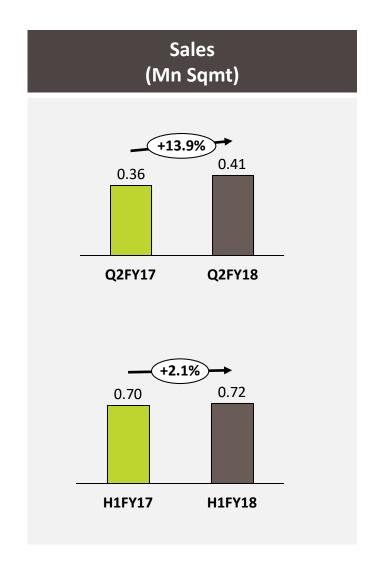
Veneers & Allied Segment

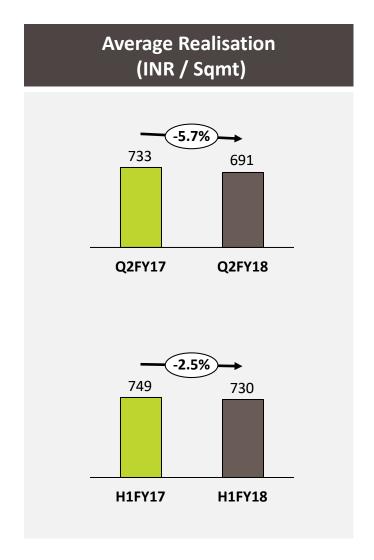
INR Crores	Q2 FY18	Q2 FY17	YoY%	H1FY18	H1FY17	YoY%
Net Revenue from Operations	35.3	32.7	7.8%	70.1	64.4	8.9%
Gross Profit	18.4	15.6	17.8%	37.3	32.6	14.3%
Gross Margin %	52.1%	47.7%	440 bps	53.1%	50.6%	250 bps
EBIDTA	3.5	-0.4	-	5.5	-2.7	-
EBIDTA Margin %	9.9%	-1.2%	-	7.9%	-4.3%	-
Capital Employed	186.5	190.4	-2.1%	186.5	190.4	-2.1%



Decorative Veneers

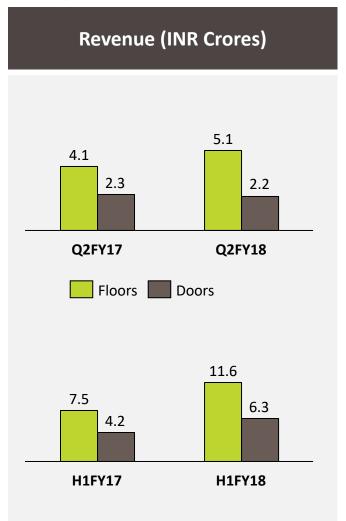


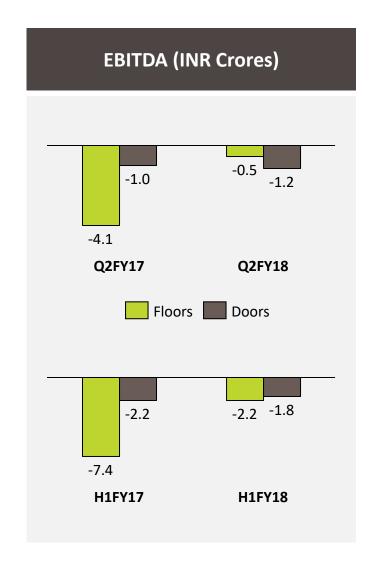


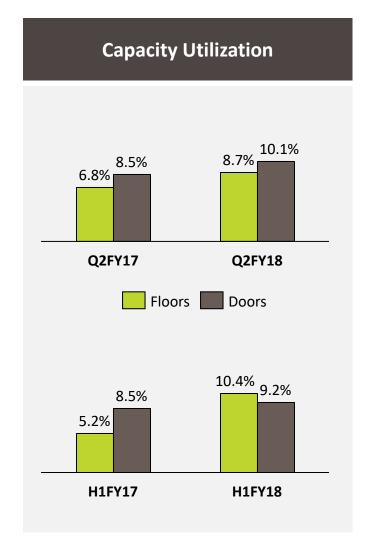




Engineered Doors and Floors

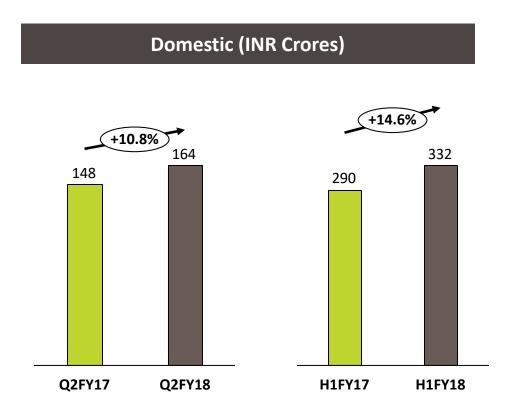




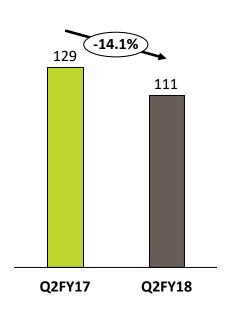


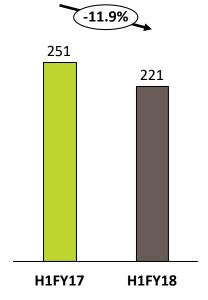


Geographic Segments

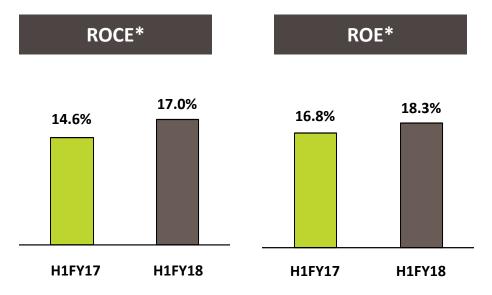


Exports (INR Crores)

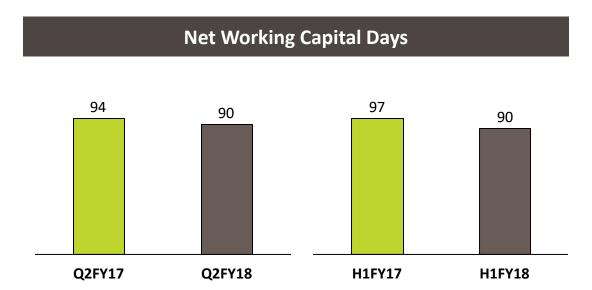




Operating Parameters



INR Crores	H1FY17	H1FY18
Revenue	541	553
EBIT	48	54
PAT	22	29
Capital Employed	663	635
Net Worth	266	320



In Days	Q2FY17	Q2FY18	H1FY17	H1Y18
Inventory	82	87	85	87
Debtors	61	53	62	53
Creditors	49	50	50	50
Net Working Capital	94	90	97	90



^{*}Annualised Basis

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