

# 'ARCHITECTS' FRATERNITY IN UDAIPUR IS FOND OF GREENLAM PRODUCTS' INNOVATION, TEXTURES AND DESIGNS'

Says **Ms Aarti Chotia**,  
Owner, Century House, Udaipur, Rajasthan



Based in peaceful location of Udaipur, Rajasthan the Century House in around 3000 sq ft area along with the display area of approx 500 sq ft having full sheet display of 300 decorative laminates exhibiting wide range of textures and colors from Greenlam to choose from. It is a newly opened showroom with dedicated space for Greenlam products showcased in a cozy environment that facilitate their visitors, customers and dealers to choose their desired products with relax. The owner of Century House and distributor Greenlam Udaipur, Ms Aarti Chotia talks about Greenlam products, their innovations and advantage of their location in Udaipur. Excerpts.

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## Q How did the journey start with Greenlam Industries?

**A** Basically we are based in Jaipur with a traditional business, in wood panel sector and having a showroom in Jaipur as well. We have opened another counter in Udaipur with the name of 'Century House' observing a huge demand of Greenlam products among architect's fraternity like Akash Javed, Hitesh Soni, Sunil Ladha etc. When there was opening of the showroom in the month of April 2016 all the architects of the region were present on the occasion. They are fond of Greenlam products, their innovation and frequent presence of their textures and designs.

## Q What are the reasons to start with Greenlam products, despite having another brand association before?

**A** The basic reason to start with Greenlam is the demand of the product in Udaipur market. Their ideal range of colours and innovativeness also attracted towards them. They are working very aggressively in Udaipur market so there is very good prospects for growth. We have a faith that we are in great hands in terms of our future prospects.

## Q What is the best aspect about Greenlam products?

**A** The addition of new textures, designs and innovations are the best aspects about Greenlam products, and after sales service of Greenlam Industries is added advantage for dealers, distributors and end-users. They are giving assistance with skilled marketing professionals. Their marketing strategies are also very strong and the architects are very happy with their marketing assistance and after sales service.



## Q What advantage you get from the location?

**A** We have display of 300 full sheet textures and designs of laminate in a 500 sq ft space dedicated to Greenlam products. The advantage of the location is that it is situated in a peaceful environment with very less traffic and has ample space for parking. Visitors and customers have enough space to relax and choose their interests of texture and designs in a cosy environment. The selection of their choice takes one or two hours and we serve them in peaceful manner. The showroom covers the whole Udaipur division, and from far away locations like Banswara, Bhilwara and other people are coming to visit our showroom and for purchasing.

## Q Showroom culture is growing very fast, why it so?

**A** Actually people are more aware these days and they want their total return on investment so they want to choose products which are much suitable and interesting for them. And for that purpose they want to check every

possible looks and designs before application. The showroom like this facilitates them for the same. They can visualise their application as what kind of texture and design they can apply. In traditional shops customers just go and choose a similar to what they had in their minds. But in showroom they are relaxed and make a proper decision. People can get everything under one roof.

**Q What is your expectation from the Greenlam products?**

**A** Market coverage as well as their potential in the

market is very high in terms of products' designs, textures and innovation. They come with something new every time, so with different innovation going through the expectation arises with every new product. And if the product comes from an innovative company, the possibility of expansion is much more desirable in coming days. And last but not the least I would like to say that Greenlam marketing team is very good, they have a very good vision for the future and for that we together are working for. ■

## GREENLAM ORGANISES ARCHITECTS & DEALERS MEET AT UDAIPUR

**A**fter appointing 'Century House' as a distributor for Udaipur Division, Greenlam Industries Ltd conducted Architect Meet on 28th April, 2016 and Dealers Meet on 29th April, 2016 in Hotel Hilltop Palace, Udaipur, wherein, they gave the presentation of entire Greenlam product range followed by cocktail dinner and got fabulous response from leading key Architects and Interior Designers like Anjali Dubey, Sunil Ladha Rajendra Mantri, Seema Mantri, Akash Chawat, Hitesh Soni etc. and according to them this was a winning stroke played by Greenlam team and they commit to give 100% support in specifications to them. Total 38 key Architects and 7 Associates under the Architects participated in the event.



Mr. Sumeet Gupta,  
General Manager-Sales,  
Greenlam Industries Ltd



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Dealers Meet conducted on 29th April, 2016 was well appreciated by major and leading key dealers of Udaipur like J K Plywood, Rakesh Timber, Sukhmani Plylam, Swastik Plywood, Surjit Timber, Shrinath Marketing, Lucky Timber, National Leaping etc. Event was also witnessed by upcountry key retailers like Bajaj Sales, Mewar Plywood and Rishabh Laminates from Chittorgarh, Basant Lal Ganpat Lal from Dungarpur, Vardhman Plywood from Nathdwara, Sara Plywood, Rathi Timber and Mahaveer Plywood from Bhilwara and was well appreciated by the trade partners. Total 45 key retailers of Udaipur division participated in the event. ■



# 'IN TERMS OF 'AFTER SALES SERVICE' GREENLAM IS FAR BETTER THAN OTHERS'



Says **Mr Bharat Patel**, owner of the Greenlam Design Studio (GDS), Bilaspur, Chhattisgarh

Greenlam Design Studio (GDS) ventured at the city centre of Bilaspur, Chhattisgarh in June 2016 is an exclusive Greenlam product display centre within the proximity of 50 Km in the region. The owner of the display centre Mr Bharat Patel talks about the advantage of having an exclusive display for customers, retailers and dealers. Excerpts.

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**Q** How the journey in wood panel and laminate sector started?

**A** It was my family business of wood panel and laminate with a showroom called Ambika Sales which I joined in the year 2000. Since then we have been associated with Greenlam Industries and their products. After working for several years we took distribution of Greenlam Laminates. And recently we started an exclusive Greenlam products display centre called Greenlam Design Studio (GDS). In Bilaspur, Chhattisgarh there was nothing like display centre in laminate segment. We made this display centre at the heart of the city and on the prime location where everyone can have look and feel of Greenlam products and order for purchase.

**Q** What is the difference between a normal showroom and design studio like this?

**A** In a normal showroom, one has to have display of all range of products irrespective of the companies and local manufacturing's. But the design studio like GDS has to have only Greenlam products exclusively displayed dedicated products of that particular company. It has several advantage like customers look at this showroom with the view they observe the Greenlam company, and we get similar products loyalty and faith what the company image lies in consumer's mind.

**Q** What effect casts an exclusive showroom on customer's mind?



**A** It is well known that retailers cannot not make display of each and every product they what to sell. As we have distribution of Greenlam products and everyone support us and order for the product, but we have with the concept to give our customers a better experience for product purchase with full sheet view instead of catalogue or approach to distributor. It casts a positive impact on customers mind and they got satisfied with their purchase. Now dealers come to this display centre with their customers and make them have proper look at full sheet. And dealers make orders after giving full satisfaction to customers.

**Q** What is the difference between a product in general and Greenlam products?

**A** There is a huge difference in products quality among these two. As we use laminate on outer surface, the customers want to have experience of final look of the product after application. In terms of after sales service Greenlam is far better than others. Regarding any complain or products availability or matching of texture of design there is no comparison of Greenlam.

**Q** What support you get from Greenlam?

**A** For example we have a going on project and we need 80 sheets but the local distributor have only 50 sheets. We need to give them the rest of the sheets in just three or four days. Greenlam is the company who can make it possible within the stipulated time with no variation of texture and design of the product.



### Q Why the showroom culture is getting spread at fast pace everywhere?

A In today's time customers are well aware of everything. Laminate is used on outer surfaces of anything, it appears to all and doesn't matter what quality has been used beneath the laminate surface. So everyone wants to check how the end products will look like. And it got clear when they see the full sheet of laminate which is going to be used on. We cannot make him satisfied by showing them catalogue or folder. They want full use of their investment and if we make possible to show them laminate placed on panel they got satisfied. It is possible to have full sheet view only in showroom, that's why the showroom culture is getting spread at fast pace everywhere.

### Q What is the advantage of location of GDS in Bilaspur?

A We cover almost 250 km in range from Bilaspur for



distribution. And for display visit people from around 30 km come to GDS since there is no such exclusive showroom in the region or in spread of 50 km in range. We have started GDS on June 15, 2016 and till now four to five parties from outside Bilaspur have come to see the display at GDS and made orders for purchase. ■

## GROVER TIMBER ORGANISED CONTRACTOR MEET AT ROORKEE



**G**rover Timber Traders situated at Roorkee in Uttarakhand organised a Carpenter - Contractor Meet on 16 June 2016 at Roorkee. Over 22 contractors and about 15 carpenters participated and get benefited from the discussion with learned persons and professionals from wood panel and allied industries. Grover Timber is a 13 years old showroom display centre with over 6000 sq ft area in four floors near highway at Roorkee.

The objective of the meet was to educate and make the contractors and carpenters aware about the newer applications of innovative products from the house of Greenlam such as laminates, Veneer, Clad, Flooring, and Doors. Mr Rohit Grover, Proprietor, Grover Timber Traders said, "It was a sales promotion meet which is a regular programme conducted generally when we need. We discussed about the quality, sales, prices and applications of innovative products with contractors and carpenters. All the contractors and carpenters were happy and satisfied with the knowledge shared during the meet."

Talking about the Greenlam products applications and their after sales services he said, "Greenlam Industries is a company with innovative products and have a lot of different range of products. They frequently launch colours and texture in laminate segment. If anyone has shortage with laminate or any other products they are capable to provide the same texture, colour and quality whenever we require in such situation." ■

