

VPPL SHOWCASES ENTIRE RANGE OF GREENLAM PRODUCTS IN BANGALORE

Vineet Plywood Pvt. Ltd. is a two decade old distributor of ply, laminates, veneers, MDF, timber and other allied construction materials. Founded by Mr. Kishorilal Lohia in 2002, VPPL is headed by Mr. Vikas and Vineet Lohia. VPPL is the authorized stockiest for Greenlam Industries Ltd. They hold the biggest inventory in an area of 10,000 sq ft warehouse. They are able to supply any time, the maximum order sizes in Karnataka. Recently The Ply Reporter talked to Mr. Vikas Lohia about their new establishment. Excerpts.



Mr. Vikas Lohia, Director, VPPL, Bangalore

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Q How has been your journey with Greenlam so far?

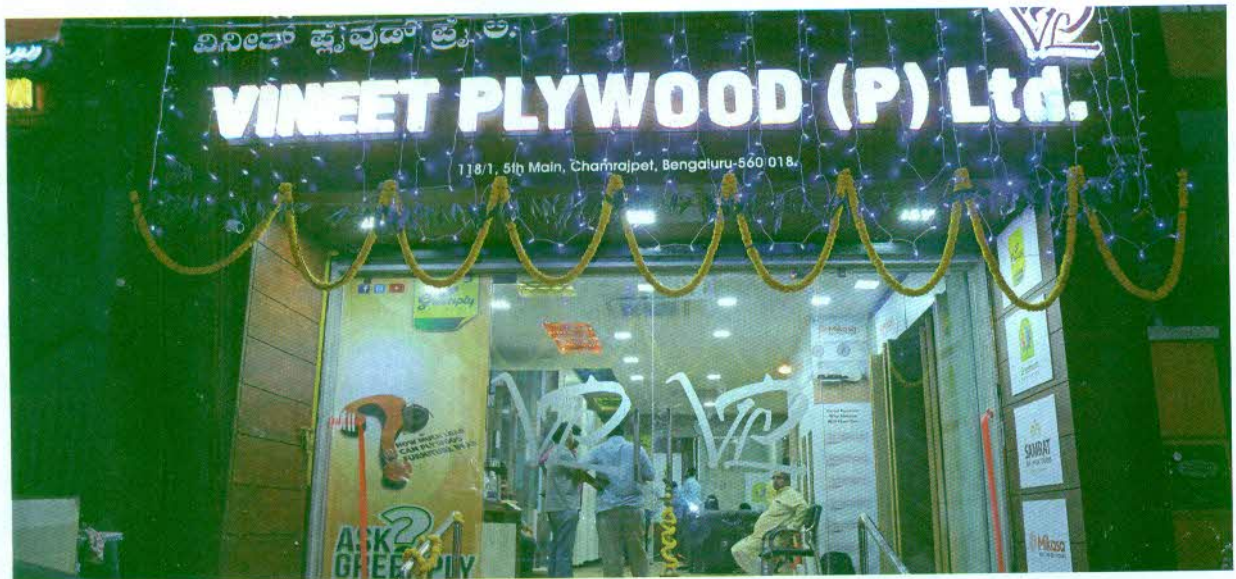
A We deal in Greenlam products since last many years. It will not be wrong to say that we have successfully travelled our journey, with great support from Greenlam quality products.

We were mainly into institutional sales, but now have added retail wing also. We wanted to capture the retail market too, seeing its great potential and for the purpose we opened a showroom. Recently we upgraded our showroom with totally Greenlam range of products. Being in an unorganized sector - the larger part of wood panel industry, we developed ourselves with

working style as a corporate establishment having total computerized dealing process, world class customer service to customers. To achieve my objective of customer satisfaction I have always in my mind the quote by Robert Frost "The woods are lovely, dark and deep. But I have promises to keep, and miles to go before I sleep."

Q What are the products of Greenlam you have showcased in your showroom?

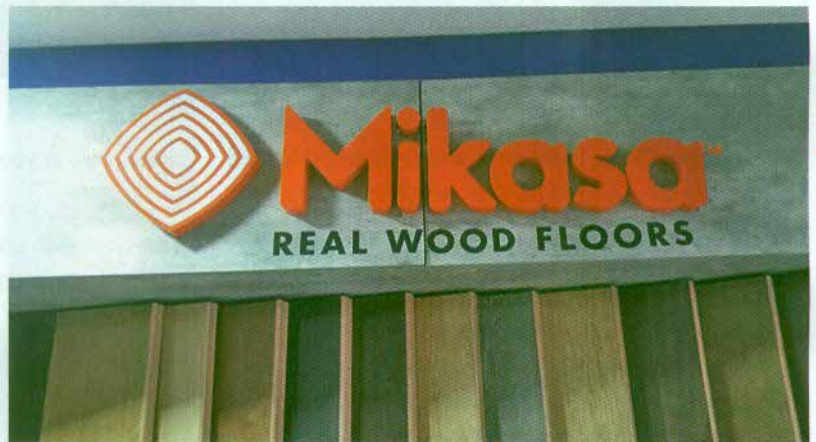
A We are working with Greenlam since 2002. The trust and the quality of products from Greenlam made us to choose them in plenty of options. We have a family

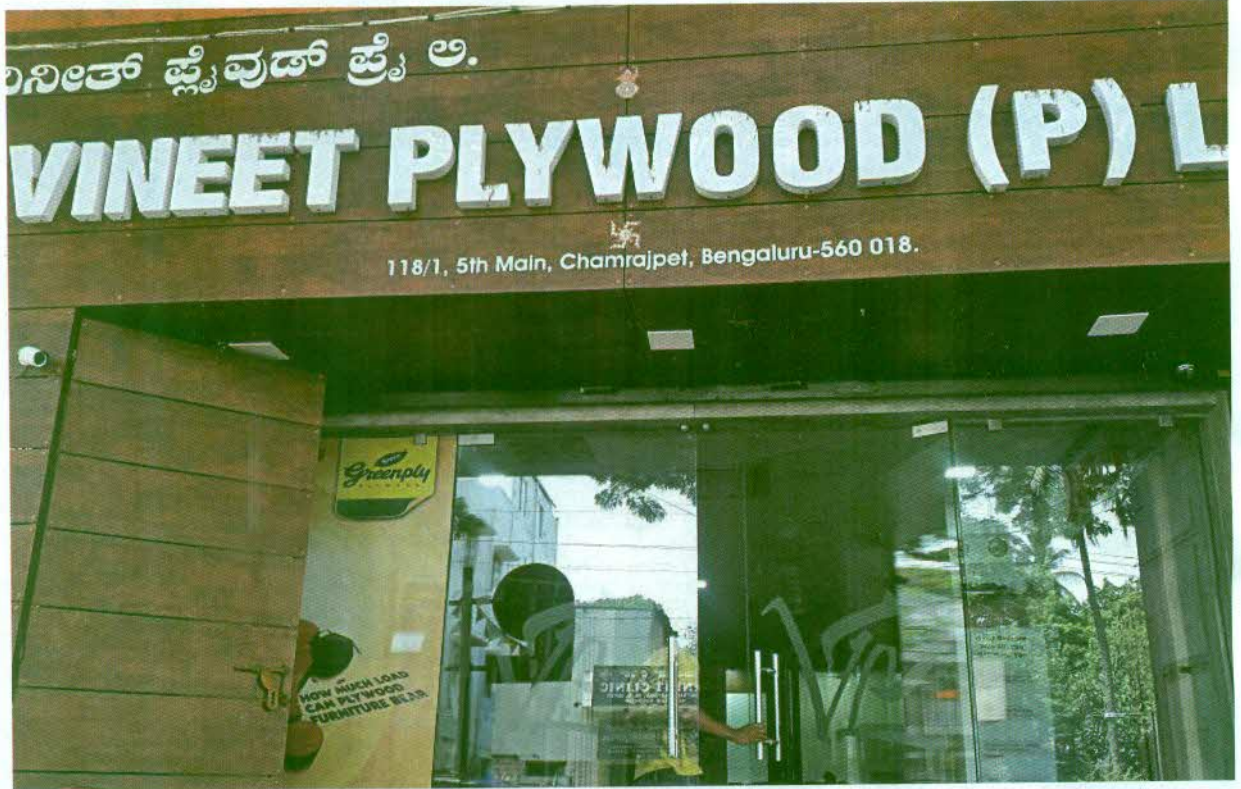




Mr. Anil Tyagi, Country Head, Mikasa Flooring of Greenlam lighting the lamp

like relationship with company and the entire Greenlam team also treat us the same. Our 80 percent of work is institutional sales and we are doing a full fledge Greenlam work in Bangalore. If somebody wanted to have Greenlam products in Bangalore they will have to visit my store for sure. We are the one who can provide the services with a wide range of Greenlam products. We have showcased every product of Greenlam such as Mikasa floors,





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Mikasa doors, Clads, Laminates and Decowood Veneer. You can say it is a Greenlam exclusive showroom.

Q What are the advantages of Greenlam brand?

A Greenlam is well known and very popular and widely acceptable brand among architects, interior designers, institutions, builders, PSUs, Govt projects as well as in end users. The brand is also having approval at most of the places, so it is very easy for channel partners to cater the demand. Secondly, team Greenlam do focus on their commitment to service, marketing, supply, design, patterns, as well as products quality fronts. That always helps us in the market.

Q How Greenlam products are different from other available brands?

A Greenlam is a trendsetter in bringing up new designs, textures, colours in the market. They are far ahead of others in unveiling innovative products. Markets as well as customers and specifiers wait for their designs catalogue. The team Greenlam always is on toes to make aware the market about the usages and benefits of their products. Greenlam is the largest manufacturers of decorative laminate in Asia and it is a proud for all channel partners to be in association with such a big company.

Q Who are in your clientele?

A We mostly have in our clientele the architects and we also deal with contractors in Bangalore. Architects love the way we suggests them the design for the tenders.



We are the channel partners of so many contractors in Bangalore. Even the architects who are dealing in residential projects also brings their clients here to make the selection and they know that here they will get the best at competitive prices. As we all know today Greenlam prices are open in the market, there is nothing to hide, so anyone who buys material from me will never complains about the rate. This is the way I promote my business through word of mouth giving best price and best services. Because of this transparency clients refer their friends and relatives to my showroom.

Q Bangalore market is very prone to Mumbai non-folder material. How much it is difficult to sell a branded product in this situation?

A Mumbai's non-folder material don't give any assurance of quality, on the other hand we are giving quality assurance with 24 hour service support. A professional organised company like Greenlam, understands the value of customer service and are always on our toes to provide service to our clients at the earliest. Secondly where non-folder fails we give them support. Suppose you have some work going on and suddenly you are running out of sheets in non-folder category, there is a possibility you won't get that design again. But in a branded one product category the non-availability is a rare situation. In branded segment you always have continuity of design and non-folder designs may discontinue at any time.

Q It is said that the profit margin is low in branded products, how you tackle this?

A I work with a long term agenda. As a retailer one has to decide, if he wants to do business for a few days or has a long term vision. It's my wish as a retailer to sell low quality product and earn little more or to sell good quality product and earn long term relationship with my esteemed customers (Arch, Designer, builders).

Q How is the Showroom culture in Bangalore?

A The client who rejects one design looking into the folder the same client selects the same design in display. Clients want to have a look of entire sheet, this is the reason everybody is going after showroom. The second reason for the ongoing showroom trend is convenience. The ease one get while shopping in the showroom is far better than the traditional stock oriented stores.

Q Do you have location advantages as well?

A Not quite but yes, I have one of the spacious showrooms in Bangalore. We have ample space for parking and I think parking as well as a good atmosphere for buying is the need of the time and we cater to both of them.

Q What is your opinion about The Ply Reporter magazine?

A Magazine is good. You all are doing a very good job. I wish best of luck to entire team of The Ply Reporter magazine. ■

