

CXO Outlook

12 August 2022

Greenlam Industries Organizes Decowood Leap Partners Meet 2022 and Design NXT, A Design and Architecture Event at Almaty, Kazakhstan

August 10, 2022
Editorial Team



Greenlam Industries Ltd. – leaders in decorative surfaces are known to be pioneers in the industry and have constantly innovated to take the brand a notch higher. Building on this vision, Greenlam Industries hosted its annual 'Decowood Leap Partners Meet 2022' in Almaty from the 19th – 23rd of July. The meet was hosted to strengthen the

Business News Week

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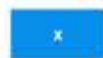
NEWS

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The annual **Decowood Leap Partners Meet 2022** in Almaty from 19th – 23rd July'22 was to nurture relationships with its channel partners. Themed around **LEAP – Lead from the front and set the trend, Elevate yourself to the next level, Aspire for bigger goals and Progress towards success, grow every time and finally gear up to take the LEAP.** The meet saw key channel partners whose continuous patronage to the brand, have helped the company to achieve greater heights in the Indian Veneers Industry. The channel partners were rewarded for their exemplary performance for the previous financial year under various award categories. The event featured the launch of the much awaited, **Rainbow Collection – Premium Dyed Veneers** having 5 colour palettes.

On 22nd July Greenlam also hosted a grand event to launch its knowledge sharing platform **Design NXT** in Almaty, Kazakhstan it was the first meet conducted under this moniker and had 81 architects and interior designers from all over India come together under one roof. **Mr. Saurabh Mittal, Managing Director and CEO, Greenlam Industries** shared his insight into the company's global outreach, product offerings, overall achievements, and future plans in his corporate address. The keynote addressal was delivered by renowned architect- **Sangeet Sharma** of **SD Sharma & Associates, Chandigarh**, he spoke about various nuances and aspects of well renowned global and Indian architecture projects that have shaped the current landscape of exterior architecture.

The company took the opportunity to unveil the mega launch of 7 new product categories that were launched under its flagship brands which included **NewMika Raso, NewMika SuperMar, NewMika FX- New decors, Decowood Rainbow collection, Mikasa Collection 2022, Mikasa Arte collection, Mikasa Weathered collection.**

The maiden event was concluded with an insightful panel discussion, consisting of renowned architects & designers and **Mr. Saurabh Mittal, Managing Director, and CEO of Greenlam Industries.** The panel discussion explored the various design trends that are prevalent currently and what has changed in terms of home design, while questioning and exploring what the future trends will be. The discussion was moderated by **Ar. Amrit Panwar, principal architect, aNew Chandigarh.**

Speaking on the occasion in Almaty, **Mr. Saurabh Mittal, Managing Director and CEO, Greenlam Industries Ltd.** said, "It was an honour for us to be able to bring our ecosystem of long-time channel partners and some of the best minds from the industry to Almaty. Our channel partners are extremely critical to our growth as a company. The **Decowood Leap Partners Meet** gave us an occasion to validate our association with the trade partners and recognize their sincere efforts. We wish and hope to cherish many more such moments of celebration together in years to come."

He further added, "Through our new platform **Design NXT**, we aim to explore and deliberate the future of the design and architecture industry. This is just the beginning for us, and we hope to make this a coveted event in the years to come."

Shreyas Web Media Solutions

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BUSINESS

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By Prabeen

AUG 12, 2022



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