

ET Brand Equity

28 July '2020

Greenlam Industries launches new TVC for antibacterial laminates

The new TVC focusing on safety during the pandemic says 'Shukar hai, Greenlam Laminates anti-bacterial hai'...

ETBrandEquity • July 28, 2020, 16:19 IST

Greenlam Laminates has launched a new television commercial focusing on one of its key product feature of anti-bacterial surface for a healthy and safe environment.

'Shukar hai, Greenlam Laminates anti-bacterial hai', conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that seems completely unacceptable given the current scenario, but everything seems fine when they realise that all this is happening around Greenlam Antibacterial Laminates.

Parul Mittal, director, Greenlam Industries, said, "If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Financial Express

02 August 2020

Work That Speaks | Ad Reviews 27 July – 2 August 2020

August 3, 2020 9:01 AM

Greenlam | Anti-Bacterial Laminates

This may not be a contender for creative recognition, but it seems to do the job, and rather swiftly at that. The proof of the anti-bacterial quality is in the eating.

BW Hotelier

28 July 2020

Greenlam markets its key product via TVC, 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'



At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

Greenlam Laminates is back with its new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

Speaking on the occasion Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99 per cent*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency) said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates.

Afaqs

28 July 2020

And now, an ad for anti-bacterial laminate...

Although Greenlam doesn't explain in the TVC how exactly it works, it claims it's 99.99 per cent (of course!) effective against bacteria.

After anti-bacterial fabrics, pens, mattresses... here's an anti-bacterial laminate.

Greenlam Laminates, a New Delhi-headquartered laminate company, has just released a TV commercial which focuses on a key product feature - 'Anti-bacterial surface for a healthy and safe environment'. However, the film doesn't specify how the product really works.

Conceptualised by ADK Fortune, a WPP agency, the commercial features two characters, and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam anti-bacterial laminates.

In a press release, the brand states that through this TVC, it aims to bring awareness about its anti-bacterial laminates, which are highly effective in retarding the growth of common bacteria by up to 99.99 per cent.

Parul Mittal, director, Greenlam Industries, says, "Today, the world is slowly adapting to a new normal lifestyle, with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in the current scenario."

"The latest TV campaign is launched with an objective to reach out to a larger audience, highlighting the key benefit of anti-bacterial property in Greenlam Laminates. It also communicates that the laminate doesn't just look beautiful, but is also effective in retarding bacteria to keep the surface hygienic," she adds.

Sharing the product on social media, the brand wrote, "Our anti-bacterial laminates and compacts have health-safe features like anti-bacterial and anti-fungal. They are food contact suitable, and are easy to apply at both commercial and residential sites."

Under its flagship brand Greenlam Laminates and Greenlam Compacts, the brand is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal, and food contact safe. So, customers of all age groups can be rest assured of a hygienic space. Industry speaks.

Speaking about short format ads, Yash Bendkhale, creative director, What's Your Problem, says, they're a challenge. "And as an ad film maker I love this challenge," he says.

Further, he adds, "This format is all about that bizarreness in situations which was slightly missing in Greenlam's ad." However, he does not believe that the film is all bad.

"Single mnemonic would have done better justice to the product's characteristics," he opines.

India Education Diary

27 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

By India Education Diary Bureau Admin - July 27, 2020

New Delhi: Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Indian Television

29 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

29 Jul, 2020 - 02:55 PM IST | By [indiantelevision.com](#) Team

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Adgully

29 July 2020

Greenlam industries' new TVC highlights anti-bacterial feature

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Mumbai News Network

21 September 2020

Myntra and Mumbai Indians join hands to bring fashion, form & style to the upcoming T20 season

Bengaluru, September 21, 2020: Myntra announces its collaboration with Mumbai Indians (MI), one of the most decorated T20 cricket franchise teams, for the much-anticipated T20 league. As part of this partnership, Myntra will have its logo placed across MI's team branding and communications, while MI's team merchandise and memorabilia, including autographed bats and jerseys, will be up for grabs on Myntra

Myntra will be the exclusive presenting partners of MI's, 'Virtual Wankhede', and exciting experience on Mumbai Indians' match days, for fans across India. In a bid to bring the Wankhede stadium experience, right into the homes of millions of fans, Myntra and MI will connect 10 to 15 lucky fans with some of the players via video conferencing, during MI's matches. As the drive to make cricket a more gender-inclusive sport intensifies, Myntra intends to integrate itself more naturally to the 'Virtual Wankhede' concept by featuring women fan influencers who can not only drive conversational content about the brand, but also bypass any notion of cricket being only a 'gentleman's game'.

Myntra will also showcase MI's team and player imagery on its platform in an effort to leverage its salience in Mumbai – one of the most crucial markets for Myntra, in order to form trusting and long-standing relationships with MI's army of fans during this T20 season. Furthermore, Myntra will also run fan contests and engagements off the app with an aim to engage fans meaningfully, throughout one of India's biggest sporting events.

Speaking on the association, Amar Nagaram, CEO Myntra, said, "Every edition of the T20 league brings with itself a wave of blitz and a lot of fervor. Myntra's association with the defending champions, Mumbai Indians, is bound to add to the fashion and form quotient of the season. Mumbai, considered the hub and trendsetter for fashion and style, will propel Myntra to further deepen its relationship with the customers in the region and beyond whilst enabling impactful visibility for Myntra across the wide fan base of the game. "

Mumbai Indians Spokesperson said, "We are excited to partner with Myntra to bring one of our most innovative fan engagement concepts for this season. We love the enthusiasm that our Paltan shows every season by packing the stadiums and cheering us. Unfortunately, this season we will miss this feeling. Through Virtual Wankhede, we intend to virtually connect our fans across the country to cheer us on and also win Myntra vouchers during the matches. We hope to create a memorable experience for our Paltan through this association while they enjoy the matches at their homes."

The T20 league is scheduled to be held between 19th September and 8th November in the UAE, owing to the disruption caused by the COVID pandemic.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The

Mumbai News Network

21 September 2020

Myntra and Mumbai Indians join hands to bring fashion, form & style to the upcoming T20 season

Bengaluru, September 21, 2020: Myntra announces its collaboration with Mumbai Indians (MI), one of the most decorated T20 cricket franchise teams, for the much-anticipated T20 league. As part of this partnership, Myntra will have its logo placed across MI's team branding and communications, while MI's team merchandise and memorabilia, including autographed bats and jerseys, will be up for grabs on Myntra

Myntra will be the exclusive presenting partners of MI's, 'Virtual Wankhede', and exciting experience on Mumbai Indians' match days, for fans across India. In a bid to bring the Wankhede stadium experience, right into the homes of millions of fans, Myntra and MI will connect 10 to 15 lucky fans with some of the players via video conferencing, during MI's matches. As the drive to make cricket a more gender-inclusive sport intensifies, Myntra intends to integrate itself more naturally to the 'Virtual Wankhede' concept by featuring women fan influencers who can not only drive conversational content about the brand, but also bypass any notion of cricket being only a 'gentleman's game'.

Myntra will also showcase MI's team and player imagery on its platform in an effort to leverage its salience in Mumbai – one of the most crucial markets for Myntra, in order to form trusting and long-standing relationships with MI's army of fans during this T20 season. Furthermore, Myntra will also run fan contests and engagements off the app with an aim to engage fans meaningfully, throughout one of India's biggest sporting events.

Speaking on the association, Amar Nagaram, CEO Myntra, said, "Every edition of the T20 league brings with itself a wave of blitz and a lot of fervor. Myntra's association with the defending champions, Mumbai Indians, is bound to add to the fashion and form quotient of the season. Mumbai, considered the hub and trendsetter for fashion and style, will propel Myntra to further deepen its relationship with the customers in the region and beyond whilst enabling impactful visibility for Myntra across the wide fan base of the game."

Mumbai Indians Spokesperson said, "We are excited to partner with Myntra to bring one of our most innovative fan engagement concepts for this season. We love the enthusiasm that our Paltan shows every season by packing the stadiums and cheering us. Unfortunately, this season we will miss this feeling. Through Virtual Wankhede, we intend to virtually connect our fans across the country to cheer us on and also win Myntra vouchers during the matches. We hope to create a memorable experience for our Paltan through this association while they enjoy the matches at their homes."

The T20 league is scheduled to be held between 19th September and 8th November in the UAE, owing to the disruption caused by the COVID pandemic.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ leading fashion and lifestyle brands in the country such as Nike, Adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

Media Brief

27 July 2020

Greenlam Industries' new TVC 'Shukar Hai, Greenlam Laminates anti-bacterial hai'

By The News Desk - July 27, 2020



Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia.

Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups.

At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone.

Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*.

Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

image-Parul-Mittal-Director-Greenlam-Industries-Ltd-MediaBrief.jpgParul Mittal, Director, Greenlam Industries Ltd., said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene.

"Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario.

The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic," Mittal said.

Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Sourcing Hardware

30 July 2020

Greenlam Launches New TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

July 30, 2020 • 0 comments • Sourcing Hardware • Posted in • 0 A A A

Laminate major Greenlam Industries Ltd (GIL) has launched its new TV commercial 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai', focussing on the anti-bacterial feature of its product to strengthen its positioning in the light of heightened health and hygiene environment.

The company offers surfaces that are anti-bacterial, anti-microbial, anti-fungal, and food contact safe under its flagship brand, Greenlam Laminates and Greenlam Compacts.

“...Through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates, which are highly effective in retarding the growth of common bacteria up to 99.99%. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants,” GIL’s director Parul Mittal has said.

“The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic,” she added.

The Retail Times

29 July 2020



National, July 29, 2020: Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, **Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said,** "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Realty Plus

29 July 2020



Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

About Greenlam Industries Limited

Greenlam is among the world's top 3, Asia's largest and India's No.1 surfacing solutions brand. With its presence in over 100 countries, Greenlam has focused on developing quality products with great passion for innovation. It offers end to end surfacing solutions spread across laminates, compacts, Interior and exterior cladding, restroom cubicles & locker solutions, decorative veneers, engineered wooden floors and engineered wooden doors & frames to choose from. With two state-of-the-art manufacturing facilities in the country, it is the first choice of architects, interior designers and home owners when it comes to transforming living spaces.

We work in harmony with our environment. Greenlam thinks and acts to save and preserve nature in its pristine form by ethical sourcing of its raw materials from the world over. Coupled with this, the products are FSC, Greenguard, NSF certified and are Anti-bacterial, thereby ensuring they are environment friendly and safe to use. With robust team of over 14,000 distributors and dealers along with more than 500 sales professionals, Greenlam is just a call away to give your spaces a new look.

MxM India

29 July 2020

Greenlams new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

29 Jul,2020

By A Correspondent

Greenlam Laminates is back with a new TV commercial focusing on one of its key product feature of anti-bacterial surface for a healthy and safe environment. The TVC is conceptualised by ADK Fortune.

Speaking on the occasion, Parul Mittal, Director, Greenlam Industries said: "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Added Nakul Sharma, VP & Executive Creative Director, ADK Fortune, said: "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Balaji News

27 July 2020

Greenlam Industries Limited's New TVC Says 'Shukar Hai, Greenlam Laminates Anti-Bacterial Hai'



By Admin

— On Jul 27, 2020

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'. The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants. Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic." Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Passionate In Marketing

01 August 2020

And now, an ad for anti-bacterial laminate: Greenlam Laminates launches new TVC

By **Passionate In Marketing** - **August** 1, 2020

Greenlam Laminates is back with its new TV commercial that specialize in one among its key product features of Anti-bacterial surface for a healthy and safe environment. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it offers surfaces that are antimicrobial, antibacterial, antifungal, and food contact safe in order that customers are often rest assured of a hygienic space for all age-groups. When brands are re looking at their marketing initiatives and investments. Thanks to corona virus, Greenlam is reaching the whole nation with its TVC ‘Shukar Hai, Greenlam Laminates Anti-bacterial Hai’.

Greenlam Laminates, a brand new Delhi-headquartered laminate company, has just released a TV commercial which focuses on a key product feature — ‘Anti-bacterial surface for a healthy and safe environment’. However, the film doesn’t specify how the merchandise really works.

Conceptualised by ADK Fortune, a WPP agency, the commercial features two characters, and captures an instant that appears completely unacceptable within the current COVID scenario. But everything suddenly seems fine when the realization sinks therein all this is often happening around Greenlam antibacterial laminates.

In an announcement, the brand states that through this TVC, it aims to bring awareness about its antibacterial laminates, which are highly effective in retarding the expansion of common bacteria by up to 99.99%.

Parul Mittal, director, Greenlam Industries, says, “Today, the globe is slowly adapting to a brand new normal lifestyle with a greater emphasis on personal health. If COVID19 has taught us anything, it’s our obsession with hygiene. Rightly so, only a germ-free surface reception and workplace are our first line of defense. Keeping this in mind, Greenlam’s antibacterial laminate property becomes utmost important within the current scenario.”

“The latest TV campaign is launched with an objective to succeed in attracting a bigger audience, highlighting the key advantage of anti-bacterial property in Greenlam Laminates. It also communicates that the laminate doesn’t just look beautiful, but is additionally effective in retarding bacteria to stay the surface hygienic,” she adds.

Sharing the merchandise on social media, the brand wrote, “Our antibacterial laminates, and compacts have health-safe features like anti-bacterial and anti-fungal. They’re food contact suitable, and are easy to use at both commercial and residential sites.”

TVW News India

29 July 2020

Greenlam industries' new TVC highlights anti-bacterial feature



Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

Sitaron Ki Duniya

29 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

National, 27th July 2020: Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, *"Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."*

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, *"We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."*

About Greenlam Industries Limited

Greenlam is among the world's top 3, Asia's largest and India's No. 1 surfacing solutions brand. With its presence in over 100 countries, Greenlam has focused on developing quality products with great passion for innovation. It offers end to end surfacing solutions spread across laminates, compacts, interior and exterior cladding, restroom cubicles & locker solutions, decorative veneers, engineered wooden floors and engineered wooden doors & frames to choose from. With two state-of-the-art manufacturing facilities in the country, it is the first choice of architects, interior designers and home owners when it comes to transforming living spaces.

We work in harmony with our environment. Greenlam thinks and acts to save and preserve nature in its pristine form by ethical sourcing of its raw materials from the world over. Coupled with this, the products are FSC, Greenguard, NSF certified and are Anti-bacterial, thereby ensuring they are environment friendly and safe to use. With robust team of over 14,000 distributors and dealers along with more than 500 sales professionals, Greenlam is just a call away to give your spaces a new look.

For more information, please visit us at: <http://www.greenlamindustries.com>

Press Network of India

29 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

Posted on July 28, 2020 by PNI Admin

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, *"Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."*

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, *"We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."*

Investing Guide

27 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

July 27, 2020 Nikhil Bharat

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates.

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."

Shares of Greenlam Industries Ltd was last trading in BSE at Rs.726.15 as compared to the previous close of Rs. 704.05. The total number of shares traded during the day was 196 in over 55 trades.

The stock hit an intraday high of Rs. 730 and intraday low of 704.8. The net turnover during the day was Rs. 142018.

Grace Entertainment

27 July 2020

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.



National, 27th July 2020: Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment.

Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."

About Greenlam Industries Limited

Greenlam is among the world's top 3, Asia's largest and India's No. 1 surfacing solutions brand. With its presence in over 100 countries, Greenlam has focused on developing quality products with great passion for innovation. It offers end to end surfacing solutions spread across laminates, compacts, Interior and exterior cladding, restroom cubicles & locker solutions, decorative veneers, engineered wooden floors and engineered wooden doors & frames to choose from. With two state-of-the-art manufacturing facilities in the country, it is the first choice of architects, interior designers and home owners when it comes to transforming living spaces.

We work in harmony with our environment. Greenlam thinks and acts to save and preserve nature in its pristine form by ethical sourcing of its raw materials from the world over. Coupled with this, the products are FSC, Greenguard, NSF certified and are Anti-bacterial, thereby ensuring they are environment friendly and safe to use. With robust team of over 14,000 distributors and dealers along with more than 500 sales professionals, Greenlam is just a call away to give your spaces a new look.

For more information, please visit us at:
<http://www.greenlamindustries.com>

3rd Eye Reports

29 July 2020

Wednesday, 29 July 2020

Greenlam Industries Limited's new TVC says

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency), said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti- bacterial range brings ultimate peace of mind to everyone in the house."

The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants.

Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign,



Greenlam Industries Ltd

Greenlam Industries Ltd. receives certification for developing laminates that retard and kill up to 99.99% of viruses

Greenlam Industries Ltd., which is among the top 3 laminate manufacturers in the world and largest in Asia, has announced that the company's in-house R&D team has developed a revolutionary product with antiviral attributes. Greenlam Laminates, with this new feature, will retard and kill up to 99.99% of viruses that come in contact with the surface. This has been tested and certified under Antiviral Efficacy Test as per ISO21702:2019 International Standard, by Biotech Testing Services (BTS) Mumbai. Greenlam Industries Ltd. has been producing laminates and compacts with antibacterial and antifungal attributes for several years. With this new certification Greenlam will now be able to offer laminates with triple health & hygiene features – AntiVirus, AntiBacterial and AntiFungal. The above attributes last throughout the life cycle of the entire range of Greenlam laminates. This reinforces the ability and agility of Greenlam Industries Ltd. to develop innovative products in sync with the market dynamics and customers' expectation.



Speaking on the occasion Mr. Saurabh Mittal, Managing Director and Chief Executive Officer, Greenlam Industries Ltd. said, "The entire world has been talking about different ways of maintaining hygiene both indoors and outdoors since the pandemic started. With a vision to help our customers build a safe environment, we are excited to announce that our laminates have been certified with antiviral attributes. This achievement is also a testament of our expertise and commitment to create best-in-class laminates. We would like to take this opportunity to thank our R&D team who relentlessly provide innovative technologies and creative solutions to our customers."



WWW.GREENLAMINDUSTRIES.COM



Greenlam Industries Ltd

Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufacturers in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'. The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants. Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario. But everything suddenly seems fine when the realisation sinks in that all this is happening around Greenlam Anti-Bacterial Laminates.

Speaking on the occasion Ms. Parul Mittal, Director, Greenlam Industries Ltd. said, "Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Throwing light on the thought process behind this campaign, Nakul Sharma, VP & Executive Creative Director, ADK Fortune (a WPP agency) said, "We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."



'Greenlam Industries Limited's new TVC says 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'.



Ms. Parul Mittal,
Director,
Greenlam Industries Ltd.

"Today, the world is slowly adapting to a new normal lifestyle with a greater emphasis on personal health. If COVID has taught us anything, it is our obsession with hygiene. Rightly so, only a germ-free surface at home and workplace are our first line of defense. Keeping this in mind, Greenlam's anti-bacterial laminate property becomes utmost important in current scenario. The latest TV campaign is launched with an objective to reach out to a larger audience highlighting the key benefit of anti-bacterial property in Greenlam Laminates and to communicate that the laminate does not just look beautiful but is also effective in retarding bacteria to keep the surface hygienic."

Greenlam Laminates is back with their new TV commercial focusing on one of its key product feature of Anti-bacterial surface for a healthy and safe environment. Greenlam Industries Ltd. is among the top 3 laminate manufactures in the world and largest in Asia. Under its flagship brand Greenlam Laminates and Greenlam Compacts, it is offering surfaces that are anti-bacterial, anti-microbial, anti-fungal and food contact safe so that customers can be rest assured of a hygienic space for all age-groups. At a time when brands are relooking at their marketing initiatives and investments due to COVID-19, Greenlam is reaching out to the entire nation with its TVC 'Shukar Hai, Greenlam Laminates Anti-bacterial Hai'. The current situation has made people more cognizant of their well-being which has also led to an increase in the demand for anti-bacterial surfaces. Hence, whether at home, office or public place, anti-bacterial property has become a preferred choice for everyone. Now, through this new TVC, Greenlam is bringing awareness about its anti-bacterial laminates which are highly effective in retarding the growth of common bacteria up to 99.99%*. Greenlam is the first laminate brand to introduce anti-bacterial surfaces over 10 years ago and is committed to help people keep their spaces germ-free and devoid of unhealthy contaminants. Conceptualised by ADK Fortune, a WPP agency, the TV Commercial features two characters and captures a moment that looks completely unacceptable in the current COVID scenario.



Mr. Nakul Sharma,
VP & Executive Creative Director,
ADK Fortune (a WPP agency).

"We wanted to keep the moment very relatable and slice of life. The aim is to tell people that the need to take precautions around our health exists inside our homes on a day to day basis. And Greenlam with its anti-bacterial range brings ultimate peace of mind to everyone in the house."

WWW.GREENLAMINDUSTRIES.COM