

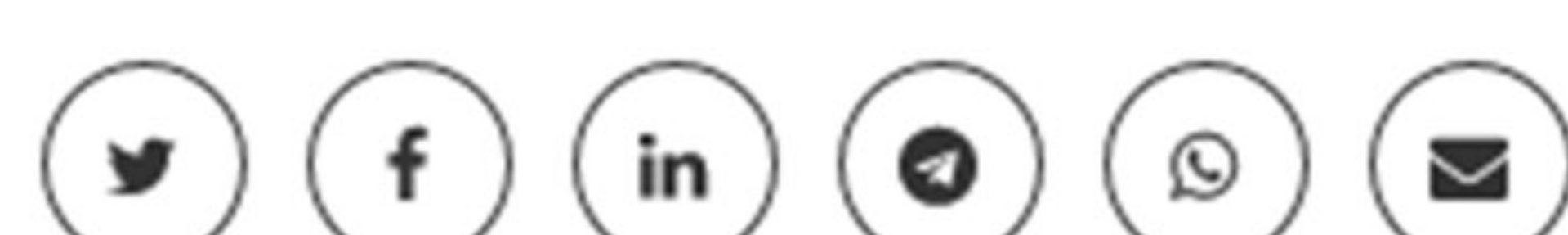
# Brand Equity

## 08 September 2021

### Greenlam says 'Gustakhi maaf, Gustakhi saaf' with their laminates

*The campaign is conceptualised by Mullen Lintas...*

ETBrandEquity • Updated: September 08, 2021, 18:42 IST



Greenlam laminates launched a new TVC to highlight the distinctive features of their HD Gloss and customised digital laminates.

The witty TVC is amplified on various digital platforms to encourage adoption of laminates, a reliable choice for unmatched aesthetic appeal and exceptional durability.

Conceptualised by Mullen Lintas, the two comical TV commercials feature characters whose 'Gustakhis' are 'Maaf' and 'Saaf' because of Greenlam laminates' scratch-free and customisable offerings.



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#### Webinar

### The Media Quality Checklist: How Does That Lead to ROI for Brands in India?

07 October 2021 @ 03:00 PM

Today, we speak to the key stakeholders of the industry - agencies, and marketers - on how they are ensuring media quality - ensuring brand safety and battling ad fraud in the fast-evolving digital landscape.



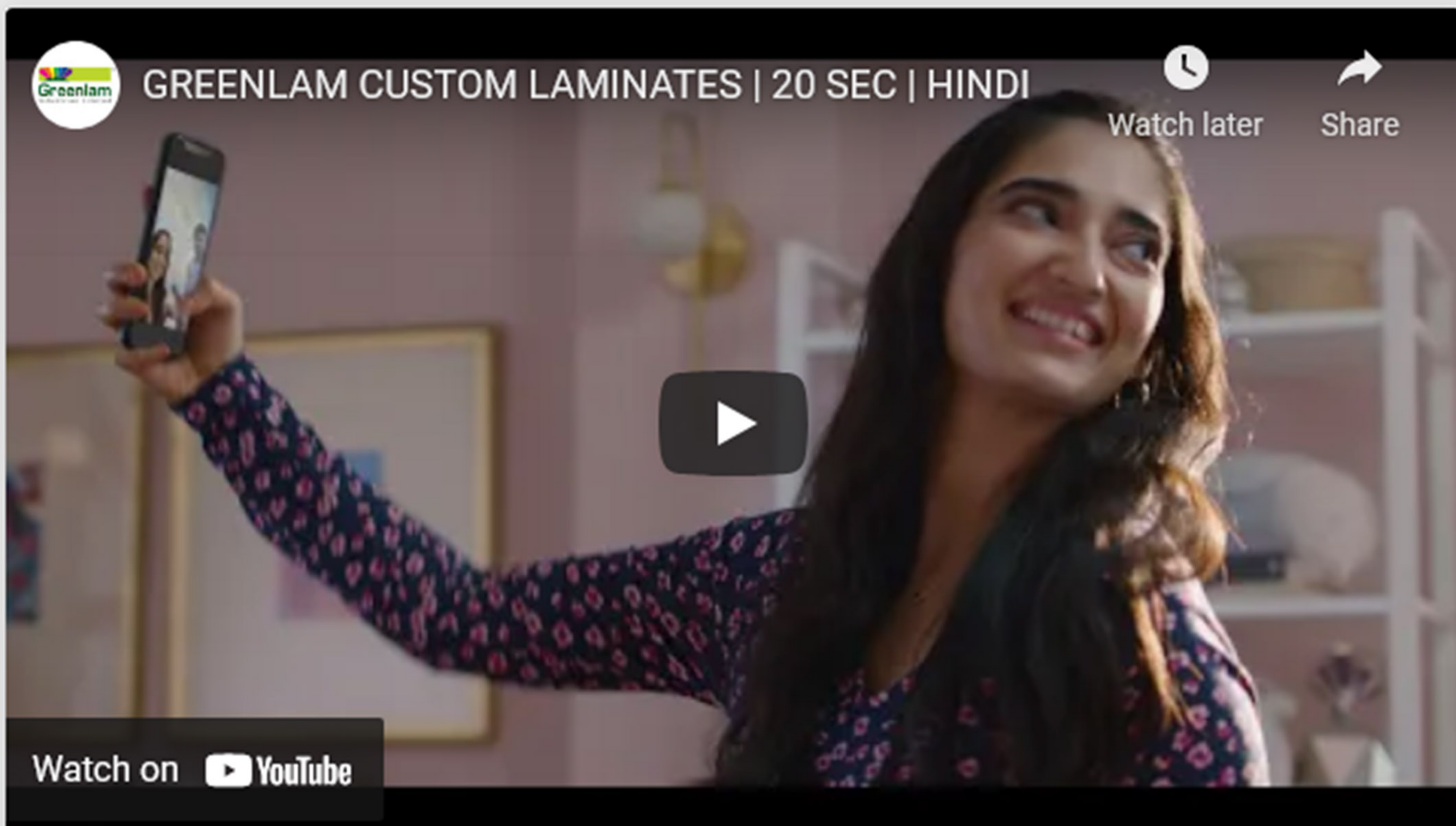
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Parul Mittal, director, Greenlam Industries, said, "The demand for low-maintenance, high quality and long-lasting home décor is growing as today's consumer lives a hectic lifestyle that does not warrant time for frequent home renovation. With these relatable commercials, we highlighted the relevance of premium laminates in easing the everyday, often humorous, hassles of life. The TVCs connected with a diverse customer base looking to decorate or revamp spaces that not only reflect their personality but can stand the test of time."

Azazul Haque, chief creative officer, Mullen Lintas, said, "Our campaign objective was to build brand superiority on the back of highlighting unique benefits when buying into Greenlam Laminates. Arvind, our senior creative director came up with this beautiful idea 'Gustakhi Maaf nahi Saaf!' And together Nisheeth, our Delhi creative head and Arvind cracked a series of films with funny situations that explain the benefits in a memorable way."

# Afaqs

## 09 September 2021



By afaqs! news bureau | Published: 9 Sep 2021, 5:32 PM IST

TV

## Gustakhi maaf, Gustakhi Saaf

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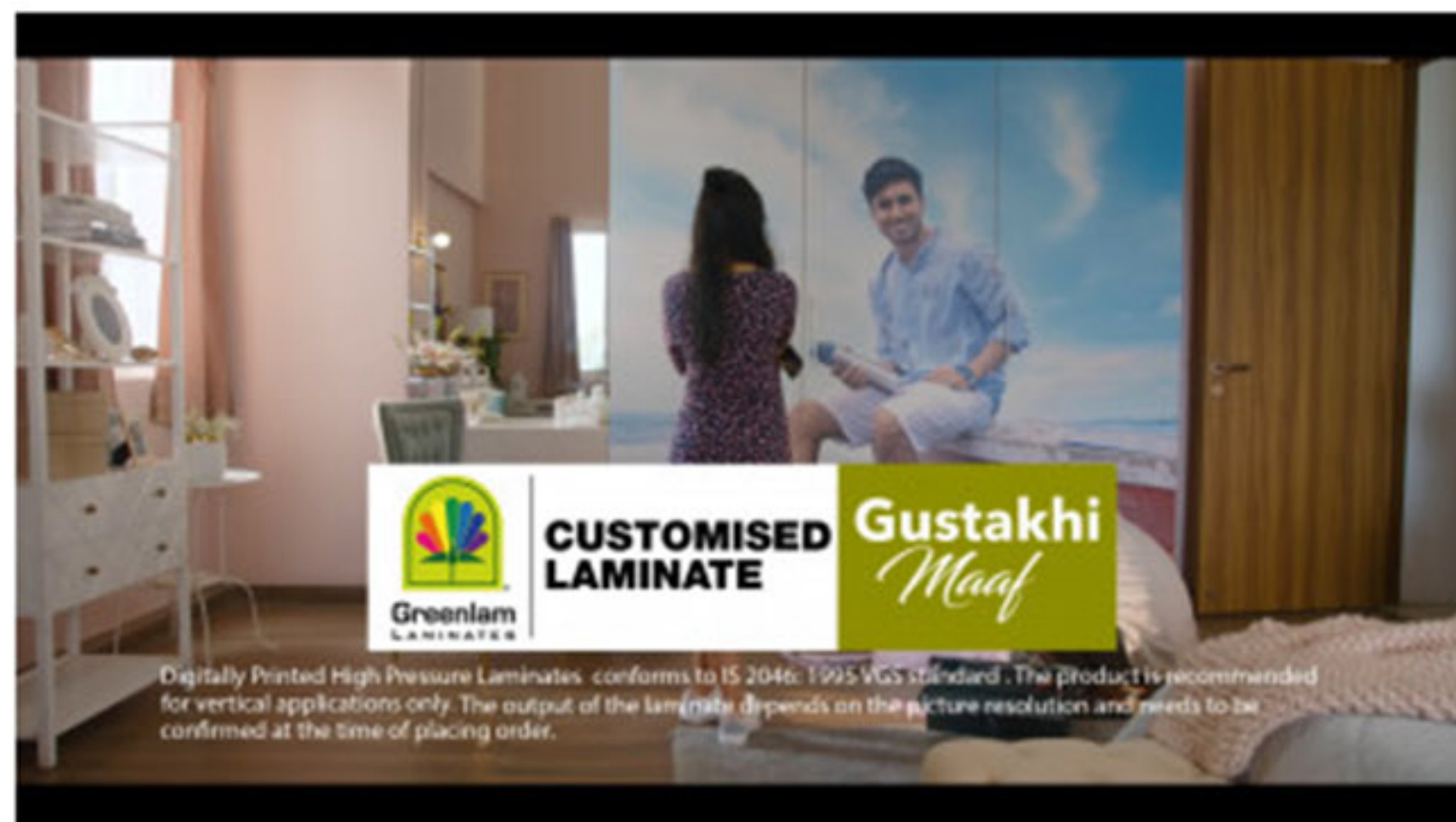


Greenlam Laminates

# Adgully

## 09 September 2021

### Greenlam Laminates says “Gustakhi maaf, Gustakhi Saaf” in latest TVC



Staying true to their mission to deliver nothing but the best to their customers, Greenlam Industries Ltd.'s flagship brand Greenlam laminates launches a new TVC to highlight the distinctive features of their HD Gloss and Customized Digital Laminates. These laminates provide innovative solutions to interiors by withstanding daily wear and tear, giving customers the opportunity to design their dream home with creativity and flexibility. The witty TVC is amplified on various digital platforms to encourage adoption of laminates, a reliable choice for unmatched aesthetic appeal and exceptional durability.

Greenlam Laminates' HD Gloss collection leverages cutting-edge technology, to produce superior quality, high-definition gloss laminate sheets that create a luxurious appeal in your interiors. The laminates are resistant to scratch, stain, scuffs, impact and heat, and have anti-microbial properties, making them the perfect surfacing solution for high traffic areas. The custom/digital laminates of high-definition print quality are hallmarks of style and elegance that embody your bespoke personality, taste and

expression. Customers have the freedom to create their own inspiring design, experiment with their interiors and transform their living spaces.

Conceptualised by renowned ad-agency Mullen Lintas, the two comical TV commercials feature characters whose “Gustakhis” are “Maaf” and “Saaf” because of Greenlam laminates' scratch-free and customizable offerings. Greenlam Laminates allow customers to express themselves freely in their spaces, and their superlative quality proves to be practical, safe and durable.

**Commenting on the launch of the TVC, Ms. Parul Mittal, Director, Greenlam Industries Ltd. said,** “The demand for low-maintenance, high quality and long-lasting home décor is growing as today's consumer lives a hectic lifestyle that does not warrant time for frequent home renovation. Greenlam Industries values our customer's needs, and their satisfaction is our priority. Hence, we have innovated these laminates that serve as a one-stop solution to all furnishing needs, excelling in poise and performance. With these relatable commercials, we highlighted the relevance of premium laminates in easing the everyday, often humorous, hassles of life. The TVCs connected with a diverse customer base looking to decorate or revamp spaces that not only reflect their personality but can stand the test of time.”

Talking about the campaign idea, **Azazul Haque, CCO, Mullen Lintas,** said: "Our campaign objective was to build brand superiority on the back of highlighting unique benefits when buying into Greenlam Laminates. Arvind, our Senior Creative Director came up with this beautiful idea 'Gustakhi Maaf nahi Saaf!' And together Nisheeth, our Delhi Creative Head and Arvind cracked a series of films with funny situations that explain the benefits in a memorable way."

The campaign will be promoted across the brand's online channels and other offline mediums.

# LBB Online

## 09 September 2021

### Greenlam Laminates Taps Into Humour with Quirky Campaign from Mullen Lintas Delhi

Creative | 50 | Add to collection | in | | f | | |

Sharmistha Nag directs series of spots launching across the brand's online channels and other offline mediums



Greenlam Laminates, has released a multi-film campaign for its two product categories – HD Gloss & Custom laminates. Conceived by Mullen Lintas Delhi, the quirky campaign focuses on the innovative surface offerings by the category leader. Greenlam boasts of an exhaustive portfolio of products that constantly features new and exclusive colours, textures and patterns.

When it comes to advertising its products, Greenlam is famous for its humour-driven approach. In its latest campaign, the brand has used humour to communicate and highlight the key features of its latest offerings.



Commenting on the campaign, Parul Mittal, director, Greenlam Industries Ltd. said: "The demand for low-maintenance, high quality and long-lasting home décor is growing as today's consumer lives a hectic lifestyle that does not warrant time for frequent home renovation. Greenlam Industries values our customer's needs, and their satisfaction is our priority. Hence, we have innovated these laminates that serve as a one-stop solution to all furnishing needs, excelling in poise and performance. With these relatable commercials, we highlighted the relevance of premium laminates in easing the everyday, often humorous, hassles of life. The TVCs connected with a diverse customer base looking to decorate or revamp spaces that not only reflect their personality but can stand the test of time."



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# Media Info Line

## 09 September 2021

### Greenlam Laminates Says Gustakhi Maaf, Gustakhi Saaf



By **Madhushree Chakrabarty**  
Sep 09, 2021, 15:35 Pm



**Greenlam Industries Ltd.**'s flagship brand Greenlam laminates launches a new TVC, staying true to its mission to deliver nothing but the best to its customers. The TVC highlights the distinctive features of their HD Gloss and Customized Digital Laminates.

Greenlam Laminate's HD Gloss collection **leverages cutting-edge technology**, to produce high-definition, superior quality gloss laminate sheets that create a luxurious appeal in your interiors.

The two comical TV commercials have been conceptualised by the renowned ad agency Mullen Lintas. The commercial features characters whose "Gustakhis" are "Maaf" and "Saaf" because of Greenlam laminates' scratch-free and customizable offerings. Greenlam Laminates allow customers to express themselves freely in their spaces, and their superlative quality proves to be practical, safe and durable.

**Commenting on the launch of the TVC, Ms Parul Mittal, Director, Greenlam Industries Ltd. said,** *"The demand for low-maintenance, high quality and long-lasting home décor is growing as today's consumer lives a hectic lifestyle that does not warrant time for frequent home renovation. Greenlam Industries values our customer's needs, and their satisfaction is our priority. Hence, we have innovated these laminates that serve as a one-stop solution to all furnishing needs, excelling in poise and performance. With these relatable commercials, we highlighted the relevance of premium laminates in easing the everyday, often humorous, hassles of life. The TVCs connected with a diverse customer base looking to decorate or revamp spaces that not only reflect their personality but can*

# MediaNews4u

## 10 September 2021

### Greenlam Laminates says “Gustakhi maaf, Gustakhi Saaf” with HD Gloss and Customized Laminates in latest TVC

by **Editorial** — September 10, 2021 in Brand Stories, Featured 2 min read



New Delhi: Staying true to their mission to deliver nothing but the best to their customers, Greenlam Industries Ltd.’s flagship brand Greenlam laminates launches a new TVC to highlight the distinctive features of their HD Gloss and Customized Digital Laminates. These laminates provide innovative solutions to interiors by withstanding daily wear and tear, giving customers the opportunity to design their dream home with creativity and flexibility. The witty TVC is amplified on various digital platforms to encourage the adoption of laminates, a reliable choice for unmatched aesthetic appeal and exceptional durability.

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Azazul Haque

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The campaign will be promoted across the brand’s online channels and other offline mediums.

**HD Gloss:**



**Customized Laminates:**



# Exchange4Media

## 10 September 2021

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