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Stores

Greenlam Strengthens Retail Footprint with Gurgaon Launch for Designer Surfaces



BY - Indian Retailer Bureau

Sub Editor

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Greenlam Industries has inaugurated Mikasa Shoppe, Decowood Sales at 346/2, Sikanderpur Market, M.G. Road, Gurgaon, adding a design-led destination for veneers, engineered wood floors, and premium laminates to serve the Delhi NCR trade and homeowner audience. The exclusive showroom extends direct access to Mikasa Decowood Veneers, Mikasa Floors, and the Greenlam Lexus 1.50 mm fluted laminate collection, bringing specification, sampling, and purchase closer to architects, interior designers, and retail buyers in a dense catchment. *The format builds on Greenlam's recent rollout of brand-led display centers across key cities to tighten engagement with the design community and accelerate category education at the point of sale.*

Mikasa Decowood Veneers, formerly branded Decowood, features extensive natural, engineered, and teak veneer assortments sourced globally to address diverse interior styles, while maintaining the tactile authenticity valued in premium millwork and cabinetry applications. Mikasa Floors showcases real wood flooring built on a three-layer engineered construction with European technology and the PlankLOC system for stability and easy installation, alongside design breadth and long-term warranties cited across brand communications. Complementing wood, the Greenlam Lexus 1.50 mm fluted laminate range offers sculpted, fluted textures for vertical applications where impact resistance, maintenance ease, and aesthetic depth are required in hospitality and residential projects.

Saurabh Mittal, MD and CEO, Greenlam Industries Limited, and was graced by the presence of channel partners, customers, and industry associates. Mittal remarked, *"We are excited to launch Mikasa Shoppe Decowood Sales in Gurgaon. This is yet another milestone for the brand in strengthening our retail footprint and engaging directly with the design community. This space is crafted to spark creativity while providing a hands-on experience with our premium products that seamlessly blend elegance and functionality."*

The store is framed as both an inspiration hub and a transaction-ready outlet to shorten the journey from selection to specification and purchase. *Positioned at a central Gurgaon location with strong connectivity, the showroom aims to streamline sampling, technical guidance, and after-sales support for projects, reinforcing Greenlam's commitment to design-led and sustainable surfacing solutions.*

By consolidating veneers, engineered flooring, and advanced laminates in a single environment, the brand simplifies comparative evaluation and cross-category upsell opportunities for trade partners and retail consumers. The move aligns with Greenlam's broader strategy to expand physical touchpoints where finish, texture, and installation systems can be experienced before purchase, critical factors in premium surface selection and project specifications.

Construction World



INTERIORS

Greenlam Industries Opens New Showroom in Gurgaon

03 Sep 2025 2 Min Read CW Team

Greenlam Industries, a global leader in integrated substrate and surface solutions, has officially opened the Mikasa Shoppe – Decowood Sales in Gurgaon. Located at 346/2 Sikanderpur Market, M.G. Road, this exclusive showroom reinforces Greenlam's commitment to bringing its world-class surface solutions closer to customers in the Delhi NCR region.

With this new addition, Greenlam strengthens its expansive retail footprint of over 500 Shoppes and Studios across its brands in India, making premium surfacing solutions more accessible nationwide.

A Curated Collection of Premium Products

Visitors to the exclusive showroom will find a carefully curated selection of Greenlam's most coveted products:

- **Mikasa Decowood Veneers:** Formerly known as Decowood Veneer, this is India's leading real wood veneer brand. It offers a vast selection of exotic wood species sourced globally, with a wide array of natural, engineered, and teak veneers to suit diverse interior styles.
- **Mikasa Floors:** This real wood flooring collection is crafted using advanced European technology. It features a robust three-layer construction and the revolutionary PlankLOC technology for exceptional stability, a wide range of designs, up to a 30-year warranty, and sustainable sourcing.
- **Greenlam Lexus 1.50 mm Fluted Laminate Collection:** This collection offers a distinct design language with elegant fluted textures that perfectly bridge aesthetics and practical surface performance.
- More than just a retail destination, Decowood Sales is designed as a space where luxury meets durability. It aims to inspire architects, interior designers, and homeowners by offering both functional excellence and aesthetic versatility.

An Unwavering Commitment to Design

The showroom was inaugurated by Mr. Saurabh Mittal, Managing Director and CEO of Greenlam Industries Limited, with channel partners, customers, and industry associates in attendance.

Speaking at the event, Mr Mittal remarked, "We are excited to launch Mikasa Shoppe – Decowood Sales in Gurgaon. This is another milestone for the brand in strengthening our retail footprint and engaging directly with the design community. This space is crafted to spark creativity while providing a hands-on experience with our premium products that seamlessly blend elegance and functionality."

Also present at the launch was Mr. M P Raja Prasad, Country Sales Head – Decorative Wood & Allied at Greenlam Industries. Guests were given the opportunity to explore the showroom's premium offerings, reinforcing Greenlam's vision of expanding its reach across India with design-led, sustainable surfacing solutions.

With the launch of the Mikasa Shoppe in Gurgaon, Greenlam Industries continues to redefine how India experiences premium surfaces to create spaces that inspire.

APN News

Greenlam Industries inaugurates Mikasa Shoppe – Decowood Sales in Gurgaon; strengthening its network of 500+ Shoppes & Studios across India

by NS — September 3, 2025 in Industry 0

Gurgaon : Greenlam Industries, a global leader in integrated substrate and surface solutions, proudly announces the inauguration of Mikasa Shoppe – Decowood Sales in Gurgaon. Located at 346/2 Sikanderpur Market, M.G. Road, Gurgaon, this exclusive showroom reinforces Greenlam's commitment to bringing world-class surface solutions closer to customers in the Delhi NCR region. With this addition, Greenlam strengthens its expansive retail footprint of 500+ Shoppes & Studios across its brands in India, making premium surfacing solutions more accessible nationwide.

At this exclusive showroom, visitors will encounter a carefully curated selection of Greenlam's most coveted offerings, including Mikasa Decowood Veneers, Mikasa Floors, and the striking Greenlam Lexus 1.50 mm fluted laminate collection. Mikasa Decowood Veneers, formerly Decowood Veneer, is India's leading real wood veneer brand, offering a vast selection of exotic wood species sourced globally. Its impressive array of natural, engineered, and teak veneers caters to diverse interior styling needs. The new showroom will also showcase the real wood flooring collection by Mikasa Floors, crafted using advanced European technology. Featuring a robust three-layer construction and the revolutionary PlankLOC™ technology for exceptional stability, these floors offer a wide range of designs, up to a 30-year warranty, and sustainable sourcing. Finally, the showroom will also present the Greenlam Lexus 1.50 mm fluted laminate collection, delivering a distinct design language with elegant fluted textures that perfectly bridge aesthetics and practical surface performance.

More than just a retail destination, Decowood Sales is designed as a space where luxury meets durability. It aims to inspire architects, interior designers, and homeowners by offering both functional excellence and aesthetic versatility.

The showroom was inaugurated by Mr. Saurabh Mittal, Managing Director & CEO, Greenlam Industries Limited, and was graced by the presence of channel partners, customers, and industry associates. Speaking on the occasion, Mr. Mittal remarked, "We are excited to launch Mikasa Shoppe – Decowood Sales in Gurgaon. This is yet another milestone for the brand in strengthening our retail footprint and engaging directly with the design community. This space is crafted to spark creativity while providing a hands-on experience with our premium products that seamlessly blend elegance and functionality."

Also present at the launch was Mr. M P Raja Prasad, Country Sales Head – Decorative Wood & Allied at Greenlam Industries, alongside valued channel partners and customers. They were given the opportunity to explore the showroom's premium offerings, reinforcing Greenlam's vision of expanding its reach across India with design-led, sustainable surfacing solutions.

With the launch of Mikasa Shoppe – Decowood Sales in Gurgaon, Greenlam Industries continues to redefine the way India experiences premium surfaces to create spaces that inspire.

About Greenlam Industries

Greenlam Industries Limited ranks among the top three laminate manufacturers globally and is a leading player in integrated substrate and surface solutions. Serving customers in over 120 countries, Greenlam is synonymous with innovation, sustainability, and quality.

With five advanced manufacturing facilities across India, Greenlam Industries maintains a strong commitment to environmental responsibility and sustainable practices. Its products include decorative laminates & compacts, exterior clads, restroom cubicles & locker solutions, decorative veneers, engineered wood flooring & doors, plywood and pre-laminated chipboards, all backed by global product, manufacturing & sustainability certifications.