



**SAURABH MITTAL,** Managing Director and Chief Executive Officer, Greenlam Industries Ltd shares insights with Sandeep Sharma about his organization, mission, objectives and core competencies, surfacing solutions, prominent projects/installations, key performance indicators of Greenlam Sturdo solutions, expansion plans, and about the technology being used to manufacture Greenlam products. Edited excerpts...

## GREENLAM INDUSTRIES LTD

► **Tell us about your organization, mission, objectives and core competencies?**

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. We offer end to end surfacing solutions to customers with the varied range of product offerings, which consist of Laminates, Compacts, Interior & Exterior Cladding Solutions, and Restroom & Locker solutions, Decorative Veneer, Engineered Wooden Floors and Engineered Wooden Doors.

Our manufacturing units based at Behror, Rajasthan & Nalagarh, Himachal Pradesh are best in class, using the latest technologies along with R&D centers to deliver unparalleled products to our customers. As the largest producer of Laminates in Asia, Greenlam has managed to stay ahead due to its robust strategies of product innovation, design, marketing, distribution and efficient manufacturing. We offer a vast portfolio which includes Laminates, Compact Laminates, Decorative Veneers, Engineered Wood Floor and Doors & Door sets, making us a one-stop solution in the industry.

Greenlam also boasts of the largest and widest distribution network of over 14,000 distributors, dealers and retailers across the country. In the international market, the company is present in over 100 countries with its own marketing and distribution setup in 13 countries. With 18% share in the organized domestic market, Greenlam is the largest laminate player in the country. We, at Greenlam Industries Limited, remain dedicated towards raising the bar of excellence in all our brand & product and offerings with a valued experience of over 2 decades; we remain the most trusted choice for Architects and the discerning consumers alike.

► **What kind of surfacing solutions do you offer to the real estate and infrastructure sectors?**

Greenlam Industries has a vast portfolio of products that are designed to transform and beautify your spaces and can be used in real estate and infrastructure sectors too.

For instance, Greenlam Laminates can be used as a surfacing product for wardrobes, table tops, cabinets, kitchen shutters or to highlight a certain wall as a wall application. While Mikasa Floors are used in both commercial and residential areas, Mikasa Doors find their application in interiors and can be used as your front door as well.

Premium Decowood Veneers make for a perfect solution for high-end and statement furniture pieces. They bring sophistication to your space making it look classy and upscale. Similarly, Exterior Cladding allows you to decorate the exteriors of your home, office and entry gates and make for an ideal solution for facades.

► **Could you share with us details about your prominent projects, installations, and clientele?**

Some of our most innovative cladding projects have been Hotel Sarvana Bhavan in Chennai, Andhra Pradesh Industrial Infrastructure Corporation, Command Control Center in Vijaywada, the NHAI's Highway Nest which is ongoing for pan India among many other projects.



Greenlam Sturdo Classique Versatile



Greenlam Sturdo Classique Wings



Greenlam Sturdo Vibrance Elegance



Decowood Jagged Smoked Sapele



For Greenlam Laminates, some of the noteworthy projects will be Mont Blanc Galleria at Delhi Emporium, Godrej Properties and Vitane Pharma in Thane. Along with this, Greenlam Sturdo has been used in Trillium Mall in Nagpur, Gilda Educational Complex in Nanded, Blue Splash Waterpark in Puri, Mussoorie International School and Wyenberg Allen School in Mussoorie. Our Mikasa premium engineered wood flooring is excessively used in high-end residential and retail stores.

► **How far the key performance indicators of Greenlam Sturdo solutions score over your competition?**

Greenlam's Sturdo is an incredible assortment of restroom products, comprising of aesthetically designed Restroom Cubicles, specially adapted Hand Holds for physically disabled and impressive Privy Divider Panels which are extensively used for commercial applications and in public areas.

This also includes lockers solutions, which gives rise to a whole new generation of locker rooms. A world of ultra-modern and exceptionally smart storage solutions, these are made using path-breaking Anti-Bacterial Greenlam Compact laminates.

The exceptional quality that Greenlam Sturdo has is installation in just 24 hours with excellent hygiene properties. Greenlam Sturdo is highly resistant to wear and tear and ideal for heavy-duty use. While these are easy to maintain, they are scratch, acid, alkali, corrosion and discoloration-resistant.

► **Do you have any investment plans to expand your manufacturing base and supply chain in India?**

We have recently announced an expansion in our manufacturing capacity. Greenlam Laminates will now manufacture additional 1.6 million laminate sheets per annum. While the expanded capacity is expected to be operationalized within a period of 9 months, the cost of this brownfield expansion would be approximately Rs. 25 crore.

► **Could you brief us about the technology being used in your manufacturing process? What kind of research and development do you undertake to provide sustainable solutions?**

Greenlam has always ensured that superior quality products are available to you. Innovative technology and creative solution have been Greenlam's guiding principle since day one. Since we have a vast product line; we have different technologies for different products.

Mikasa from the house of Greenlam Industries comes with PlankLoc technology which lets the planks fit together without the application of any kind of adhesive. Greenlam Industries also provides revolutionary cladding solutions for exterior surface under the brand name of Greenlam Clads. These clad come with unmatched GLE technology that makes them fade-resistant, weather-proof and fire-resistant.

For Greenlam laminates, synchronized embossing is a new technique that helps us add a dramatic level of realism to your laminates. This innovative pressing technology makes the laminates looks like real wood. Similarly, engineered under indigenous technology, Greenlam Sturdo, an incredible assortment of restroom products, perform exceptionally even in heavy traffic areas, under high moisture and high humid conditions. Its unique product composition makes it suitable for Indian climatic conditions where toughness, performance and strong visual appeal become essential.