

GREEN AGE

Newsletter June - August, 2018



INDIA'S LARGEST WOOD PANEL MANUFACTURER

Dear Friends,

This is an exciting time for us. We have recently rebranded our Engineered Panel Division as GREENPANEL. The rebranding signifies all the improvements we have made to our products and services in the recent years. In other words, we are redefining our commitment to innovation in the wood panelling industry.

This continuing evolution has built a franchise whose value would increase by the day. In fact, it is more about our customers, than it is about us! Our new identity reflects change, growth and a brighter tomorrow for GREENPANEL as well as for our entire community. It fortifies our commitment to provide even more value to all our stakeholders.

The re-branding exercise was followed with the commercial commissioning of the company's MDF production facility at Chittoor in Andhra Pradesh. The Chittoor plant, being Asia's largest MDF manufacturing plant, not only consolidates our leadership in the wood panelling industry, but also significantly improves the logistics by ensuring that orders to South India are supplied in shorter time spans. With the staggering additional

production capacity of 3,60,000 CBM of the new MDF plant coupled with the existing production capacity of 1,80,000 CBM generated by the Rudrapur MDF plant, GREENPANEL has become India's largest wood panel manufacturer.

We have amplified the visibility of the new brand GREENPANEL through signages and in-shop visuals at the point-of-purchase. Moreover, we have advertised in all the leading trade magazines to reach out to Architects and Interior Designers. We also had a press launch in which we revealed the new logo to the media.

We look forward to your continued support in the exciting journey ahead.



Mr. Shobhan Mittal - Jt. MD & CEO

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GREEN PANELMAX & GREEN FLOORMAX
ARE **NOW GREENPANEL**

With a new brand and vision, we are opening up endless possibilities
in the wood panel industry.

MDF | Wood Floors | Plywood | Veneers | Doors

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Greenpanel commences MDF Production in Andhra Pradesh



Greenpanel MDF production got underway at the new Andhra Pradesh plant recently with the first MDF board being rolled out. The largest MDF plant in Asia has started commercial production to cater to domestic as well as international customers.



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MADE
WITH THE BEST OF
EUROPEAN TECHNOLOGY

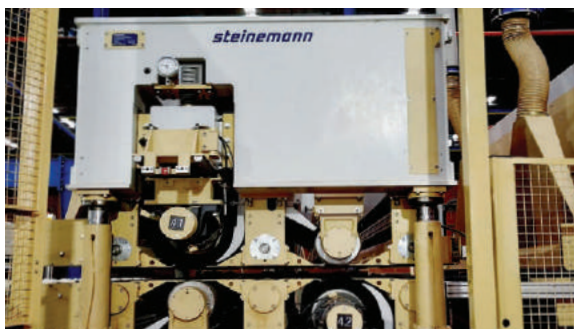


DIEFFENBACHER PRESS



GRECON STENOGRAPH

The new plant in Andhra Pradesh is equipped with state-of-the-art European machinery to manufacture the best MDF for the discerning customer. With the plant commencing commercial production, it will entail huge benefits specifically to the dealer and customers in South & West India.



STEINEMANN SUPERFINISHER



GRECON DIEFFENSOR



STEINEMANN 14 HEAD SANDING MACHINE



VALMET CHIP WASHER

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— New — **Launch**

**Move Over Plywood,
GREENPANEL Club Grade HDF
is here!**

The latest offering is an extremely strong Heavy Duty Water Resistant Board and the perfect substitute for Plywood and first choice for application in moisture-prone areas like kitchen and bathroom.

Made from High-density Fibre, these boards are anti-fungal and borer resistant too, making them the obvious choice when it comes to doing the interiors of your house.

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 GREENPANEL™
— CLUB GRADE HDF —

Water
Resistant

== PRESENTING ==

GREENPANEL CLUB GRADE HDF - HEAVY DUTY WATER RESISTANT BOARDS

Greenpanel HDF board is your perfect substitute for plywood and first choice for application in moisture-prone areas like kitchen and bathroom. Made from High-density Fibre, these boards are anti-fungal and borer resistant too, making them the first choice when it comes to doing the interiors of your house.

HD

HIGH
DENSITY



WATER
RESISTANT



EXTRA
STRONG



TERMITE, BORER &
FUNGUS RESISTANT



FIBRE INTERLOCKING
TECHNOLOGY



GERMAN
TECHNOLOGY



HOMOGENEOUS
CONSTRUCTION

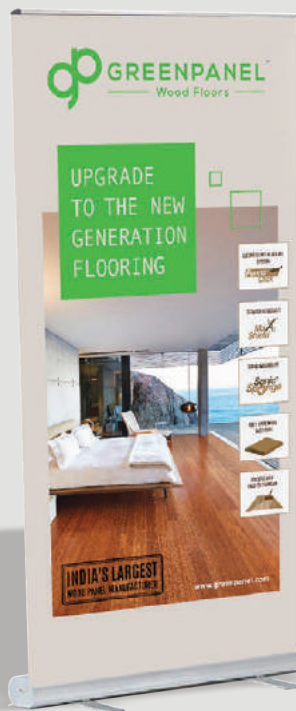
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Creating Brand Awareness

Carpenter meets and Retail activities are a regular feature of the Greenpanel marketing plan. Collaterals with the new branding have been created for increasing the visibility of the new brand during the course of such marketing activities.



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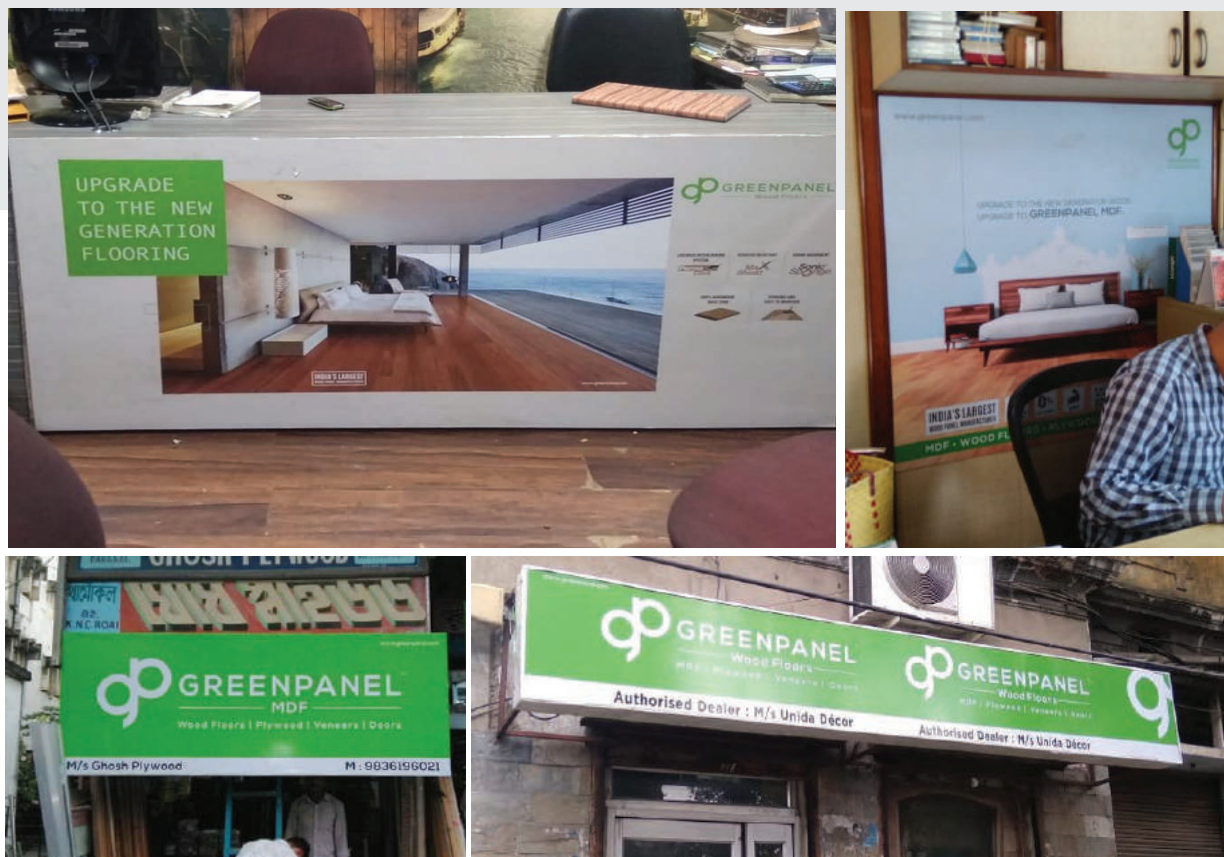
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New Brand identity across outlets

The new brand identity is being established across the channel partner outlets through attractive signages and in-shop visuals.



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The signages were seamlessly rolled out marking the brand change-over. The visibility at the point-of-sale will help us to gradually build a relationship with the end-consumers and help us to stand out from the competition.



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Greenpanel Dealer Kits



Greenpanel products are marketed and distributed through robust network of over 3,000 dealers across the country. Dealer kits were sent out to all the channel partners to reinforce the new brand in addition to the signages and the in shop branding that has been done at the dealer outlets.



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New Digital Identity

The new website (www.greenpanel.com) represents the new brand identity and establishes Greenpanel as the leader in the product categories that it operates in. The new website is extremely functional and user-friendly with very well planned information architecture. Moreover, the new website is compatible across different platforms.



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Social Media Campaigns

The campaign in the various social platforms have helped us to create visibility of our brands in the digital eco-system and reach our target audience effectively.



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— New — **RETAIL** **MDF Campaign**

The new Retail MDF campaign which is the first major campaign after re-branding, aims to establish GREENPANEL MDF as the go-to brand and conveys the benefits of GREENPANEL MDF over Local Plywood. The campaign creatives have been designed in the regional languages to effectively reach out to the target audience across the country.

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नए ज़माने
का Wood अपनाइए,
GREENPANEL
MDF लाइए.



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0%
LATEX CONTENT



MDF • WOOD FLOORS • PLYWOOD • VENEERS • DOORS



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MDF

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STRONG

0%

LATEX CONTENT



TERMITE, BORER &
FUNGUS RESISTANT



FIBRE INTERLOCKING
TECHNOLOGY



HOMOGENEOUS
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www.greenpanel.com

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Brand GREENPANEL in popular trade magazines.

Apart from building the visibility of the GREENPANEL brand through signages and in-shop visuals at the point-of-purchase, we are also aggressively promoting GREENPANEL across trade magazines and journals.

India Today Home, Indian Architect & Builder, CW Interior, Ply Gazette, Ply World, Architect & Interior India are some of the leading magazines in which we have advertised to reach out to our core audience Architects and Interior Designers.



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Carpenter Guru 2.0, Mobile App Launched in key markets.



Carpenter Guru mobile app, the first-of-its-kind social initiative for the carpenters was launched on Monday, 11th June through an on-ground event at Kirti Nagar,

New Delhi. The event was organized at the heart of the largest furniture market in Asia and saw carpenters attending it in large numbers. Mr. Yogesh Arora (President - Sales and Marketing, Greenply Industries Limited), Mr. Vikas Marwaha (National Head - Sales - MDF & Flooring, Greenply Industries Limited) along with Mr. Amit Oberoi (Head- Marketing, Greenply Industries Limited) and Ms. Sukriti from the foundation, unveiled the Carpenter Guru mobile app in front of a packed house, consisting of carpenters and contractors, who joined in for the event.

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The Carpenters and Contractors who attended the event at Kirti Nagar were trained about the Carpenter Guru mobile app after getting them to download the app from the play store. Moreover, they were engaged through an interactive session that was conducted during the course of the event to teach them the various tools that are present in the app. The response was extremely overwhelming as more than 150 carpenters and contractors attended the event despite the oppressive heat and the fact that a large number of carpenters were fasting on account of Ramdaan.

The launch in Delhi was followed by events in Bhopal and Kolkata in the same month. In Bhopal the event took place on 28th June near Chawani Furniture Market which saw 100 carpenters coming together to download and learn about the Carpenter Guru app. The Q & A headed by was instrumental in resolving the queries of the Carpenters related to the app in the presence of Mr. Pankaj Narang (Zonal Head- West, Greenply Industries Limited) and Mr. Amjad Hussain Naqvi (Branch Manager- Bhopal, Greenply Industries Limited).

The event in Kolkata was conducted in the Andul Market on 3rd July in which 150 carpenters and contractors actively participated. Mr. Debsaday Kundu (Zonal Head- East, Greenply Industries Limited) and Mr. Rajnish Raushan (Branch Manager- Kolkata, Greenply Industries Limited) addressed the carpenters who were delighted to use the app in the local language.



Spotlight

We would like to take this platform to talk about some of our eminent trade partners and thank them for their continued patronage.



Nandi Glass and Ply of Bangalore is one of the oldest stockists of our MDF business. They have been in the business from 1992 and have been a glass and plywood dealer. They have been performing consistently and contributing significantly to the Greenpanel MDF business in Bangalore.



Sapthagiri Panel Board is one of the stockists who have been associated with our MDF business in Bangalore from the beginning. They have a strong presence in the retail segment and have played a major role in seeding our Pre-laminated MDF range in this market, hence contributing to the growth of the value added product. With their continuous growth along with the Greenpanel MDF, they have now set up their second firm in the outskirts of Bangalore. The three partners associated with Sapthagiri Panel Board have performed consistently and contributed equally to the business.

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GT and Company from Jabalpur have been our direct dealer of Greenpanel MDF since 2016. They have been working with us for the last two years, and have supported us in promoting the brand in the region.



Shilpi Plywood of Rewa have been one of our leading dealers of Greenpanel MDF in the region. They deal in MDF, Plywood and Laminates and have been in the business since 1951. They have been associated with us for the last 6 years. They have a good network of contractors, Retailers and Furniture makers.

Testimonial



I want to rephrase the old saying "Where there is a will, there is a way." However if you have a product like GREENPANEL MDF, then you have an infinite wood panel application. The company with the new brand logo defines the infinite opportunities in wood panel industries.

First of all I would like to congratulate the entire GREENPANEL family for setting up Asia's largest MDF Plant in South India and making India proud. I would especially like to thank all staff members taking care of the plants and responsible for logistics as they are responsible for smooth delivery of the product. Innovation and creativity make GREENPANEL the market leader.

Mr. Romy, Eknoor Decowood - Udaipur

We have been in the plywood business since 2 decades and have been associated with the brand since the time of start of its operations in Kerala. We are happy because we have witnessed the progress and growth of the company and our business. Company has been supportive. Now we are even more optimistic because of the new plant in Sri Kalahasti. The new branding is very refreshing and we were able to convince our customers regarding change of branding without much difficulty. We look forward to the same support and introduction of new and innovative products.

Mr. Chandran, Kudakkada Plywood - Kollam



We are thankful that we have been given the opportunity to work as a channel partner for GREENPANEL. It's a good experience dealing with the company. The best part that we like about GREENPANEL is that they have policies which are uniform for everyone.

R K Sharma, Plywood Galaxy - Mohali

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Partner Testimonials



We have been associated with GREENPANEL MDF since the last three years. The GREENPANEL MDF Mumbai team has been a pleasure to work with over the years. Their enthusiasm and commitment to produce quality work on time has given us great confidence in their abilities. They have consistently done well and have contributed significantly to the growth of our business. We are highly honoured and happy to work with such a great team of enthusiastic people. Moreover their sale team has helped us a lot. It has been an honour to be associated with GREENPANEL MDF brand.

Manish Kothari, Super Plywood - Mumbai

We are in the building material trade, dealing with Steel, Cement, Paints, Plywood, Laminates and MDF for more than 5 decades. Since inception, we are dealing with the MDF produced by Greenply.

We are very happy with the product quality and policy of the company. With the new plant close to us, we expect our business to grow further due to faster supplies. With the change in Logo and Brand, we are able to see the seamlessly switchover to GREENPANEL.

We wish all the best to GREENPANEL and its team members, who are very supportive to us. Expecting more new products in the range.

Subramaniam P, M/s Mekhala Traders, Trivandrum



It's a great pleasure for me to work with GREENPANEL. I feel proud as I was an employee of Greenply in 2012. I worked as an Area Sales Manager. The hard-working team of GREENPANEL is extremely inspiring and have a hunger for growth which is a great thing for success. I wish to have a long association with GREENPANEL.

Rajbir Singh, Kanishka Plywoods - Hisar

Please write to us at - info@greenpanel.com
to share your personal or professional achievements.
We will celebrate your success through "GREEN AGE"



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