

Greenply/2020-21 February 11, 2021

The Manager

BSE Limited
Department of Corporate Services
Floor 25, P. J. Towers, Dalal Street
Mumbai - 400 001
Security Code: 526797

The Manager

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Bandra (E) Mumbai - 400 051 Symbol - GREENPLY

Dear Sir/Madam,

<u>Sub: Presentation on un-audited financial results for the quarter and nine months ended</u> <u>31st December, 2020</u>

With reference to the captioned subject, please find enclosed Presentation on un-audited financial results of Greenply Industries Limited for the quarter and nine months ended 31.12.2020.

Thanking you,

Yours faithfully,
For GREENPLY INDUSTRIES LIMITED

KAUSHAL KUMAR AGARWAL COMPANY SECRETARY & VICE PRESIDENT-LEGAL

Encl.: As above



Disclaimer





Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

All industry data has been collated from various industry sources and market reports. The said data is believed to have a reasonable level of accuracy.

Greenply Industries Limited (GIL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Contents

Business Overview

Financial Highlights: Consolidated & Standalone

Financial Results

Chairman & MD's comments

Shareholding Pattern

Company Overview

Growth Outlook

Manufacturing Facilities

Our Brands

Marketing / Activation

Brand Activation - Digital



Business Overview



- ► Business progressing towards being Future Ready
- Improving demand environment, continuing initiatives across sales, marketing and operations functions translate to performance reverting to close to pre Covid levels
- > Thrust on enhancing operating efficiencies, strengthening branding and sales and improving all round financial metrics continues
- > Sustained focus on reducing overheads and making operations more efficient reflected in higher Gross and EBITDA margins
- Improved working capital cycle and financial management enables Greenply India to be net debt free. Net working capital days lower on both a standalone and consolidated basis

Financial Highlights – Q3 FY 2021



Consolidated Net Sales down by 1.6% YoY to Rs. 339.2 crore

Standalone Net Sales down by 3.0% YoY to Rs. 308.9 crore Consolidated Gross margins up by 92 bps YoY to 41.9%

Standalone Gross margins up by 283 bps YoY to 41.1%

Consolidated EBITDA margins up by 119 bps YoY to 12.8%

Standalone EBITDA margins up by 173 bps YoY to 12.8%

Consolidated PAT is at Rs. 25.0 crore vs PAT of Rs. 21.3 crore in Q3FY20

Standalone PAT is at Rs. 24.3 crore vs PAT of Rs. 18.6 crore in Q3FY20 Consolidated Debt to equity ratio is at 0.46 as on 31st December, 2020 and 0.65 as on 31st December, 2019

Standalone Debt to equity ratio is at 0.17 as on 31st December, 2020 and 0.40 as on 31st December, 2019

Financial Highlights – 9M FY 2021



Consolidated Net Sales down by 28.5% YoY to Rs. 766.0 crore

Standalone Net Sales down by 32.4% YoY to Rs. 653.4 crore Consolidated Gross margins up by 11 bps YoY to 41.8%

Standalone Gross margins up by 105 bps YoY to 40.6%

Consolidated EBITDA margins down by 213 bps YoY to 9.7%

Standalone EBITDA margins down by 205 bps YoY to 9.1%

Consolidated PAT is at Rs. 32.3 crore vs PAT of Rs. 68.8 crore in 9MFY20

Standalone PAT is at Rs. 29.1 crore vs PAT of Rs. 57.2 crore in 9MFY20 Consolidated Debt to equity ratio is at 0.46 as on 31st December, 2020 and 0.65 as on 31st December, 2019

Standalone Debt to equity ratio is at 0.17 as on 31st December, 2020 and 0.40 as on 31st December, 2019

Note: Figures for corresponding nine months are not completely comparable as factories were running at lower capacity utilization in Q1FY21

Consolidated Financial Highlights – Q3 FY 2021

Greenply

Figures in Rs crore

| | Q3 FY21 | Q3 FY20 | 7. | Q2 FY21 | |
|--------------|------------|------------|-------|------------|-------|
| Net Sales | 339.2 | 344.9 | -1.6% | 294.6 | 15.1% |
| Gross Profit | 142.0 | 141.2 | 0.6% | 116.6 | 21.8% |
| EBITDA | 43.3 | 39.9 | 8.4% | 33.5 | 29.3% |
| PBT | 33.7 | 28.6 | 17.5% | 23.0 | 46.5% |
| PAT | 25.0 | 21.3 | 17.2% | 18.6 | 34.4% |

| Key Ratios (%) | Q3 FY21 | Q3 FY20 | Q2 FY21 |
|-------------------------------|------------|------------|------------|
| Gross Margin | 41.9 | 40.9 | 39.6 |
| EBITDA Margin | 12.8 | 11.6 | 11.4 |
| EBIT Margin | 11.0 | 9.7 | 9.4 |
| Net Margin | 7.4 | 6.2 | 6.3 |
| Ad and promotions / Net Sales | 3.8 | 4.0 | 2.4 |
| Staff Cost/ Net Sales | 11.4 | 11.8 | 11.9 |
| Logistics cost / Net Sales | 5.3 | 4.4 | 4.3 |
| EPS (Rs.) | 2.04 | 1.74 | 1.51 |

Improvement in Gross Margins by 92 bps and EBITDA margins by 119 bps on YOY basis

Consolidated Financial Highlights – 9M FY 2021

Figures in Rs crore

| | 9M FY21 | 9M FY20 | |
|--------------|---------|---------|--------|
| Net Sales | 766.0 | 1072.0 | -28.5% |
| Gross Profit | 320.1 | 446.7 | -28.3% |
| EBITDA | 74.1 | 126.5 | -41.4% |
| PBT | 42.2 | 91.0 | -53.6% |
| PAT | 32.3 | 68.8 | -53.1% |



| Key Ratios (%) | 9M FY21 | 9M FY20 |
|-------------------------------|---------|---------|
| Gross Margin | 41.8 | 41.7 |
| EBITDA Margin | 9.7 | 11.8 |
| EBIT Margin | 7.5 | 10.0 |
| Net Margin | 4.2 | 6.4 |
| Ad and promotions / Net Sales | 3.1 | 3.7 |
| Staff Cost/ Net Sales | 13.8 | 11.6 |
| Logistics cost / Net Sales | 4.9 | 4.5 |
| EPS (Rs.) | 2.63 | 5.61 |

Standalone Financial Highlights – Q3 FY 2021

Greenply

Figures in Rs crore

| | Q3 FY21 | Q3 FY21 | | Q2 FY20 | |
|--------------|------------|------------|-------|------------|-------|
| Net Sales | 308.9 | 318.4 | -3.0% | 237.4 | 30.1% |
| Gross Profit | 126.9 | 121.8 | 4.2% | 94.1 | 34.9% |
| EBITDA | 39.4 | 35.1 | 12.2% | 25.1 | 57.0% |
| PBT | 33.0 | 25.9 | 27.2% | 18.7 | 76.5% |
| PAT | 24.3 | 18.6 | 30.7% | 14.3 | 69.9% |

| Key Ratios (%) | Q3 FY21 | Q3 FY20 | Q2 FY21 |
|-------------------------------|------------|------------|------------|
| Gross Margin | 41.1 | 38.2 | 39.6 |
| EBITDA Margin | 12.8 | 11.0 | 10.6 |
| EBIT Margin | 11.4 | 9.4 | 8.9 |
| Net Margin | 7.9 | 5.8 | 6.0 |
| Ad and promotions / Net Sales | 4.2 | 4.3 | 3.0 |
| Staff Cost/ Net Sales | 11.0 | 11.2 | 12.8 |
| Logistics cost / Net Sales | 5.8 | 4.8 | 5.3 |
| EPS (Rs.) | 1.98 | 1.52 | 1.16 |

More efficient operations translate into 283 bps improvement in Gross margin and 173 bps improvement in EBITDA margin on YOY basis

Standalone Financial Highlights – 9M FY 2021

Figures in Rs crore

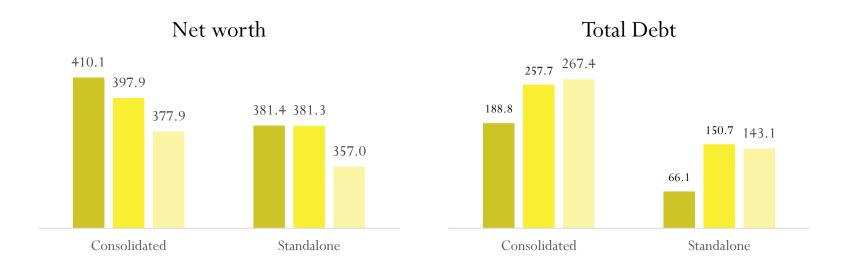
| | 9M FY21 | 9M FY20 | |
|--------------|---------|---------|--------|
| Net Sales | 653.4 | 966.7 | -32.4% |
| Gross Profit | 265.1 | 382.0 | -30.6% |
| EBITDA | 59.5 | 107.9 | -44.8% |
| PBT | 39.1 | 79.5 | -50.9% |
| PAT | 29.1 | 57.2 | -49.1% |



| Service Phone | Key Ratios (%) | 9M FY21 | 9M FY20 |
|--|-------------------------------|---------|---------|
| Tableston. | Gross Margin | 40.6 | 39.5 |
| Swing Street | EBITDA Margin | 9.1 | 11.2 |
| e diction? | EBIT Margin | 7.3 | 9.5 |
| Anthropia. | Net Margin | 4.5 | 5.9 |
| April April | Ad and promotions / Net Sales | 3.6 | 4.0 |
| 10 Care 10 Care | Staff Cost/ Net Sales | 14.1 | 11.6 |
| The County | Logistics cost / Net Sales | 5.7 | 5.0 |
| The state of the s | EPS (Rs.) | 2.37 | 4.67 |

Financial Highlights – Balance Sheet Perspective

Figures in Rs crore



Reduction in both Consolidated and Standalone debt. Greenply India net debt free as on December 31, 2020

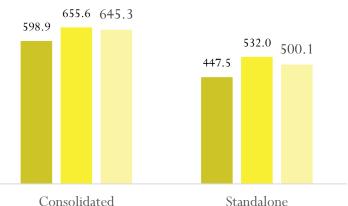




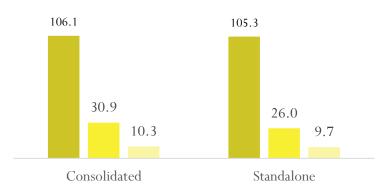
Dec'19

Mar'20

Dec'20

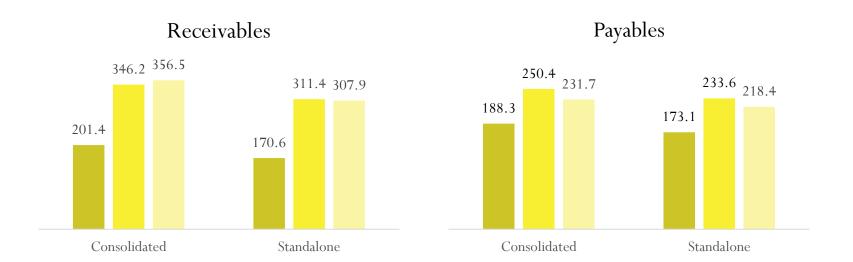


Cash & Cash equivalents/Bank balances



Financial Highlights – Balance Sheet Perspective

Figures in Rs crore



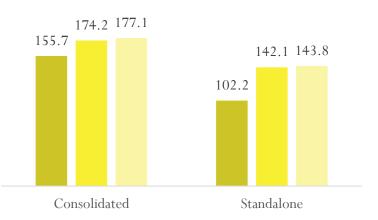
• Continuing strong collections translate to reduction in receivables



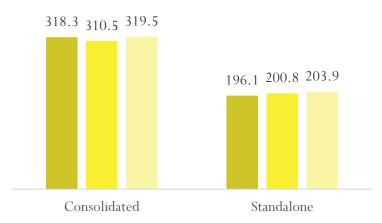
Inventories

Dec'19

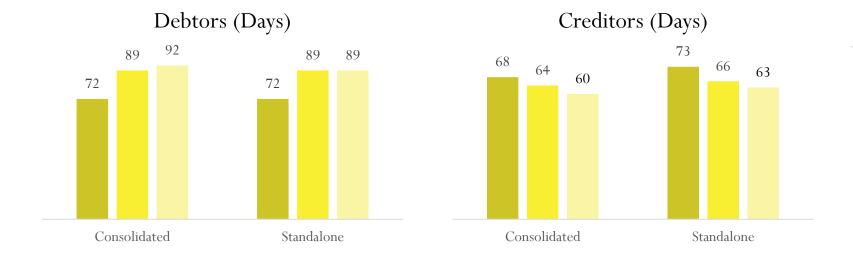
Dec'20



Fixed Assets

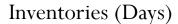


Financial Highlights - Ratios



Better working capital management leading to lower debtors, inventory and working capital days

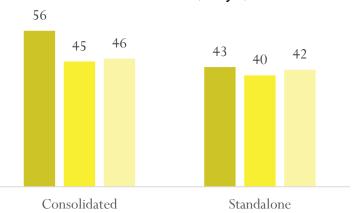




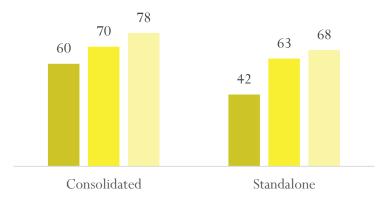
Mar'20

Dec'19

Dec'20

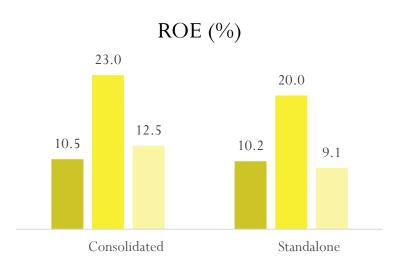


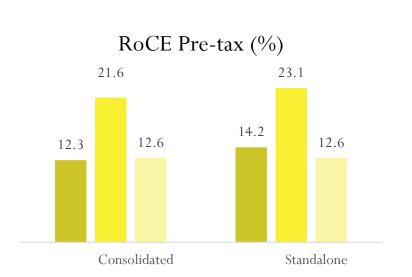
Working Capital Turnover (Days)



Financial Highlights – Ratios





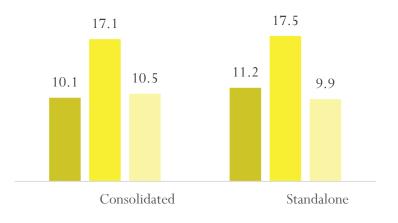


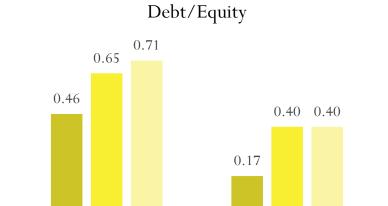
RoCE Post-tax (%)

Mar'20

Dec'19

Dec'20



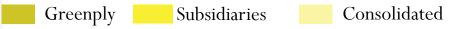


Consolidated

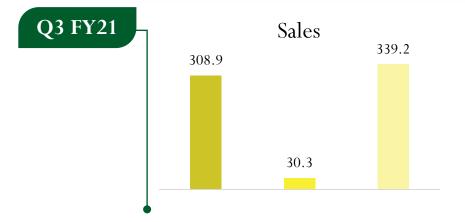
Standalone

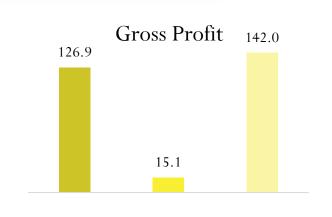
Consolidated Performance - Q3 FY 2021 v/s Q3 FY 2020

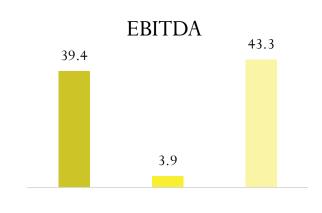




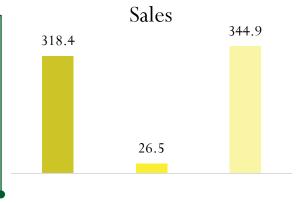
Figures in Rs crore

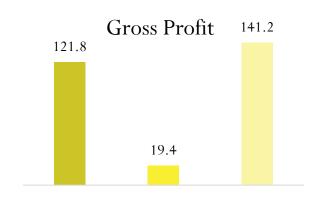


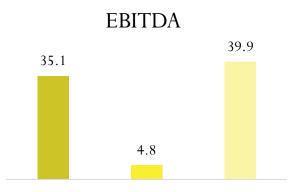






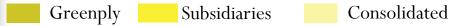




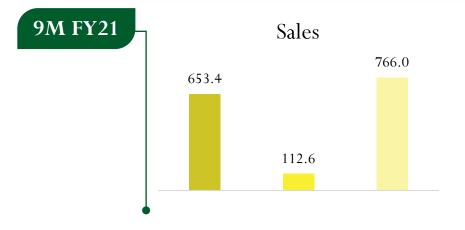


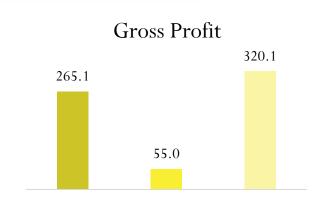
Consolidated Performance - 9M FY 2021 v/s 9M FY 2020





Figures in Rs crore

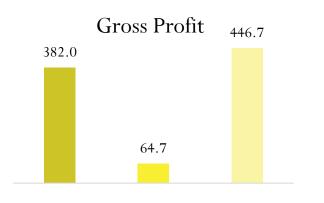


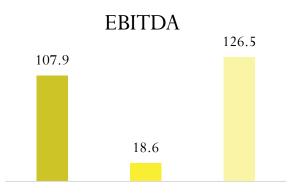












Greenply Standalone Performance



| Particulars | Q3 FY21 | Q3 FY20 | Var(%) | 9MFY21 | 9MFY20 | Var(%) |
|--------------------------------|---------|---------|--------|--------|--------|--------|
| Net sales (Rs. crore) | 308.9 | 318.4 | -3.0 | 653.4 | 966.7 | -32.4 |
| EBITDA margin (%) | 12.8 | 11.0 | | 9.1 | 11.2 | |
| EBIT margin (%) | 11.4 | 9.4 | | 7.3 | 9.5 | |
| Annual capacity (million sqm.) | 24.90 | 24.90 | | 24.90 | 24.90 | |
| Production (million sqm.) | 7.95 | 9.19 | -13.5 | 17.76 | 27.70 | -35.9 |
| Sales volume (million sqm.) | 14.00 | 14.34 | -2.4 | 29.78 | 43.07 | -30.9 |
| Utilisation (%) | 128 | 148 | | 95 | 148 | |
| Average realisation (Rs./sqm.) | 219 | 219 | 0.0 | 217.0 | 222.0 | -2.3 |





| | | | | | | (₹ in Lak |
|--|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Statement of Unaudited Consolidate | ed Financial Results | for the quarter | r and nine month | s ended 31 Dec | cember 2020 | |
| Particulars | CONS 3M31.12.2020 | CONS 3M 30.09.2020 | CONS 3M 31.12.2019 | CONS 9M 31.12.2020 | CONS 9M 31.12.2019 | CONS 12 31.03.202 |
| | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Audited |
| Income | (Chaudited) | (Chaudhed) | (Ollaudited) | (Chaudited) | (Ollaudited) | (Audite |
| a) Revenue from operations | 34,039.98 | 29,553.19 | 34,598.25 | 76,864.39 | 1,07,572.79 | 1,42,04 |
| b) Other income | 158.45 | 113.20 | 19.66 | 287.95 | 74.32 | 20 |
| Total Income | 34,198.43 | 29,666.39 | 34,617.91 | 77,152.34 | 1,07,647.11 | 1,42,24 |
| | - 1, | | 2 1,021.122 | | 2,0.,0 | |
| Expenses | | | | | | |
| a) Cost of materials consumed | 12,025.79 | 11,314.09 | 13,083.45 | 28,436.33 | 40,791.89 | 54,52 |
| b) Purchase of stock-in-trade | 7,797.40 | 5,106.46 | 8,047.68 | 15,615.10 | 21,916.27 | 29,33 |
| c) Changes in inventories of finished goods, | Í | , i | ŕ | | ŕ | |
| work-in-progress and stock-in-trade | (101.54) | 1,374.17 | (761.29) | 540.88 | (179.49) | (30 |
| d) Employee benefits expense | 3,850.58 | 3,505.88 | 4,057.84 | 10,534.89 | 12,433.77 | 16,29 |
| e) Finance costs | 364.83 | 379.18 | 485.46 | 1,291.12 | 1,529.98 | 2,07 |
| f) Depreciation and amortisation expenses | 591.68 | 566.66 | 636.43 | 1,669.69 | 1,910.41 | 2,57 |
| g) Other expenses | 6,295.43 | 5,017.97 | 6,195.72 | 14,613.84 | 20,033.24 | 26,63 |
| Total Expenses | 30,824.17 | 27,264.41 | 31,745.29 | 72,701.85 | 98,436.07 | 1,31,13 |
| | | | 22,7,12,122 | , | 20,100.01 | |
| Share of profit/(loss) of joint venture | (7.53) | (100.05) | (7.76) | (228.87) | (108.56) | (4 |
| Profit/(Loss) before exceptional items | 3,366.73 | 2,301.93 | 2,864.86 | 4,221.62 | 9,102.48 | 11,066 |
| Exceptional items | - | - | - | - | - | (4,99 |
| Profit/(Loss) before tax | 3,366.73 | 2,301.93 | 2,864.86 | 4,221.62 | 9,102.48 | 6,06 |
| Tax expense | | | | | | |
| a) Current tax | 862.98 | 150.44 | 644.75 | 1,013.42 | 2,097.32 | 1,94 |
| b) Deferred tax | 4.58 | 296.05 | 87.83 | (19.31) | 130.22 | (60 |
| Total tax expense | 867.56 | 446.49 | 732.58 | 994.11 | 2,227.54 | 1,34 |
| Net Profit/(Loss) after tax | 2,499.17 | 1,855.44 | 2,132.28 | 3,227.51 | 6,874.94 | 4,72 |
| Other Comprehensive Income / (Loss) for the period | 262.21 | 139.84 | 14.82 | 486.06 | (14.95) | 13 |
| Total Comprehensive Income for the period (8+9) | 2,761.38 | 1,995.28 | 2,147.10 | 3,713.57 | 6,859.99 | 4,86 |
| Earnings per equity share (of ₹ 1/- each) | 2.04* | 1.51* | 1.74* | 2.63* | 5.61* | - |

* Not annualised

Standalone Financial Results – P&L Q3 & 9M FY 2021



(₹ in Lakhs)

| | Statement of Unaudited Standalone Finan | cial Results for t | the quarter and | nine months ended 3 | 1 December 2 | 020 | (< in Laki |
|-----|---|--------------------|-----------------|---------------------|---|-------------|--------------------|
| | Statement of Character Statistics 111km | | | mile months chacae | 1 December 2 | | |
| | | G (TTP) 43.5 | gmp 21.5 | amp as t | G 5 5 5 | gmp 03.5 | GTTD 443.5 |
| Sr. | | STD 3M | STD 3M | STD 3M | STD 9M | STD 9M | STD 12M |
| No. | Particulars | 31.12.2020 | 30.09.2020 | 31.12.2019 | 31.12.2020 | 31.12.2019 | 31.03.2020 |
| | | | | | | | |
| | | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Unaudited) | (Audited) |
| | Income | (| (, | (= , | (= 11111111111111111111111111111111111 | (- | (|
| | a) Revenue from operations | 31,006.18 | 23,838.28 | 31,950.05 | 65,603.61 | 97,044.38 | 1,26,767. |
| | b) Other income | 224.55 | 150.85 | 100.82 | 460.06 | 307.75 | 618. |
| | Total Income | 31,230.73 | 23,989.13 | 32,050.87 | 66,063.67 | 97,352.13 | 1,27,386. |
| | Ermonaga | | | | | | |
| | Expenses a) Cost of materials consumed | 10,675.41 | 8,293.03 | 12,813.79 | 22,396.61 | 37.647.66 | 49,654. |
| | b) Purchase of stock-in-trade | 6,729.47 | 4,855.01 | 6,946.97 | 13,717.24 | 20,815.56 | 49,634. 27,714. |
| | c) Changes in inventories of finished goods, work-in-progress | 0,729.47 | 4,633.01 | 0,940.97 | 13,/1/.24 | 20,813.30 | 27,714. |
| | and stock-in-trade | 505 (0 | 1,184.95 | (96.59) | 2,721.38 | 11.94 | (256. |
| | | 795.69 | 2 0 42 02 | 2.552.50 | 0.100.46 | 11 240 21 | 14.550 |
| | d) Employee benefits expense | 3,393.24 | 3,042.82 | 3,572.78 | 9,192.46 | 11,248.21 | 14,559 |
| | e) Finance costs | 222.24 | 234.30 | 398.77 | 862.90 | 1,248.54 | 1,685 |
| | f) Depreciation and amortisation expenses | 422.29 | 401.93 | 522.54 | 1,184.12 | 1,592.35 | 2,106 |
| | g) Other expenses | 5,693.48 | 4,105.47 | 5,299.49 | 12,084.25 | 16,837.43 | 22,321 |
| | Total Expenses | 27,931.82 | 22,117.51 | 29,457.75 | 62,158.96 | 89,401.69 | 1,17,785. |
| | Profit before exceptional items and | | | | | | |
| | tax | 3,298.91 | 1,871.62 | 2,593.12 | 3,904.71 | 7,950.44 | 9,601 |
| | Exceptional items | | | | | | (4,997. |
| | • | - | - | | - | - | ` ` |
| | Profit before tax | 3,298.91 | 1,871.62 | 2,593.12 | 3,904.71 | 7,950.44 | 4,604 |
| | Tax expense | | | | | | |
| | a) Current tax | 862.98 | 150.44 | 644.75 | 1,013.42 | 2,097.32 | 1,945 |
| | b) Deferred tax | 4.58 | 296.05 | 87.83 | (19.31) | 130.22 | (601 |
| | Total tax expense | 867.56 | 446.49 | 732.58 | 994.11 | 2,227.54 | 1,344 |
| | | | | | | _,, | |
| | Net Profit/(Loss) After Tax | 2,431.35 | 1,425.13 | 1,860.54 | 2,910.60 | 5,722.90 | 3,259 |
| | | | | | | | |
| | Other Comprehensive Income/(Loss) for the period | 48.22 | (7.49) | (133.25) | 25.02 | (134.75) | (106 |
| | 2 2 period | | | | | | |
| | | 2,479.57 | 1,417.64 | 1,727.29 | 2,935.62 | 5,588.15 | 3,152 |
| | Total Comprehensive Income for the period | , , , , , , , | , ., | | , | | - , |
| | Earnings per equity share (of ₹ 1/- each) | 1.98* | 1.16* | 1.52* | 2.37* | 4.67* | 2. |

* Not annualised





"Commenting on the performance for Q3FY2021, Mr. Rajesh Mittal, Chairman & Managing Director, Greenply Industries Ltd. said,

"An improving demand environment combined with a slew of initiatives being taken across all our functions is translating to Greenply becoming a far more agile and efficient Company in line with our philosophy of being Future Ready.

Our efforts continue towards enhancing the scale and quality of our business while delivering profitable growth.

We look forward to continued progressive performance."

Shareholding Pattern



December 2020

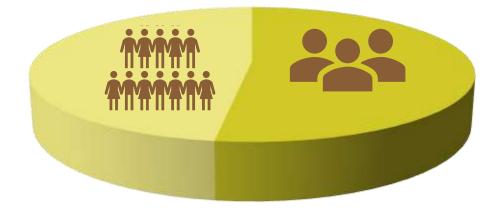
December 2019

47.80%

52.20%

<u>Public</u>

<u>Promoter</u>

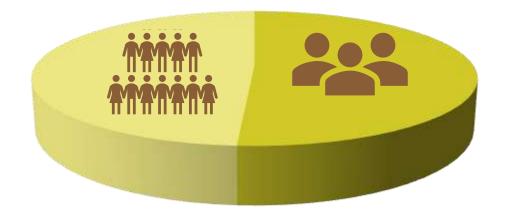


48.20%

51.80%

<u>Public</u>

<u>Promoter</u>





> CAPACITY UTILIZATION

- Plywood 95% utilization in 9MFY2021
- Plywood 148% utilization in 9MFY2020

> PRODUCTION MODEL

 Plywood – Moving towards an asset light set-up by increasing outsourcing in Premium & midsegment

RAW MATERIAL SUSTAINABILITY

- Plantation of fast growing and improved species of clonal plantations to improve quality of wood availability and plywood manufactured
- Sourcing of face veneer from own Subsidiary at Gabon

BUSINESS SEGMENTS

 Wood based products - Plywood and allied products, Face Veneer

> STRONG BRAND PRESENCE BUILT OVER 30 YEARS

- Largest pan-India player with around 26% share of organized plywood market;
- Large investments in advertisements and promotional activities over the years

> STRONG INDUSTRY POTENTIAL

- Plywood industry size Rs. 190 billion
- Strong demand drivers rising residential/ commercial construction, increasing urbanization, high disposable incomes, GST Implementation and Government Announcement regarding construction of 100 smart cities

WELL ENTRENCHED DISTRIBUTION NETWORK

- Distributors/stockists (Plywood >2200) and retailers (Plywood >6000)
- Serviced by more than 50 physical and virtual branches

> MANUFACTURING FACILITIES

- 3 state-of-the-art manufacturing facilities of Plywood & allied products in India
- One overseas manufacturing facility of face veneer through wholly owned subsidiary in Gabon
- One overseas manufacturing facility of face veneer through JV in Myanmar

Company

Overview

Growth Outlook





PRODUCT PROFILE



ADVERTISING & PROMOTIONAL SPENDS



IT INITIATIVES



DISTRIBUTION NETWORK



FINANCIAL PERFORMANCE



INDUSTRY DRIVERS

- To improve mix of plywood through increase in mix of value-added products like Green Defender, Green Gold Prima and Decorative Veneers
- Continued investments in increasing brand visibility pan-India
- Maintain Ad spends at around 3-4% of Net Sales
- ➤ Upgraded IT infrastructure implemented SAP Hana to strengthen overall supply chain
- Implemented Microsoft CRM Module
- To increase the number of distributors and retailers going forward
- Margin expected to improve post COVID-19 from FY 2022 with increase in revenue and cost rationalization measures.
- Rising demand from the real estate sector
- Increasing urbanisation, higher disposable incomes and a growing middle class

Manufacturing Facilities / Business Model







Facilities

Business Model

Plywood

| Location | Capacity (mn sqm.) |
|--------------------------|-----------------------|
| Tizit, Nagaland | 4.50 |
| Kriparampur, West Bengal | 6.00 |
| Bamanbore, Gujarat | 14.40 |
| Total Capacity | 24.90 |

60% Premium products, 40% mid & low end products in volume terms in 9M FY21

70% Premium products, 30% mid & low end products in value terms in 9M FY21

- Asset light model generating higher ROCEs
- Quality Team on vendor's site to monitor quality of inputs and ensure consistent quality of finished product

Face Veneer

| Location | Capacity (CBM) | |
|---------------------------------------|-------------------|--|
| Gabon, West Africa | 96,000* | |
| * Log (Raw Material) Peeling Capacity | | |

| Face Veneer (Finished Goods) | Q3 FY21 Qty (CBM) | Q3 FY20 Qty (CBM) | 9M FY21 Qty (CBM) | 9M FY20 Qty (CBM) |
|----------------------------------|----------------------|----------------------|----------------------|----------------------|
| Production | 9,757 | 9,333 | 28,995 | 25,675 |
| Sales Volume (External Sales) | 7,719 | 5,982 | 24,290 | 22,898 |

> Supplying to Europe, India, Middle East and South East Asia

Our Brands





























On-Ground Activity

Greenply

- ➤ Veneerscape meets were conducted Tier II & Tier III cities across India
- ➤ Primary focus on Decorative Veneers but also showcased our range of Plywood's including our zero emission Plywood, Green Doors & PVC range
- ➤ Meeting with Carpenters to explain the key product features like Zero Emission & Virashield











My Match Spot during IPL



We conducted a major campaign capitalizing on our partnership with KKR. We invited people to cheer for their favorite team and share their lucky spot on social media with #MyMatchSpot, offering them grand prizes

| Contest | #MyMatchSpot |
|-------------------------|--|
| Total Reach | 12,406,837 |
| Total Impressions | 22,899,758 |
| Total Engagements | 2,658,353 |
| Total Entries Received | 315 (Fb-73, in-206, Tw-36) |
| Total Poll Participants | 1,499 |
| Total Story Views | 54,398 |
| No. of winners | 24 (weekly contest winners), 1 (Grand prize winner) |









Spot the Shield during Durga Puja



Placing installations at major pandals during Durga Puja across the city to increase brand visibility, we asked people to spot the shield and share their selfies with it. This contest was only conducted in West Bengal

| Contest | #SpottheShield |
|------------------------|----------------|
| Total Reach | 180,576 |
| Total Impressions | 419,592 |
| Total Engagements | 146,644 |
| Total Entries Received | 10 |









Ghar Wali Diwali during Diwali

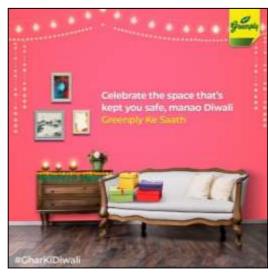


Conducted a user generated contest wherein we invited people to share their festive home décor corner during Diwali

| Contest | #GharKiDiwali |
|------------------------|--|
| Total Reach | 1,036,702 |
| Total Impressions | 1,316,928 |
| Total Engagements | 252,893 |
| Total Entries Received | 259 (FB- 133, IG-71, Tw-55) |
| Total Story Views | 1,954 |
| No. of winners | 12 (4 best entries shortlisted from each platform) |









About Greenply



Greenply Industries Limited (GIL) enjoys leadership position in plywood around 26 percent of the organized plywood market in India.

GIL has three state—of-the-art manufacturing facilities for Plywood spread across the country producing world class interior products for the domestic and global markets. The company has a presence in over 300 cities across 25 states serviced through a well-entrenched distribution network of more than 2200 dealers and authorised stockists, a retail network exceeding 6000 and more than 50 physical and virtual branches pan-India.

GIL is the preferred partner of choice for a large number of office and home builders having a comprehensive product portfolio servicing clients at every point of the price spectrum under brand names of Green Club Plus Seven Hundred, Green Club 5 Hundred, Optima G and Ecotec to name a few.

For further information, please contact:

Mukesh Agarwal – Chief Financial Officer Greenply Industries Limited

'Madgul Lounge',
23 Chetla Central

23, Chetla Central Road,

6th Floor, Kolkata – 700 027

Tel: +91 33 3051 5000

Email: mukesh.corp@greenply.com

Gavin Desa / Rishab Barar CDR, India

Tel: +91 22 6645 1237 / 1235

Email: gavin@cdr-india.com/ rishab@cdr-india.com

