



Greenply/2022-23
May 31, 2022

The Manager

BSE Limited
Department of Corporate Services
Floor 25, P. J. Towers, Dalal Street
Mumbai - 400 001
Scrip 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,

Sub: Submission of Investors presentation.

With reference to our earlier letter dated 27.05.2022 in respect of schedule of Investors Conference on 01.06.2022, please find enclosed Investors presentation for your information and record.

The same is also available on the website of the Company viz. www.greenply.com/investors

Thanking you,

Yours faithfully,

For GREENPLY INDUSTRIES LIMITED

**KAUSHAL KUMAR AGARWAL
COMPANY SECRETARY &
VICE PRESIDENT-LEGAL**

Encl.: As above

Greenply Industries Limited

'Madgul Lounge', 5th & 6th Floor, 23 Chetla Central Road, Kolkata-700027, West Bengal, India
T: +91 33 25400400, 30515000 F: +91 33 25400410, 30515010 | Toll Free : 1800-103-4050 Whatsapp : 9007755000
E : sales.ply@greenply.com Web : www.greenplyplywood.com | www.greenply.com | www.askgreenply.com
Registered Office : Makum Road, Tinsukia - 786125, Assam, India | Corporate Identity Number : L20211AS1990PLC003484



Greenply Industries Limited

INVESTOR PRESENTATION

May 2022

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.



- ❖ Industry Overview
- ❖ About Greenply
- ❖ Financial Highlights
- ❖ Marketing Activities
- ❖ HR & IT Initiatives
- ❖ ESG & CSR Initiatives

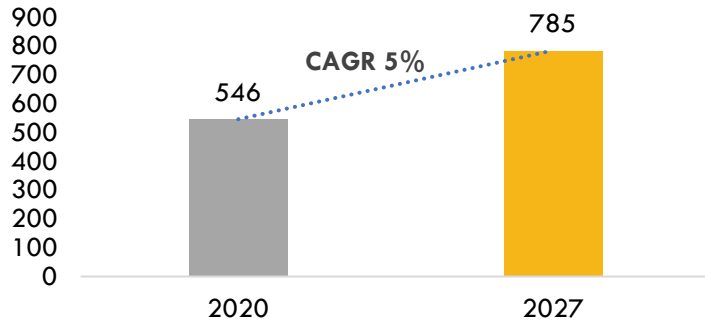
The background features a warm, golden-yellow gradient. On the left side, there is a stylized sun with multiple overlapping semi-circular layers in shades of red, orange, and yellow. Numerous yellow butterflies of various sizes are scattered across the scene, appearing to fly upwards and outwards from the sun. The bottom of the slide is a solid dark green horizontal band.

INDUSTRY OVERVIEW

Indian Furniture Industry Outlook



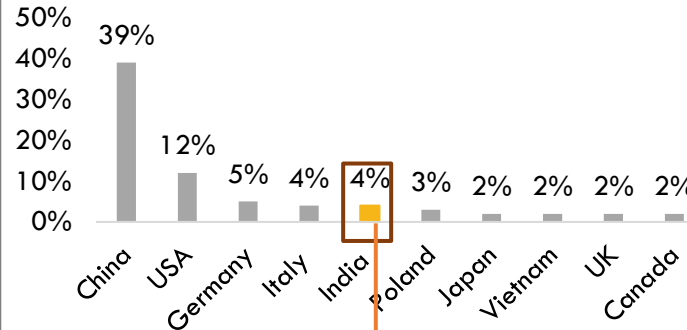
The Global Furniture Industry (in Bn USD)



Improving optimism leading to gradual recovery

Source: gminsights

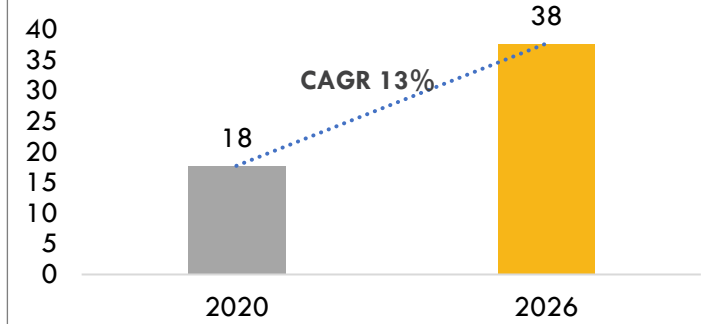
Top 10 furniture exporting countries



Significant opportunities for India

Source: www.cutthewood.com

Growing Indian Furniture Market (in Bn USD)



Outlook remains bright on the back of the sector's robust fundamentals and investment attractiveness.

Source: Businesswire

Evolution in terms of modernisation and upgradation

Reduced dependence on imports	Digitation & automation	Growing furniture OEM market
Refurbishment & renovation market	E-retailing	Growth in rural India
	Changing family structure: nuclear families spend 30% more per capita income	

India: The next global hub for furniture

- ❖ Great potential to be among the top three global players.
- ❖ The global furniture industry is a \$546 billion industry, with estimated global exports of ~21%.

Government Push

- ❖ The Department for Promotion of Industry and Internal Trade (DPIIT) scheme such as tax breaks.
- ❖ Production Linked Incentive Scheme (PLI) for furniture industry

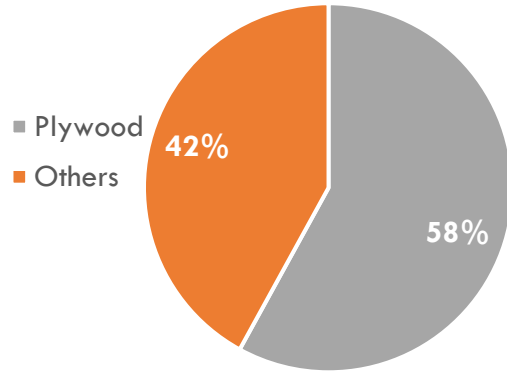
Setting up a furniture hub in Tamil Nadu-

- ❖ Rs. 500 crore furniture hub- first of its kind in the country
- ❖ Plans to set-up 35 units with an investment outlay of Rs. 4000 crore

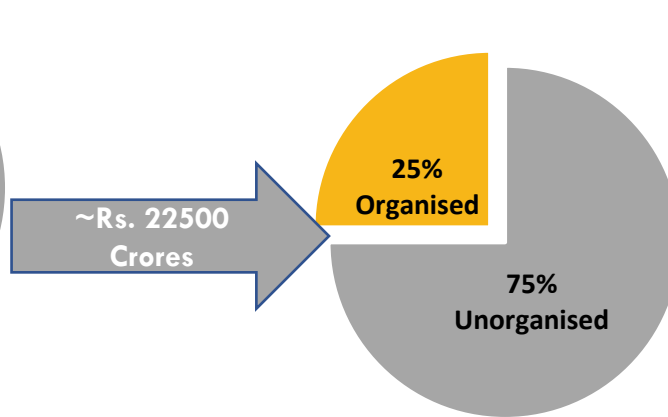
Rising industry in India

Overview

Market Size ~ Rs. 39000 Crores

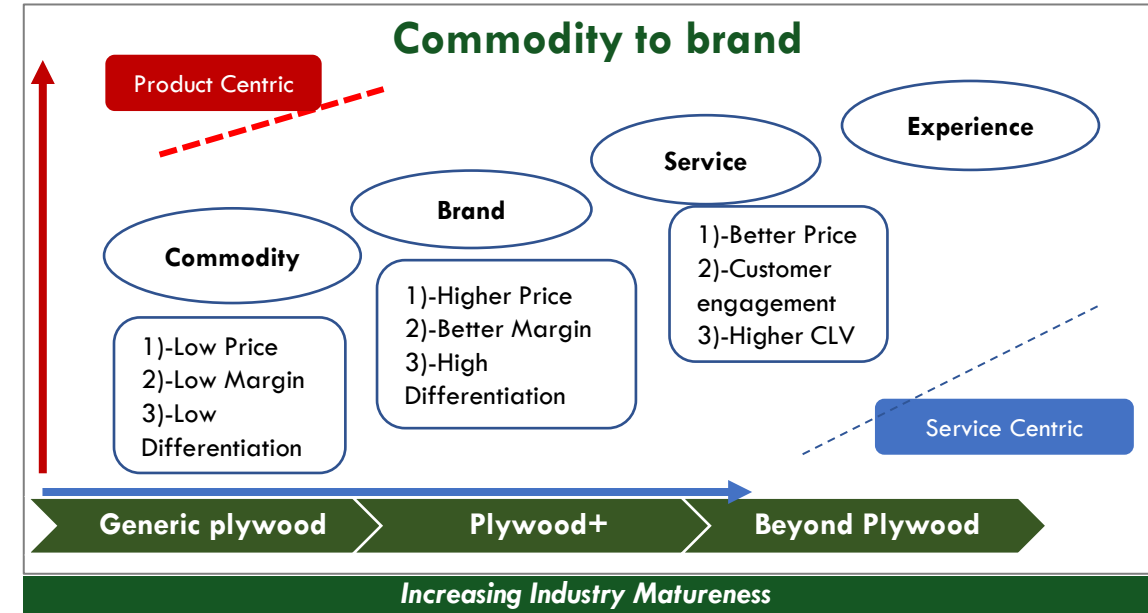


Indian Plywood Industry



Rising demand for plywood in wood panel industry making the sector more organised and lucrative

Source: Imarc 2021



Shift from Unorganized to Organised

- ❖ Consumers making more informed choices
- ❖ Improved raw material security
- ❖ Expansion in mid segment
- ❖ Regulatory changes-GST, E-way bill
- ❖ Preference for branded products
- ❖ Growing OEM segment

Challenges

- ❖ Price hike in raw material
- ❖ Transportation, logistics and supply chain management
- ❖ Cost management- receivables days
- ❖ Production loss in case of further lockdown

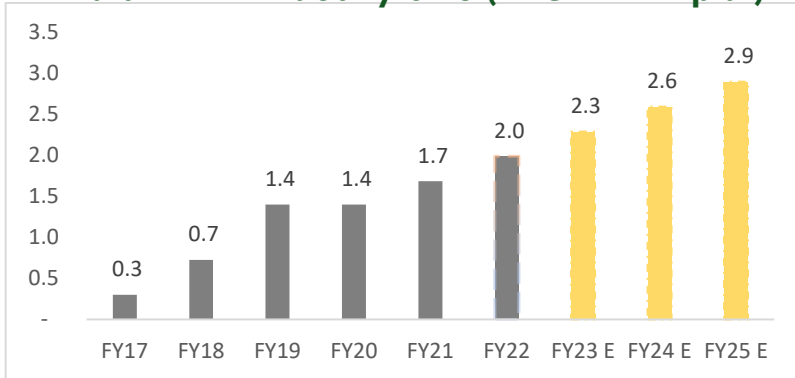
Category Transition

- ❖ Fast conversion happening towards brands .
- ❖ Regional consolidation and expanding geographies
- ❖ Cross category Expansion and newer entrants

With regulatory changes and shift in consumer buying behaviour, Industry moving towards organized and branded players

Indian MDF Industry Overview

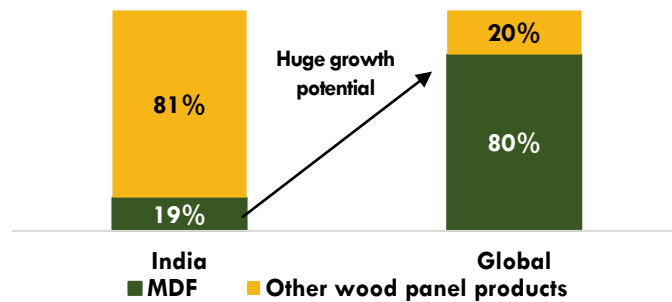
Indian MDF Industry Size (in CBM mn p.a.)



Beginning of a new era for MDF

Source: Industry estimates

Wood Panel Consumption Scenario



Huge gap in consumption Scenario vis-a-vis global benchmarks providing significant growth opportunities.

Source: Industry estimates

Products Categories

- ❖ High Density Fibreboard (HDF)
- ❖ High Density High Moisture Resistance (HDHMR)
- ❖ Exterior
- ❖ Fire resistance (FR) Grade
- ❖ Interior
- ❖ Boiled Water Resistant (BWR)

Key applications of MDF Board Products



Shoe heel boards



Toys



Cabinets



Roofing



Gift Boxes



Electronic circuit boards



Theatre set construction



Soundproofing



Blackboards /painting easels.

Increasing acceptance for non furniture products

Growing development across the globe is likely to drive the industry growth.

The background features a warm, golden-yellow gradient. On the left side, there is a stylized sun with multiple overlapping semi-circular layers in shades of red, orange, and yellow. Numerous yellow butterflies of various sizes are scattered across the scene, appearing to fly upwards and outwards from the sun. The bottom of the image is a solid dark green horizontal band.

ABOUT GREENPLY

Greenply at a glance



One of the largest
Interior
infrastructure
brands in India

35+
Years of experience
in delivering quality
plywood products

**Listed in NSE &
BSE-Rs. 2200+
crores**
Market Cap

**Wood based products -
Plywood and allied,
Face Veneer, MDF
(upcoming)**

E-0
India's first Zero
Emission plywood
launched in 2020



Rated AA-
Long term Debt
Rated A1 +
Short Term Debt
**(CARE & India
Ratings)**

2,300+
Dealer Network

1,100+
Cities Served

**Great Place
to Work**
Three times in a row
(2020, 2021 & 2022)

**India's Best
Workplace in
manufacturing**
Top 30
category-2021

A Growing & resilient organization



Our Vision

Transform every house into a home



Our Mission

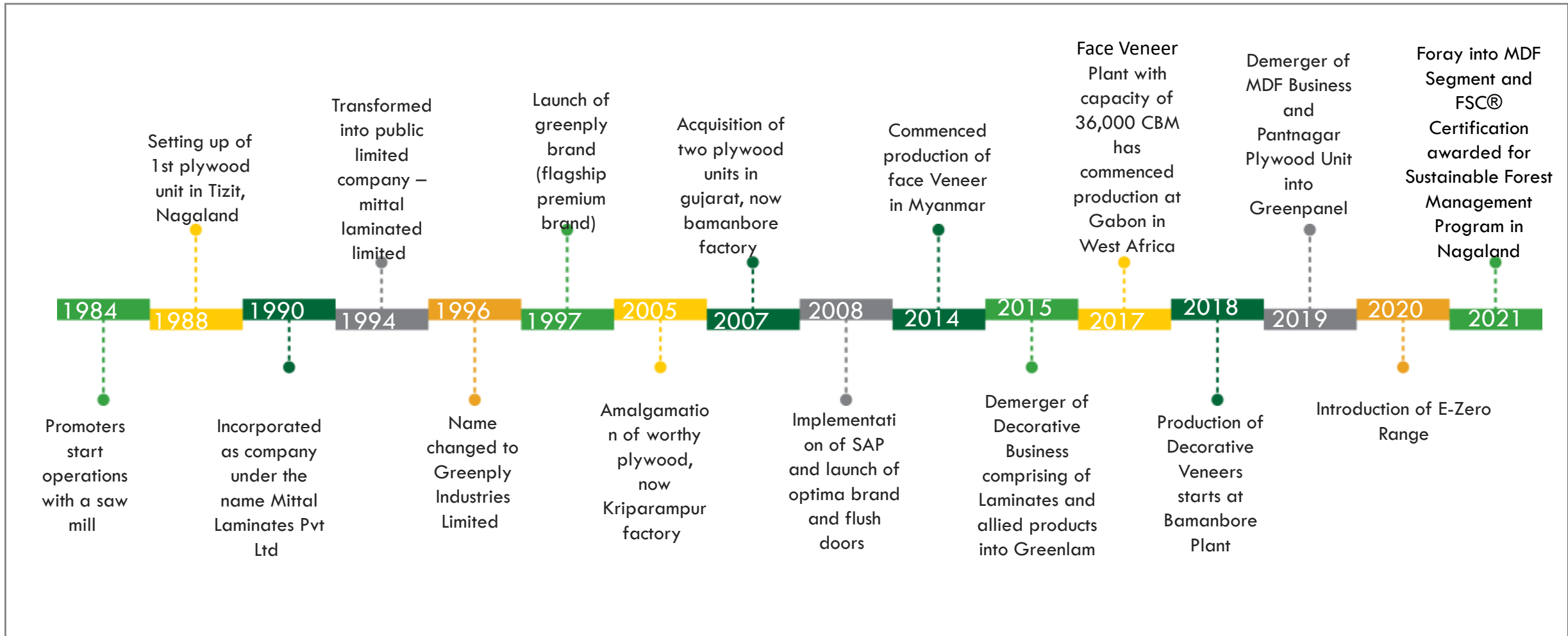
- Ensure on-time delivery of high-quality products
- Create a cordial atmosphere within the organisation
- Implement environmentally and socially considerate decisions for ourselves and the community



Our Value Drivers

- Nurturing a growth-oriented environment where passionate and skilled problem-solvers can unleash their potential
- Offering right products through a deep understanding of one's own requirements
- Adopting ground-breaking measures that reshaped the plywood industry

Milestones



...and the journey to growth continues

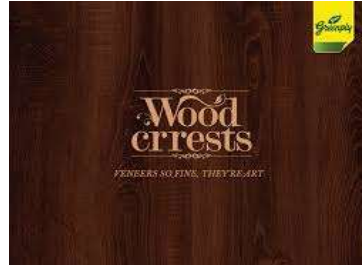
Product Portfolio



PLYWOOD,
BLOCKBOARD
& ALLIED
PRODUCTS



DECORATIVE
VENEER



PVC
PRODUCTS

FLUSH
DOORS

MEDIUM
DENSITY
FIBRE
BOARD



Maintaining brand leadership over decades

Manufacturing Excellence



Plywood & allied	Capacity (Mn SqM pa)
Kriparampur, West Bengal	11.00
Tizit, Nagaland	8.10
Bamanbore, Gujarat	15.80
Total plywood & Allied Existing Capacity	34.90

Domestic Partner (Plywood & allied)	Capacity (Mn SqM pa)
Bareilly, Uttar Pradesh	~10.00
Hapur, Uttar Pradesh (Upcoming)	7.50

Upcoming Plywood Manufacturing Location	Capacity (Mn SqM pa)
Sandila (Lucknow), Uttar Pradesh	13.50
Total Capacity after Expansion	65.9

Face Veneer Peeling Location	Capacity (CBM / pa)
Gabon, West Africa	96,000

Upcoming MDF Manufacturing Location	Capacity (CBM pa)
Vadodara, Gujarat	2,40,000



Recognized among
'India's Best Workplaces in Manufacturing 2021'
in Top 30.

Prudent investing to drive business forward

Upcoming projects

MDF Project Details

Product	Medium Density Fiber Board (MDF)-Exterior, Interior, HDHMR, BWR
Sub- categories of Products	Thin & thick, pre-lam and other value-added
Location	Vadodara Distt., Gujarat, India
Capacity	800 CBM / day
Capex	Rs 555 Crore
Revenue Potential	Rs 600 - 650 Crore p.a.
Expected Commercial Production	Q4 – FY2023

Project Status Update

Achieved financial closure

Civil construction under full swing. First Phase of machinery despatches started



Plywood Project Details

Product	Plywood and allied products
Location	Sandila Industrial Area in Hardoi, Uttar Pradesh.
Capacity Addition	13.50 million square metre p.a
Capex	Rs 113.5 Crore
Revenue Potential	Rs. 250 Crore p.a.
Expected Commercial Production	Q1 – FY2023

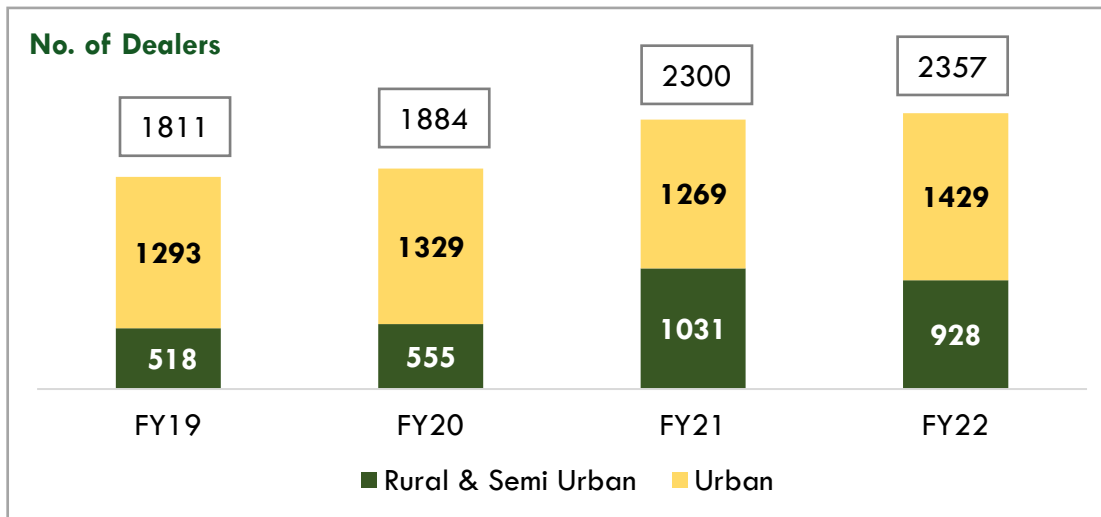
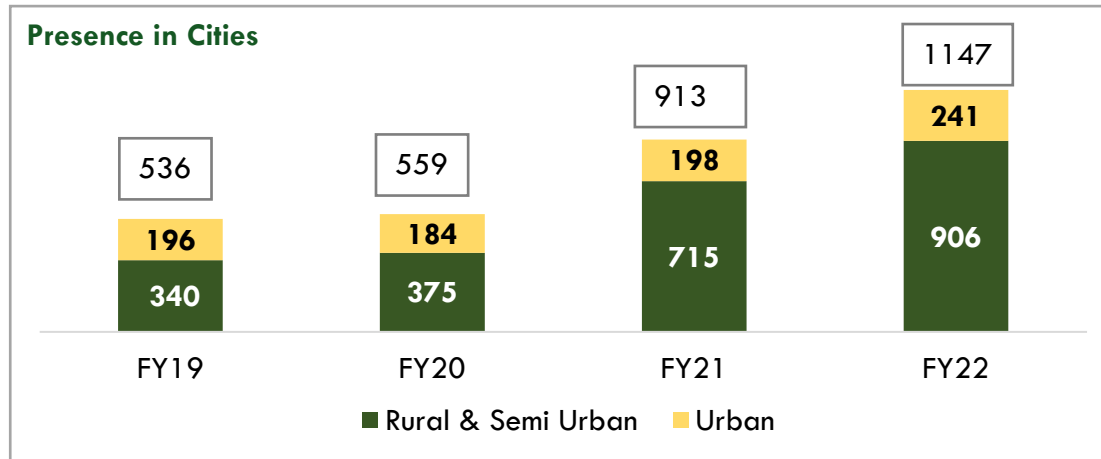
Project Status Update

Achieved financial closure

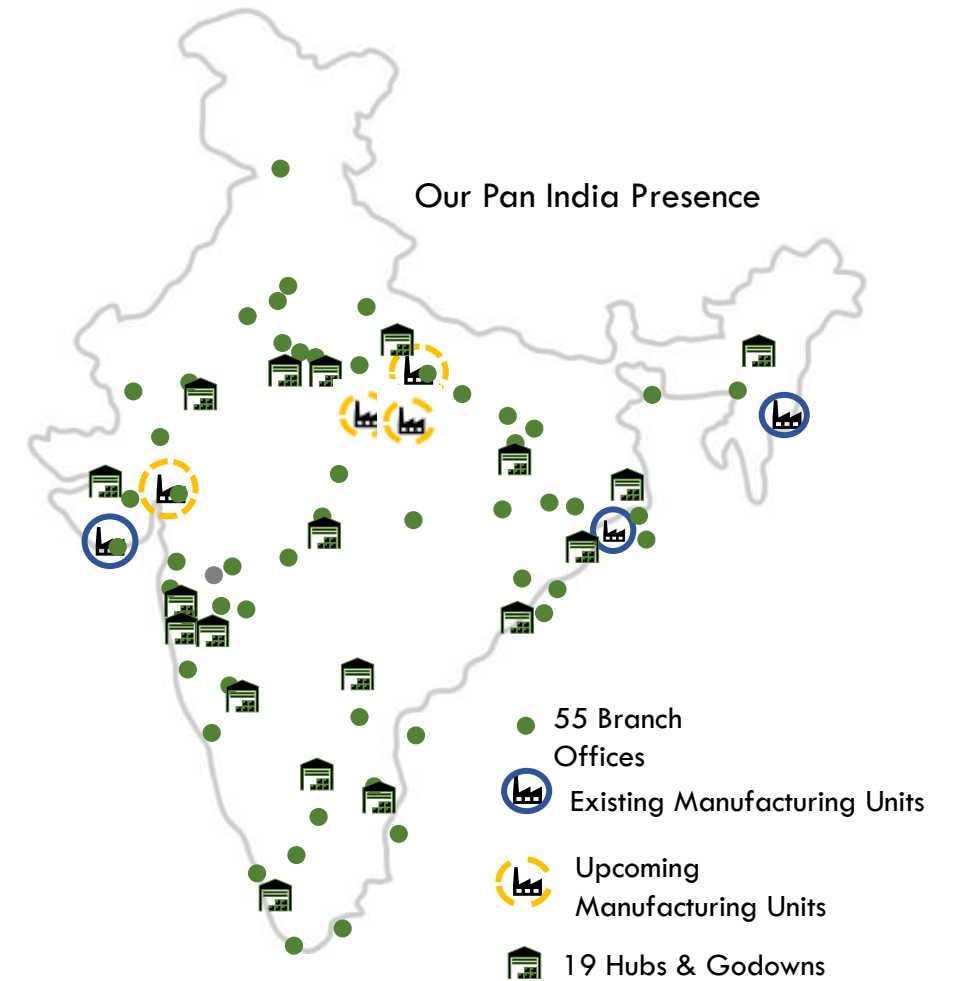
Construction completed. Commercial operations to start soon



Both the projects are on track

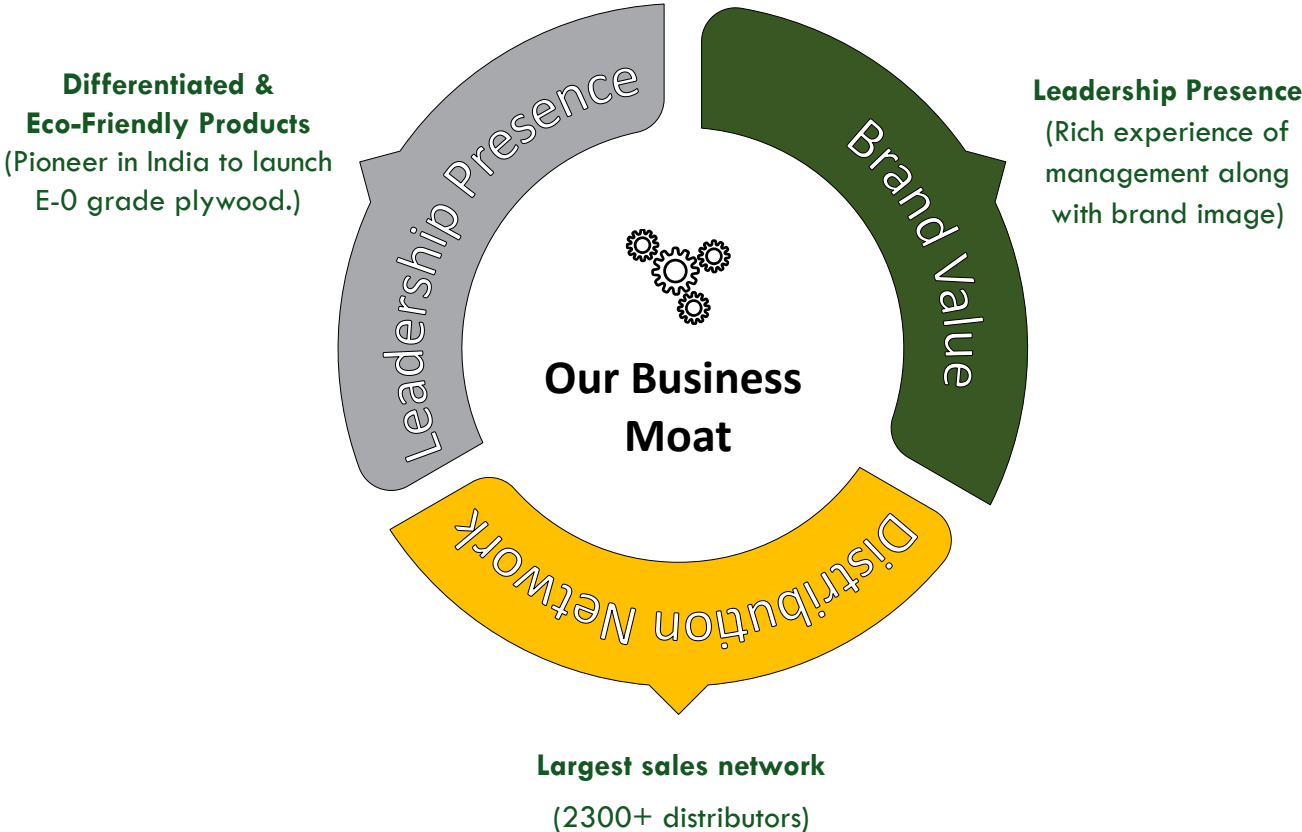


Growing Focus on Rural & Semi Urban Markets



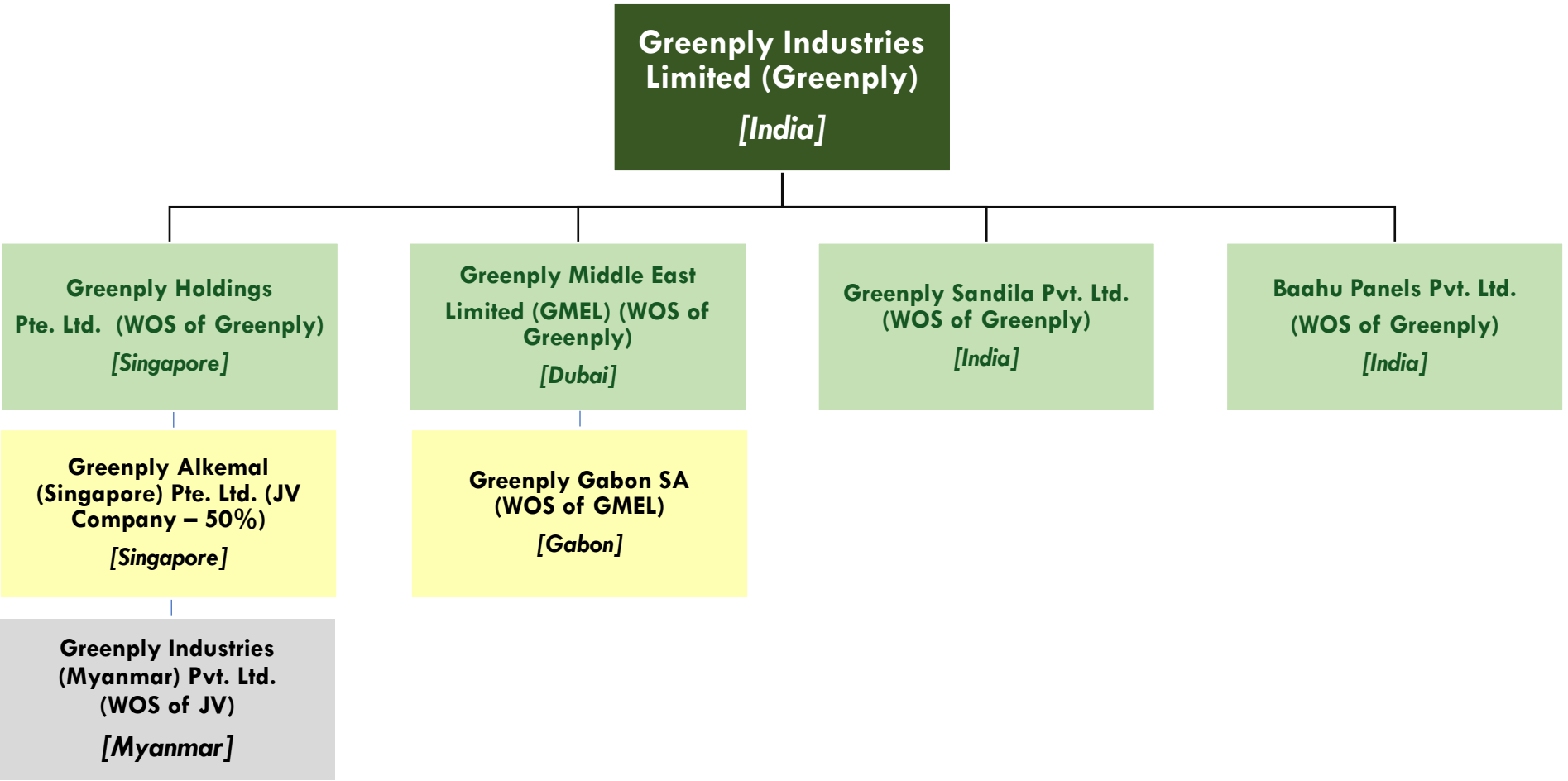
Far reaching footprints strengthening our position as a leading infrastructure brand

Core Competence-Our business moat



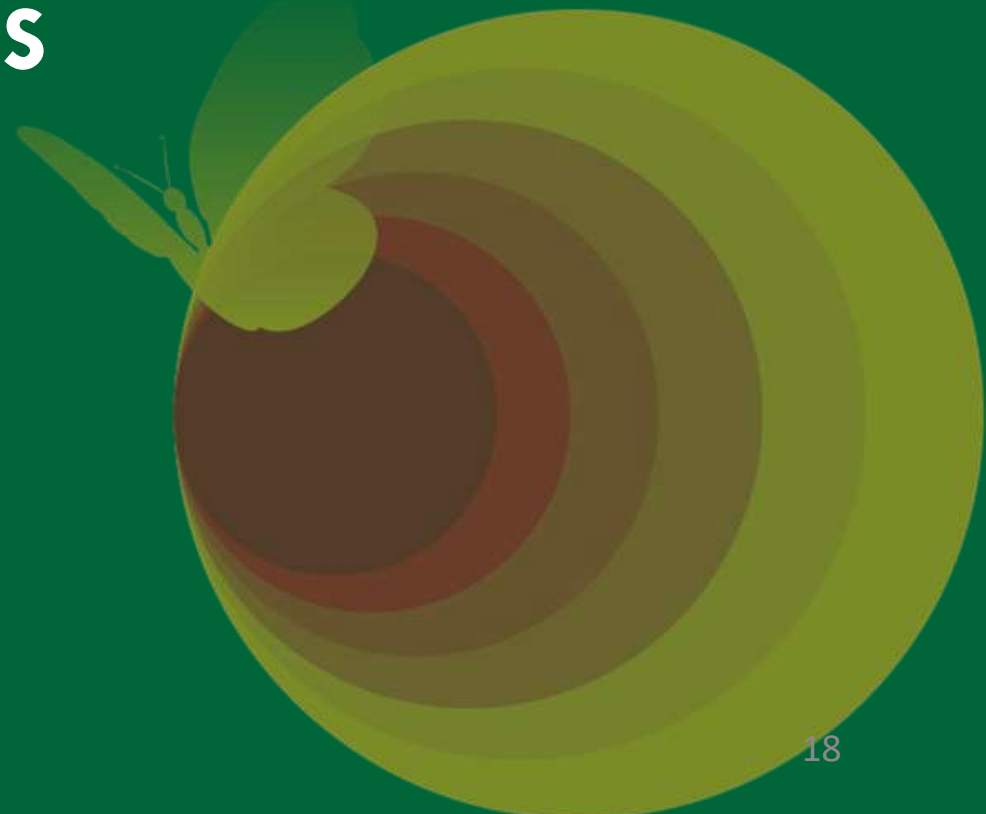
Signifying our ability to win, curate and execute strategic business

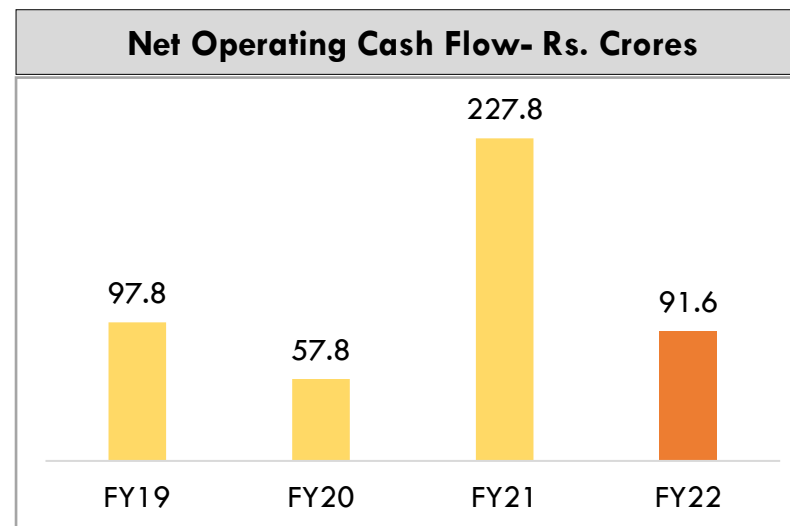
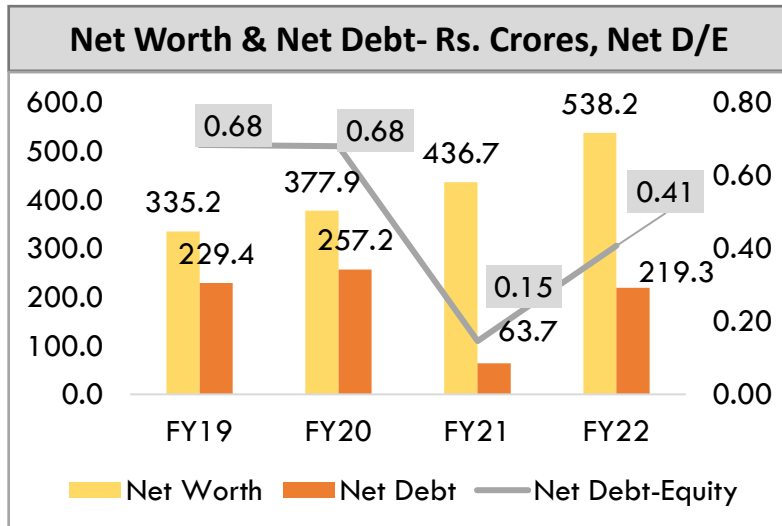
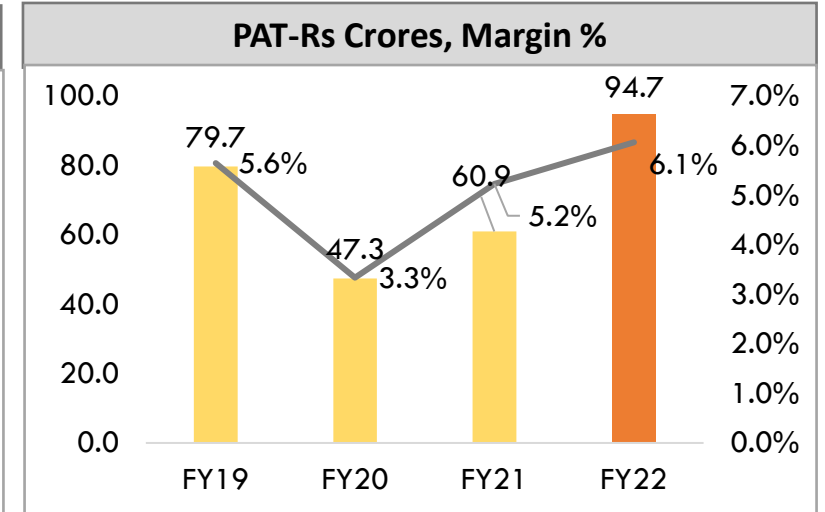
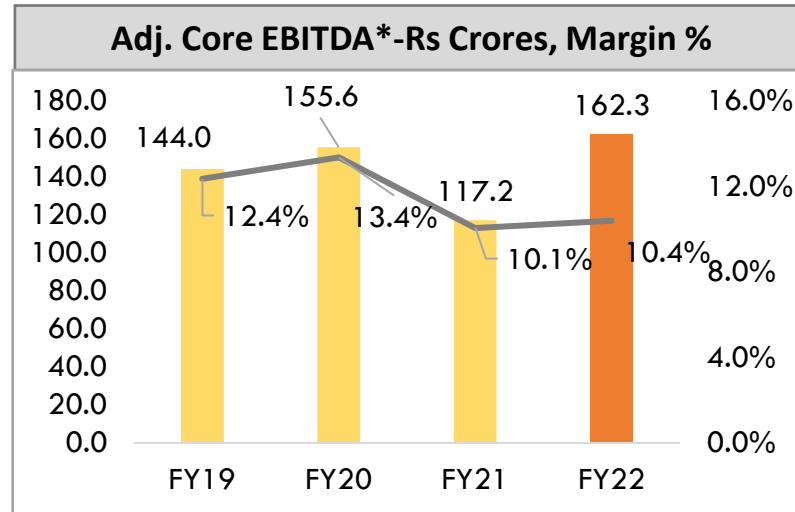
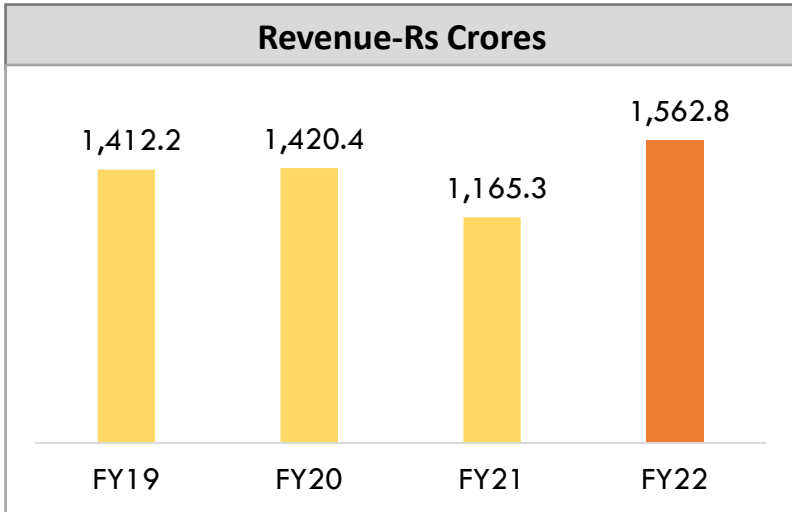
Group Companies



Increasing footprints

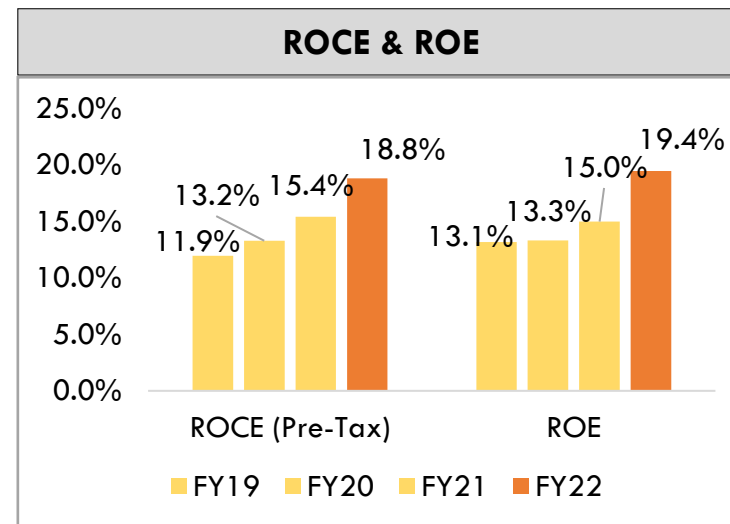
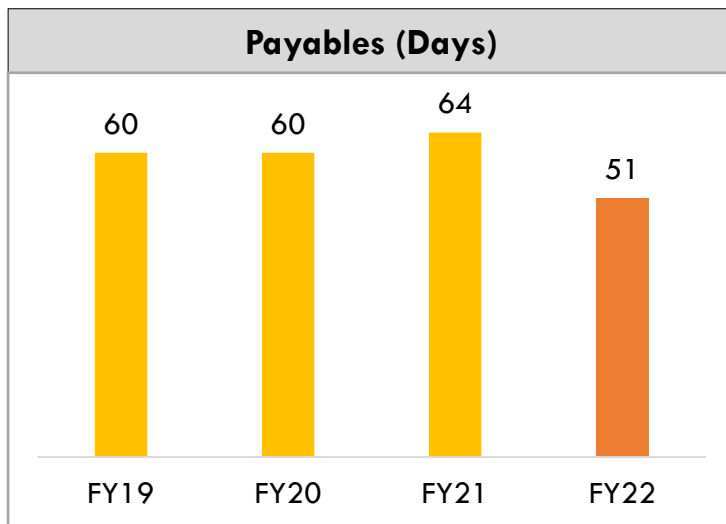
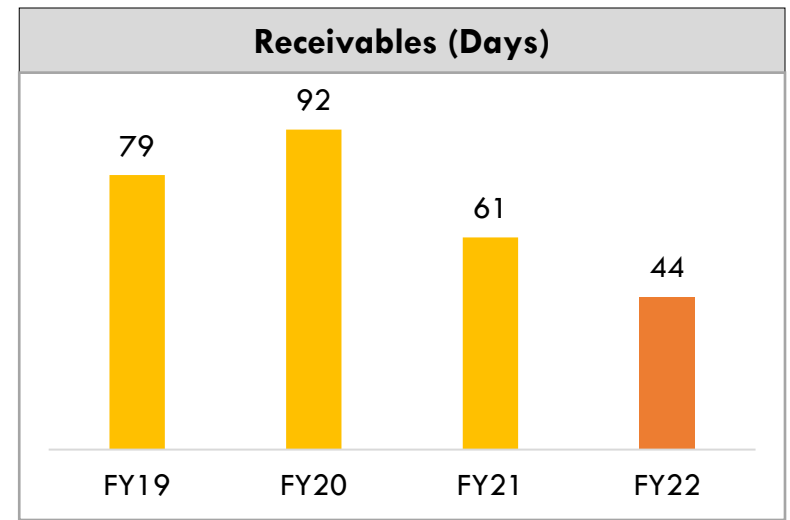
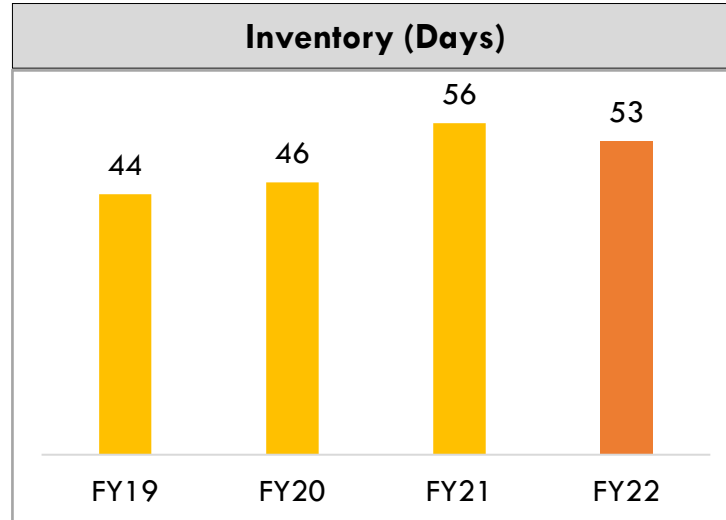
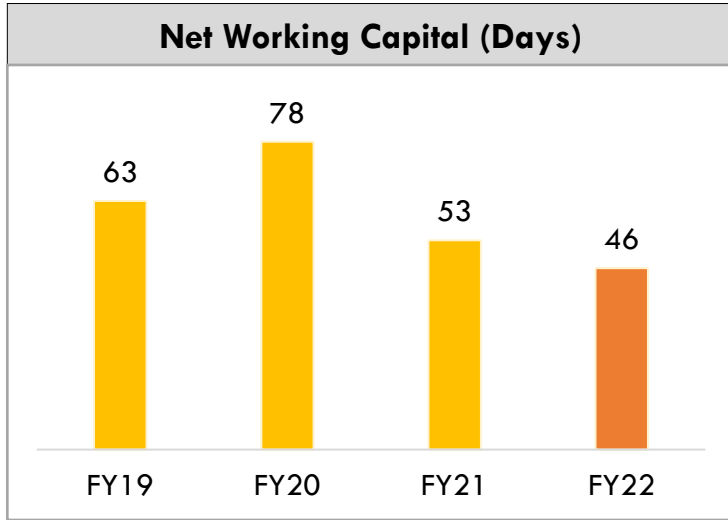
FINANCIAL HIGHLIGHTS



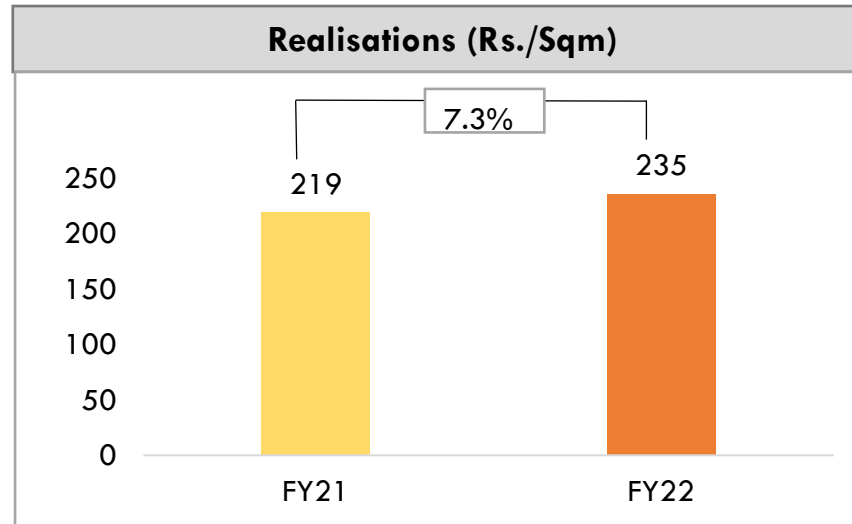
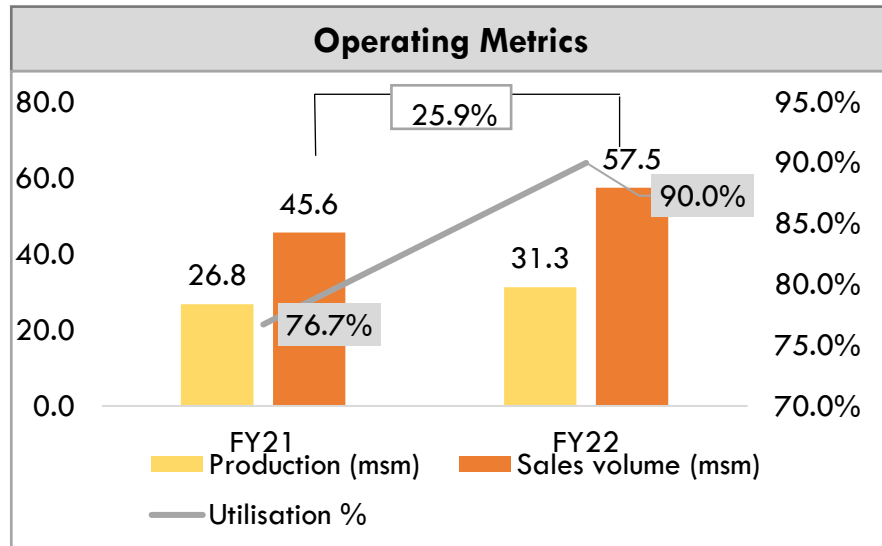
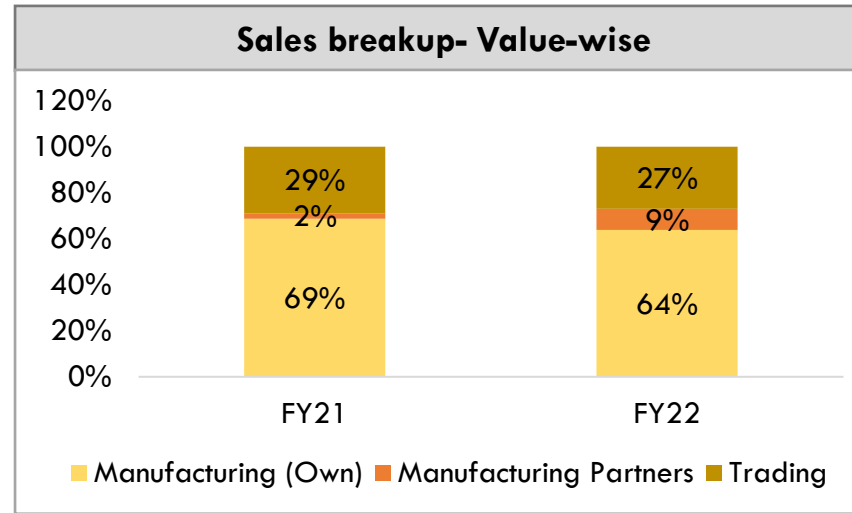
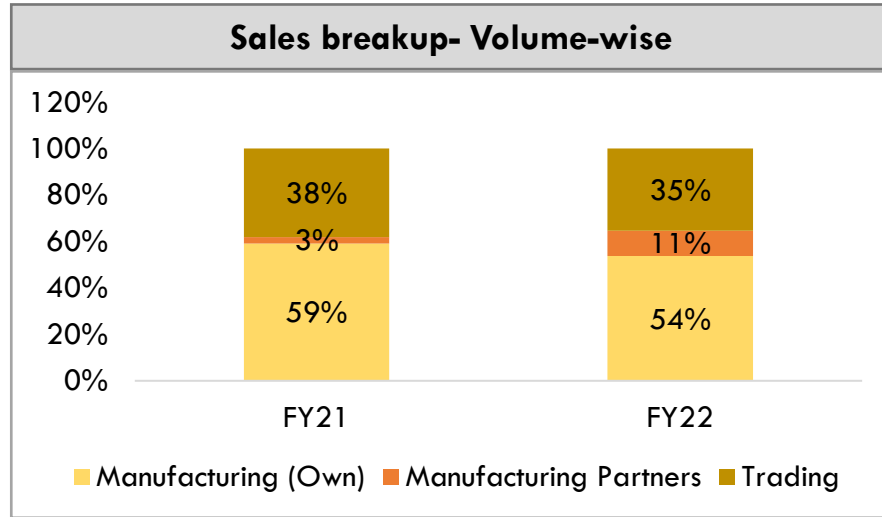


*Excluding non-cash ESOP cost Rs 0.5 crores in FY21 and Rs 12.1 crores in FY22

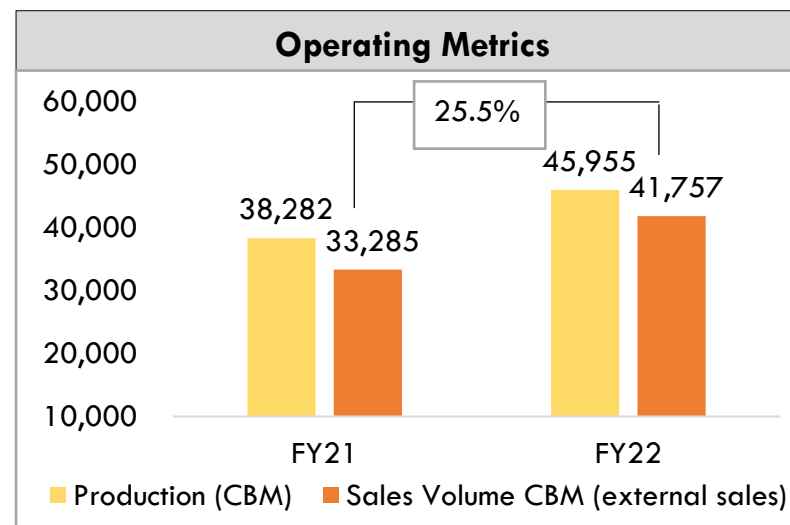
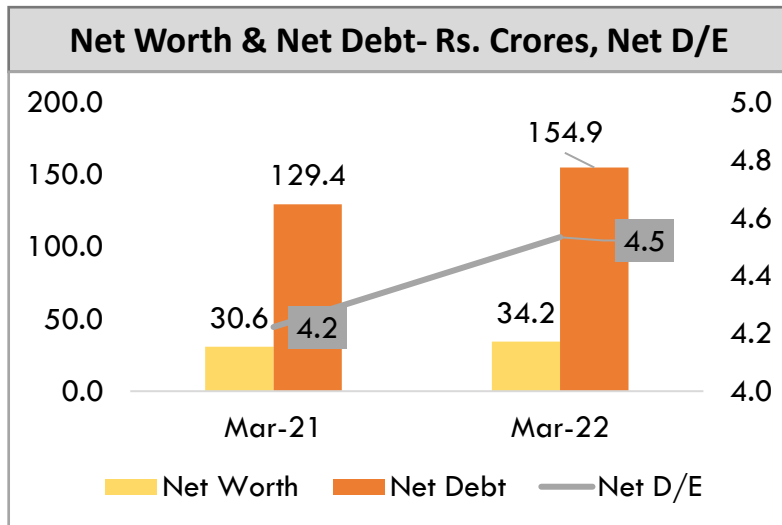
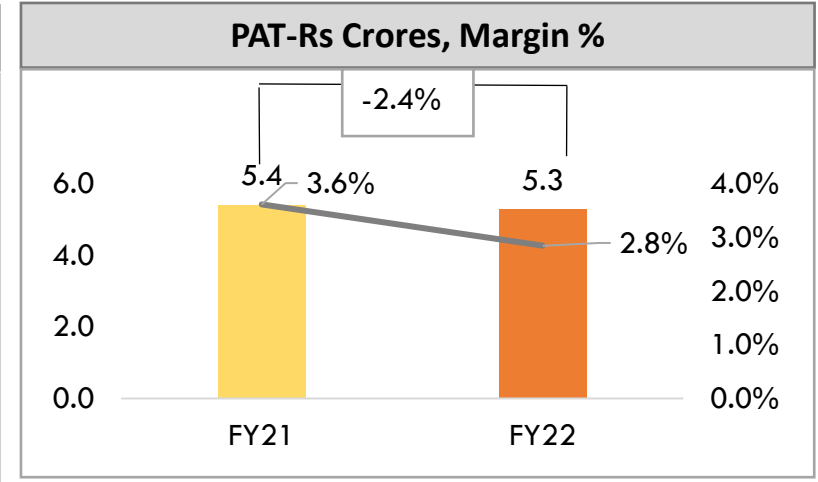
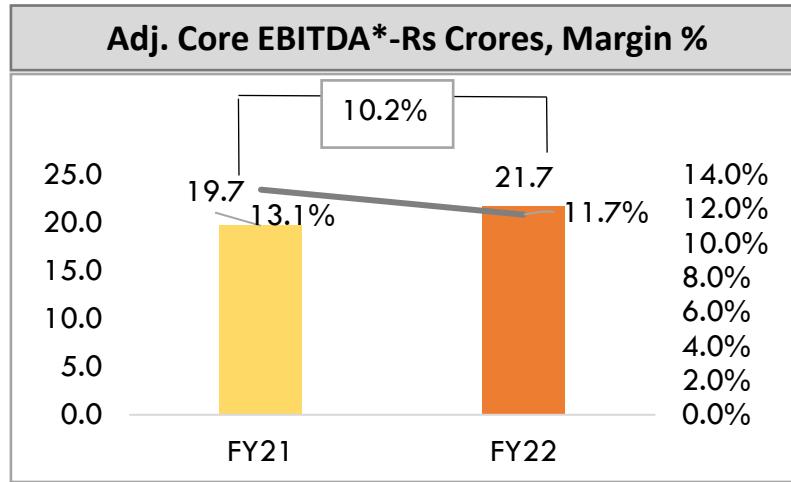
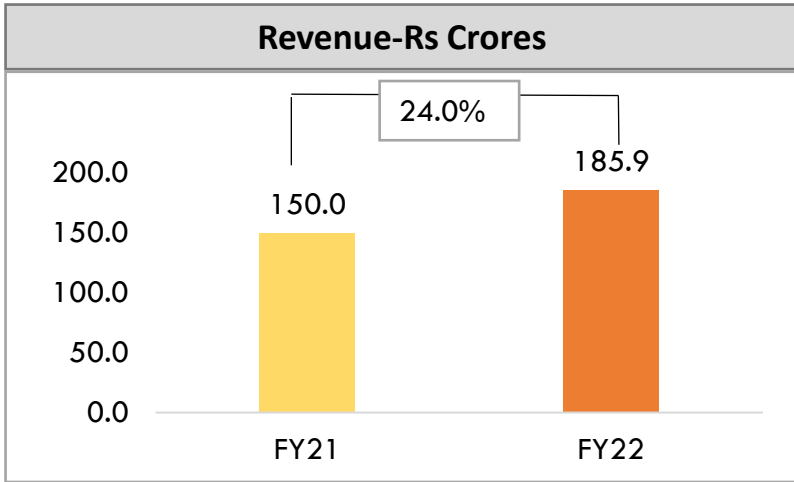
Ratios Analysis-Consolidated

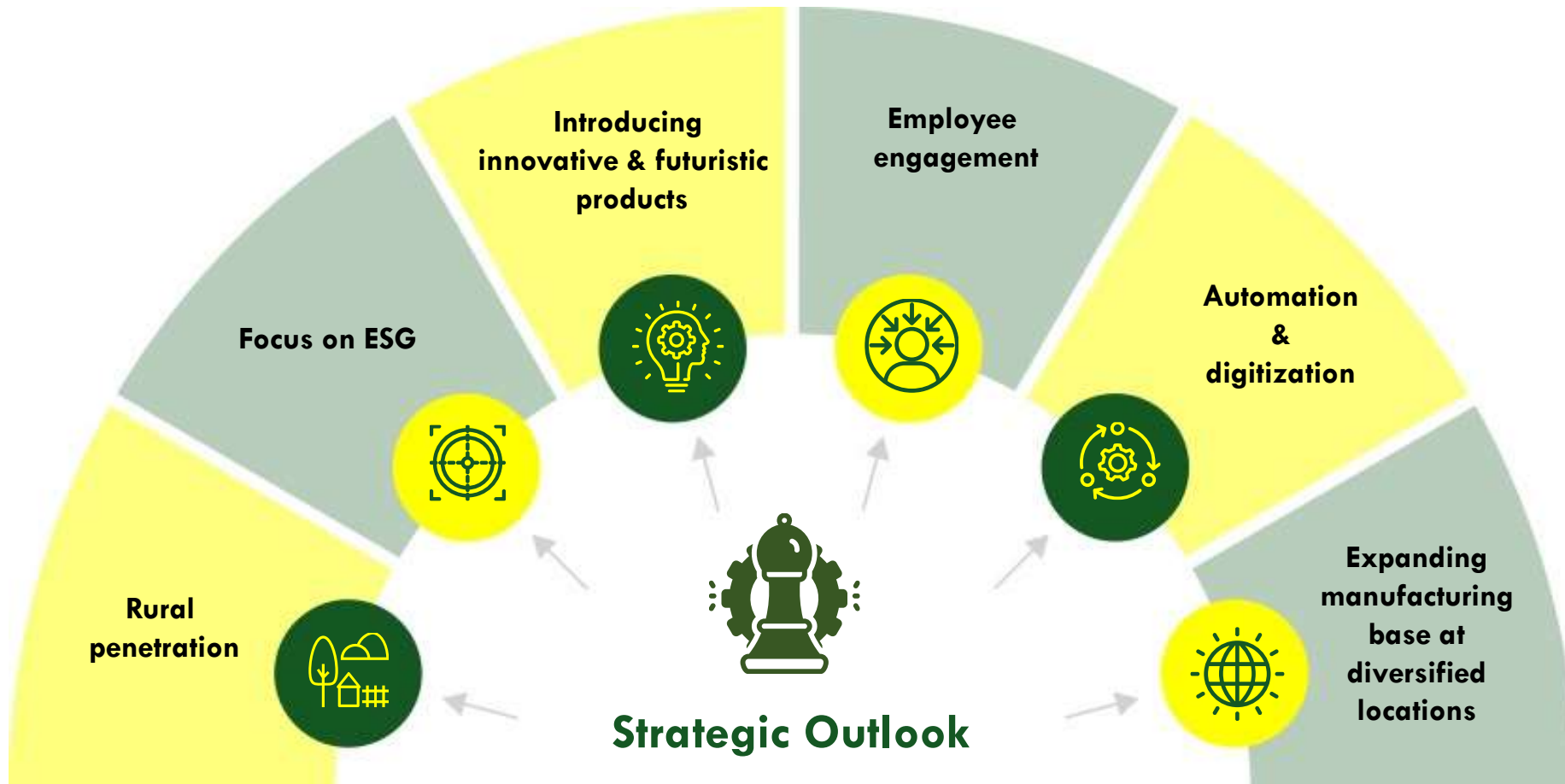


Operating Metrics- Standalone



Realisation growth of 7% despite product mix change





Adopting a multi-pronged approach to leverage the emerging opportunity in the new normal.



Rajesh Mittal
Chairman Cum Managing Director

- Carved out an unprecedented growth path for Greenply.
- Working since 1984, towards spreading the company's wings in different pockets of India and abroad including Myanmar and Gabon, Africa.



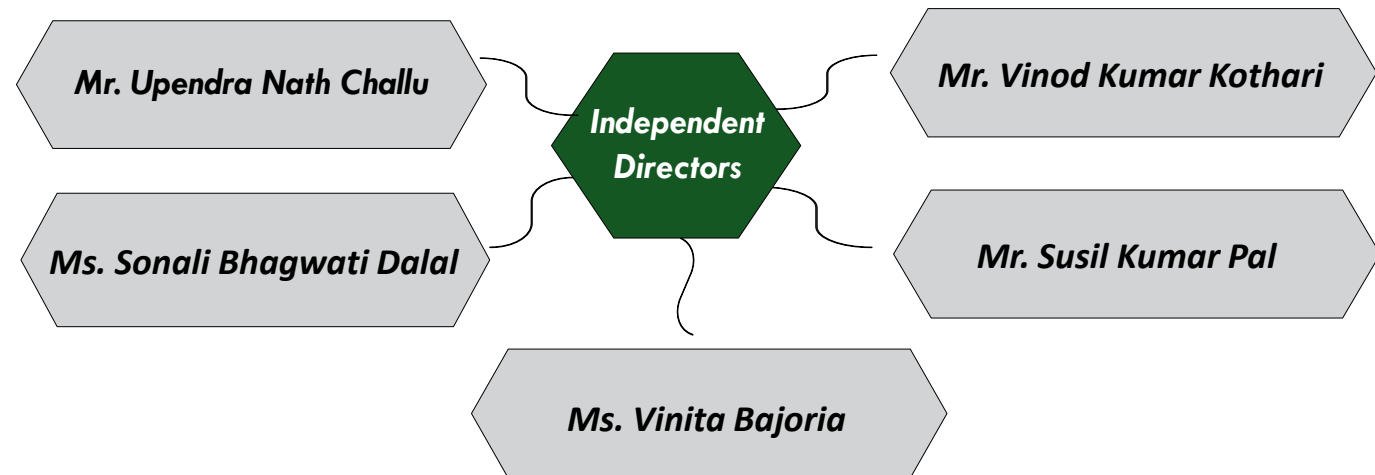
Mr. Manoj Tulsian
Joint Managing Director &
Chief Executive Officer

- Highly regarded for his out of box solutions.
- CEO of the Year at Asian HR Leadership 2021
- Honoured with the Brand Slam CFO Award in 2017.
- Speaker on subjects such as Infrastructure and EPC business.

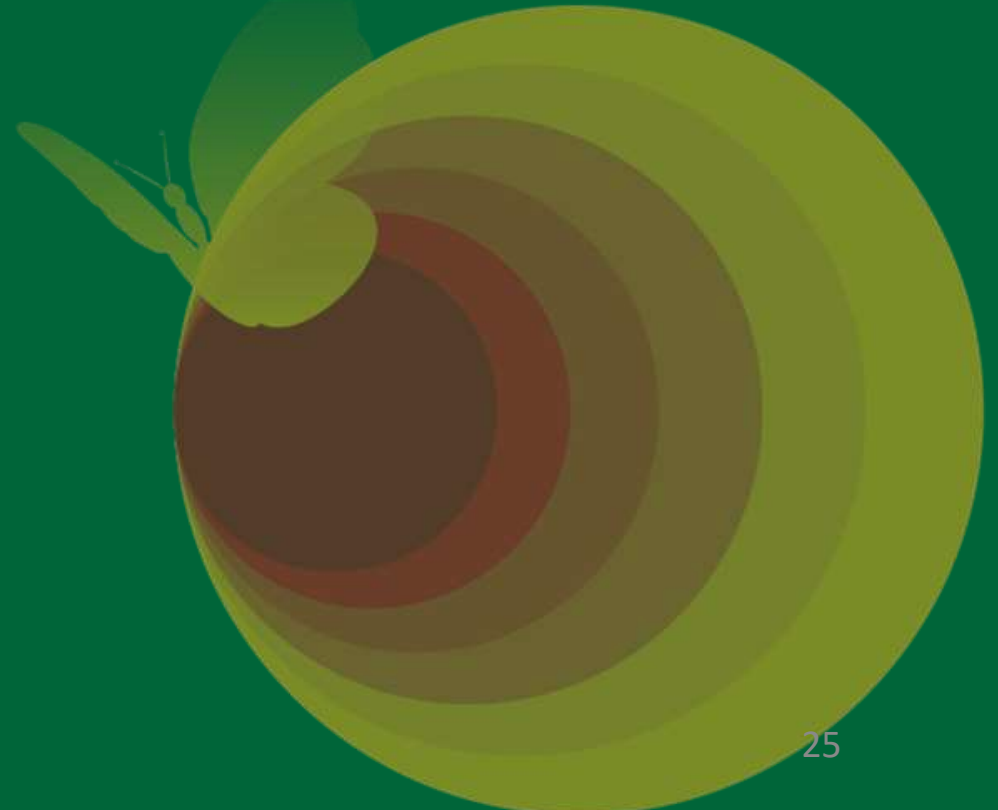


Mr. Sanidhya Mittal
Joint Managing Director

- Focused on manufacturing process and the technical features of products



MARKETING ACTIVITIES



Branding & Marketing Initiatives

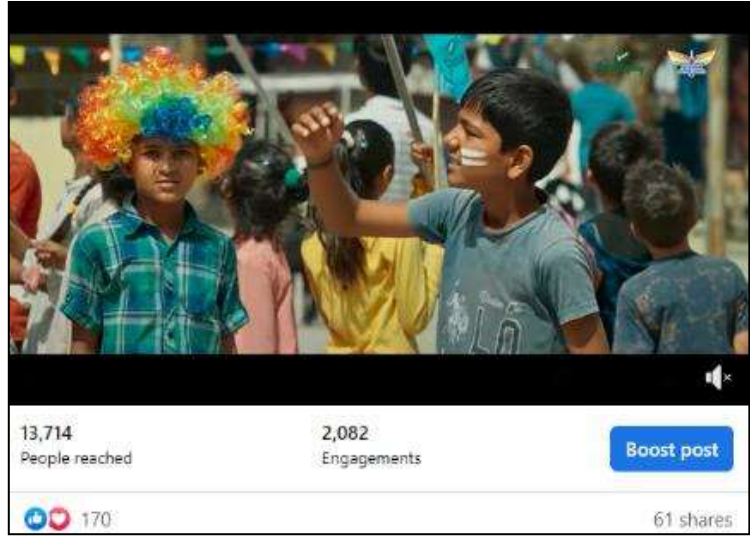


Greenply joins hands with Lucknow Super Giants

Greenply joins hands with the first ever franchise Lucknow Super Giants from Uttar Pradesh, as Associate Sponsor Partner.



Cheer Anthem Launch on Digital



2.4 Mn reach
2.1 Mn Impression



Branding & Marketing Initiatives



1 million celebration

The E-0 campaign got relaunched and taken to newer heights across touchpoints
Reached 1 million homes that became the nucleus of the campaign in 2022

The 360-degree campaign entailed a mass media outreach via TV, Radio, OOH and digital media. Media plan involved 1200 daily spots on TV. We partnered with top 3 FM stations dialing up engagement across 26 cities. We also put up our campaign on OOH across Tier 2 towns in prime locations. The same was extended on-ground through a mass activation in-stores wherein every shop was decorated to celebrate the achievement of the 1 million household milestone.

Digital Influencer Endorsement



E0 proposition visibility across 1500 outlets
Dealers/ Contractors better prepared to pitch the product



In shop Visibility & Awareness



1 MILLION BREATHE EASY FURNITURE



• Formaldehyde Emission Level: E-0 European Standard
• ViroShield Protection • Borer & fungus proof, anti-termite guarantee



Branding & Marketing Initiatives

TV Campaigns

Build TOM Awareness for Mother brand and E0 Value Proposition



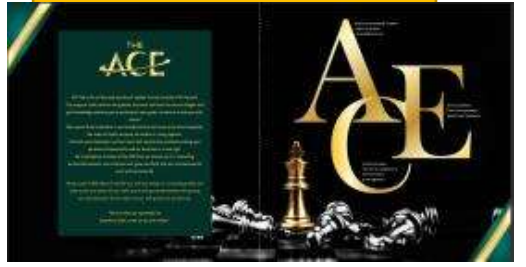
Outdoor campaigns

6 High Passenger Traffic Airports, 12 High Visibility Sites in 2 Cities

3 Mn Reach monthly reach & visibility



New "ACE" Dealer ACE Club Program Launch



Contractor Shop Meets



Trade Schemes

Contractor Scheme



Radio campaigns

Red FM, Big FM, Radio Mirchi
26 cities , 130+ daily spots
Innovations – Influencer Interactions, sponsorship tags, station song tag



First of it's kind innovation done in gaana app with live AQI updates in between songs integrating E0 communication



Contractor Health Check-Up Camps



Influencer Marketing

Gauri Khan Designs x Greenply - E-0 Chuno Khul...
355K views • 2 months ago

Scan & Watch

Abu Jani Sandeep Khosla x Greenply | E-0 Chuno, ...
130 views • 1 month ago

Scan & Watch

Design Pataki x Greenply - E-0 Chuno Khulke Saans Lo!
343K views • 1 month ago

Scan & Watch

Sanjay Puri Architects X Greenply - E-0 Chuno, ...
1:15

Scan & Watch

Digital campaigns



Independence Day Campaign

Gifting



AID (Architect & Interior Designers) Gift Distribution

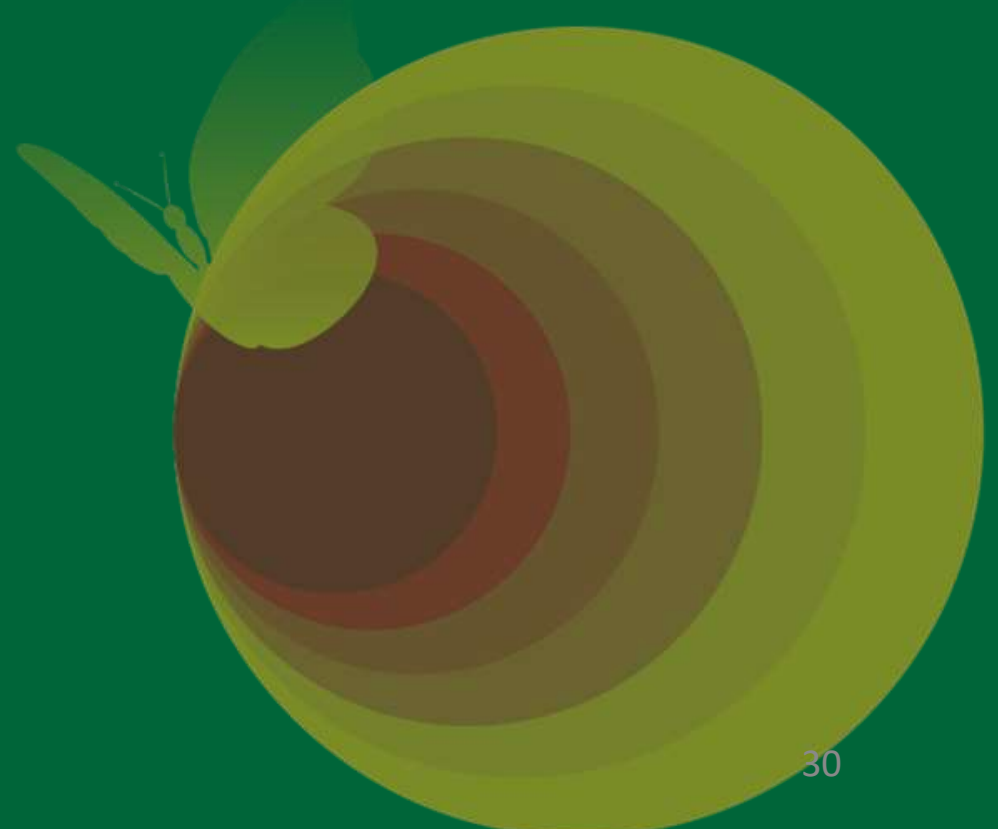


Samriddhi Festive Bonanza

Presence across social media platforms

	2,97,497
	14,000
	9,466
	13,500
	6,920

HR & IT INITIATIVES



ESOP-
Sharing profits with employees

'COVID Kavach'
policy cover-COVID cover during pandemic

SAMPARK—
Refer & Earn! (It Pays To Have Friends @ Workplace)

Provision for Formal & Informal Training for Skill & Knowledge Enhancement



Our manufacturing operations has been recognised among: 'India's Best Workplaces in Manufacturing 2021' – Top 30.

Asian HR Leadership Awards- July 2021



CEO of the Year

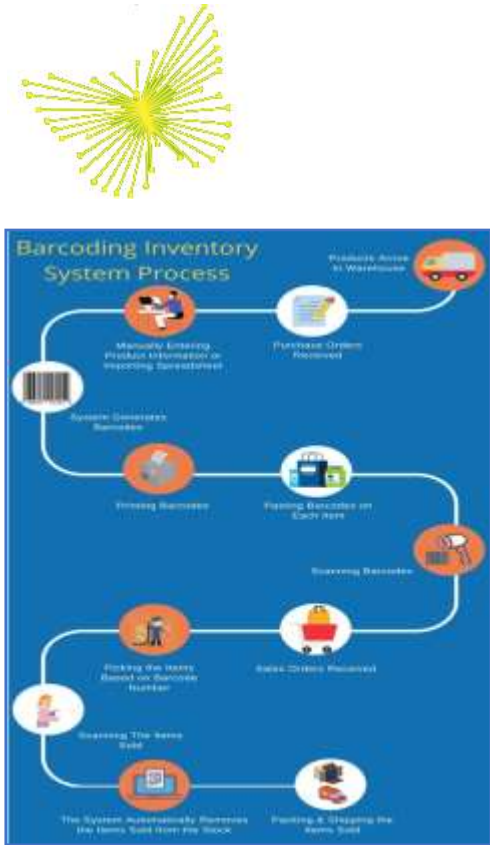


Dream company to work for



Great Place to Work certification received three years in a row (2020, 2021 & 2022)

Remained focused on nurturing our one of the biggest resource- Our People



SAP S/4 HANA

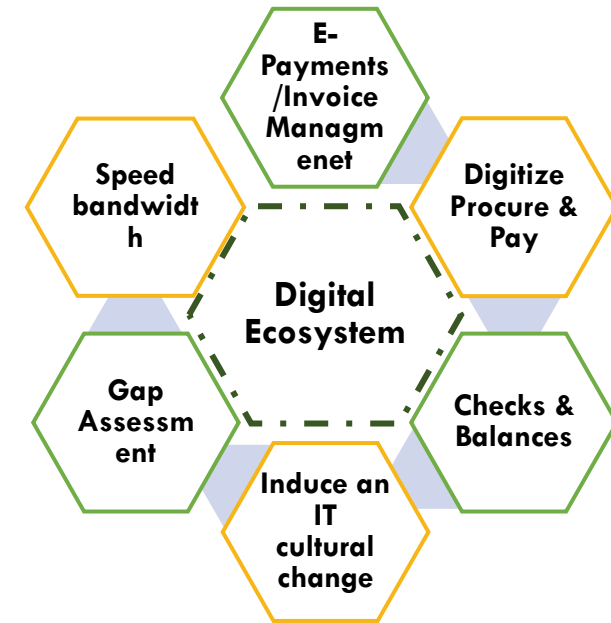
implementing SAP S/4 Hana

Product Bar Coding: Track & Trace

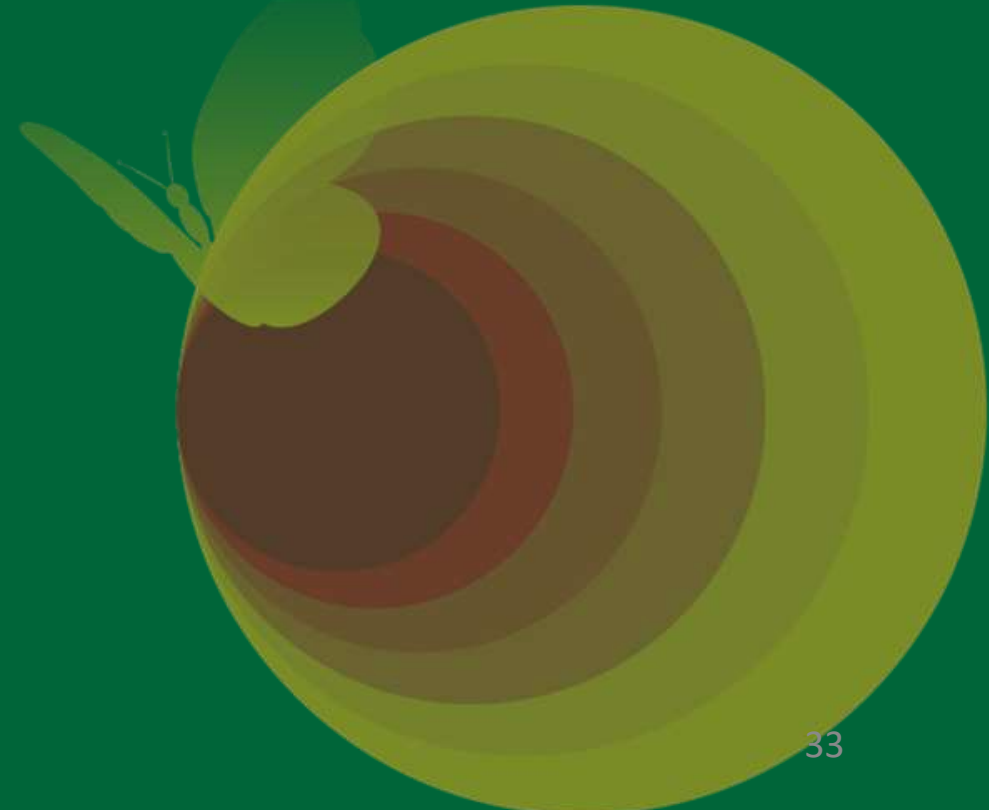
Digitizing internal Operations

Digital Infrastructure Ecosystem

End to end Logistics Solutions



ESG & CSR Initiatives





RESPONSIBLE BUSINESS

Corporate Governance | Market Presence | Economic Performance



RESPONSIBLE EMPLOYEMENT

Health and Safety | Labour Relations and | Human Rights | Training and Education | Diversity and Equal Opportunity



RESPONSIBLE OPERATIONS

Energy Management | Water and Effluent Management | Emissions Management | Waste Management | Environmental Compliance

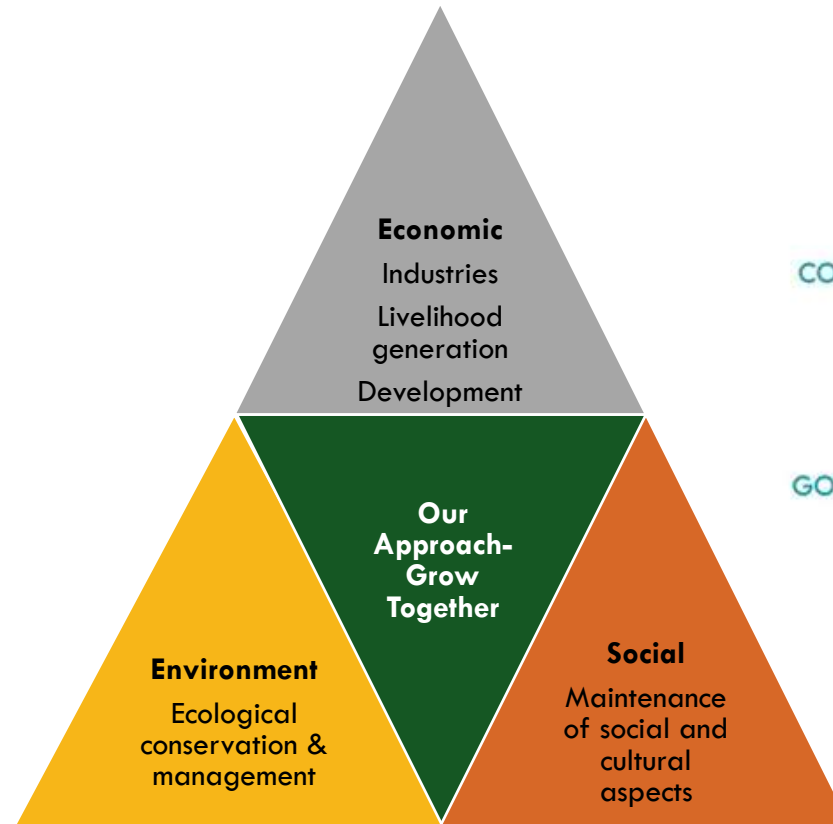


RESPONSIBILITY TOWARDS COMMUNITIES

Local Communities

ESG Approach

Sustainability is no more an option but an imperative for the Industry.
Take as little from nature as possible and give back more.



A Two-fold principle





Plantation in Kriparampur, West Bengal



Melia dubia plantation in Rajkot area



In-house nursery in Nagaland

Our Approach Towards Forest Management

- Promote Massive Plantations on marginal and degraded lands.
- Establish demonstration plots and interaction with local inhabitants
- Demonstrate improved forestry techniques to achieve higher productivity
- Conserve natural resources and reduce pressure on natural forests
- Mitigate global warming impact
- Help in achieving targets of green India Mission by improving green cover.
- Clonal propagation of tree species, by selecting elite parental trees

Project Plantation

One Crore + Saplings planted till 31st March 2022

12,000+ Acres of area brought under plantation



Awarded with Prestigious FSC® - Certification in forest management, the first in the Indian wood & panel industry



Breathe Healthy with CARB compliant products

Taking appropriate steps to ensure development among communities, we strive to uplift society through various programs. This can be seen through our attempts to provide education, foster talents, and many such initiatives.



Drishiti, Eye check-up camp in progress

- In its second year, Greenply's healthcare initiative "Drishiti, the eye check-up camp" organised in partnership with NGO Vision for Mission has screened more than 370 people across locations in India.
- Since inception, total 1,906 people are screened and total 1,080 number of spectacles are already provided under this initiative



Mobile health check-up at Tizit, Nagaland

- Mobile health checkup organized for locals in Tizit, Nagaland



Sponsoring girl child education

- Udayan's Shalini Fellowship Programme - In association with Udayan Care - an NGO in West Bengal.
- unique academic excellence and personality development program that aimed at empowering girls and women.

For further information, please contact:

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The text "Thank You!" is written in a large, bold, white sans-serif font, centered within a dark red circular graphic that is part of a larger sun-like design in the background.