



Greenply/2024-25  
May 21, 2024

**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: Presentation on Audited Financial Results for the quarter and year ended 31st March, 2024**

With reference to the captioned subject, please find enclosed presentation on audited financial results for the quarter and year ended 31.03.2024 in respect of Greenply Industries Limited.

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 24500400, 30515000 | E : kaushal.agarwal@greenply.com | www.greenply.com | CIN : L20211WB1990PLC268743

Registered Office : 'Madgul Lounge', 6th Floor, 23 Chetla Central Road, Chetla, Kolkata - 700027, West Bengal, India



Greenply Industries Limited

# ANALYST PRESENTATION

Q4 & FY 2024  
22<sup>nd</sup> May 2024

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Greenply Industries Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company

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.



- ❖ **Key Highlights**
- ❖ **Financial & Operating Performance**
- ❖ **Corporate Overview**
- ❖ **Strategic Initiatives**

# Key results highlights- Consolidated



Particulars	Q4 FY24	Q4 FY23	% Change Y-o-Y	Q3 FY24	% Change Q-o-Q
<b>Continuing Operations</b>					
Revenue (Rs Crs)	600	427	40.4%	582	3.0%
Adj. Core EBITDA* (Rs Crs)	59	48	22.8%	51	17.1%
Adj. Core EBITDA %	9.9%	11.3%	-140 bps	8.7%	+ 120 bps
PAT (Rs Crs)**	33	17	96.6%	28	15.7%
<b>Discontinued Operations</b>					
Revenue (Rs Crs)	40	51	-21.5%	65	-38.7%
PAT (Rs Crs)	-4	-5	-24.0%	-1	234.0%

Excluding non-cash ESOP cost (Rs 0.2 crs in Q4FY24, Rs 0.3 crs in Q3 FY24 and Rs 3.4 crs in Q4 FY23)  
 \*\*Q4 FY24 PAT includes Gain on sale of Investment of Rs. 4.5 crs, Q3 FY24 PAT includes impact of reversal of interest on excise duty provision of Rs. 8.86 crs & Q4 FY23 includes loss on account of impairment in the value of investment in JV of Rs 16.6 crs

Rs/Crores	Mar'24	Dec'23	Change Q-o-Q
Ply Business (GIL+Sandila)	114	109	5
MDF Business (GSPPL)	410	409	1
<b>Total Gross Debt – Continuing operations</b>	<b>524</b>	<b>518</b>	<b>6</b>
Gabon Business (GMEL)	-	237	-237
<b>Net Debt- Continuing operations</b>	<b>502</b>	<b>497</b>	<b>5</b>
Net D/E (Times)	0.71	0.74	
Working Capital (Days)	40	37	3

\*Excluding inter-corporate debt.

Particulars	FY24	FY23	% Change Y-o-Y
<b>Continuing Operations</b>			
Revenue (Rs Crs)	2180	1663	31.1%
Adj. Core EBITDA* (Rs Crs)	191	169	12.6%
Adj. Core EBITDA %	8.7%	10.2%	- 150 bps
PAT (Rs Crs)	85	106	-19.6%
<b>Discontinued Operations</b>			
Revenue (Rs Crs)	220	204	7.9%
PAT (Rs Crs)	-15	-15	4.9%

\*Excluding non-cash ESOP cost (Rs 3.8crs in FY24, Rs 15.2 crs in FY23)  
 FY24 PAT includes impact of reversal of interest on excise duty provision of Rs. 8.86 crs & Gain on sale of investment of Rs. 4.5 crs, FY23 includes exceptional gains of Rs 9.6 crs and tax refunds pertaining to earlier years of Rs 18.4 crs also loss incurred in JV of Rs 20.8 crs



# Key results highlights – India Ply Business



Plywood Business ^ (Standalone + Sandila)					
Particulars	Q4 FY24	Q4 FY23	% Change Y-o-Y	Q3 FY24	% Change Q-o-Q
Sales Volume (MSM)	18.8	17.0	10.5%	17.8	5.9%
Realisation (Rs/MSM)	244	246	-0.8%	252	-3.0%
Revenue (Rs Crs)	468	427	9.4%	454	3.1%
Adj. Core EBITDA* (Rs Crs)	40	49	-18.4%	36	10.3%
Adj. Core EBITDA %	8.6%	11.5%	-290 bps	8.0%	+60 bps
PAT (Rs Crs)**	29	18	65.2%	29	-1.2%

\*Excluding non-cash ESOP cost (Rs 0.3 crs in Q4FY24, Rs 3.4 crs in Q4 FY23 and Rs 0.3 crs in Q3 FY24

\*\*Q4 FY24 PAT includes impact of Gain on sale of investment of Rs. 3.60 crs & Q3 FY24 PAT includes impact of reversal of interest on excise duty provision of Rs. 8.86 crs. Q4 FY23 PAT includes exceptional loss towards impairment loss of Rs 16.4 crs.

Particulars	FY24	FY23	% Change Y-o-Y
Sales Volume (MSM)	71.9	66.2	8.6%
Realisation (Rs/MSM)	247	246	0.4%
Revenue (Rs Crs)	1812	1663	8.9%
Adj. Core EBITDA* (Rs Crs)	150	173	-13.1%
Adj. Core EBITDA %	8.3%	10.4%	-210 bps
PAT (Rs Crs)	102	113	-10.3%

\*Excluding non-cash ESOP cost (Rs 3.8 crs in FY24 and Rs 15.2 crs in FY23) \*\*FY24 PAT includes impact of reversal of interest on excise duty provision 8.86 and Gain on sale of Investment of Rs.3.60 crs & FY23 includes impairment loss of Rs. 16.4 crs and gain on reversal of provision for excise duty of Rs 9.6 crs..



^Plywood business is a sum of Standalone numbers and Greenply Sandila numbers (after eliminations between these entities)

# Key results highlights – India MDF Business



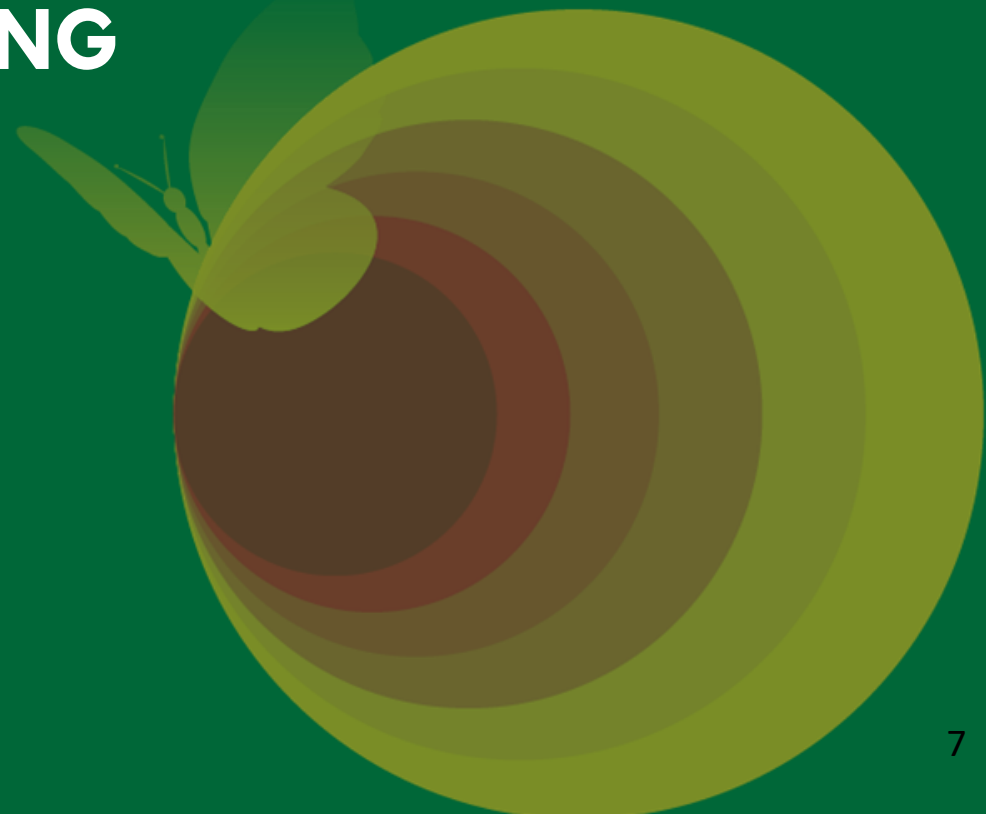
MDF Business				
Particulars	Q4 FY24	Q3 FY24	% Change Q-o-Q	FY 24
Sales Volume (CBM)	45,764	41,928	9%	1,24,772
Realisation (Rs/CBM)	28,640	30,629	-6%	29,279
Revenue (Rs Crs)	131	128	2%	365
Core EBITDA without Forex(Rs Crs)	19	17	8%	40
Core EBITDA without Forex(%)	14.1%	13.5%	+60 bps	11.0%
Forex (Gain)/Loss	-	2		-
Core EBITDA with Forex(Rs Crs)	19	15		40
Core EBITDA with Forex(%)	14.1%	11.8%		11.0%
PAT (Rs Crs)	2.4	-0.2		-16

MDF Realisation Comparison				
Particulars	Q4 FY24	Q3 FY24	% Change Q-o-Q	FY 24
<b>MDF</b>				
Sales Volume (CBM)	40,701	38,110	7%	1,15,891
Realisation (Rs/CBM)	27,558	29,120	-5%	28,386
Revenue (Rs Crs)	112	111	1%	329
<b>Pre-Lam MDF Boards</b>				
Sales Volume (CBM)	5,063	3,818	33%	8,881
Realisation (Rs/CBM)	37,341	45,691	-18%	40,931
Revenue (Rs Crs)	19	17	8%	36



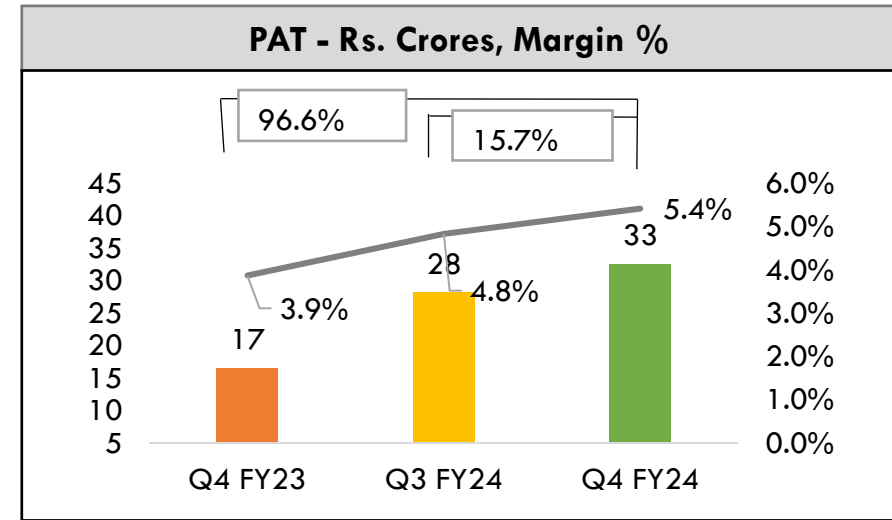
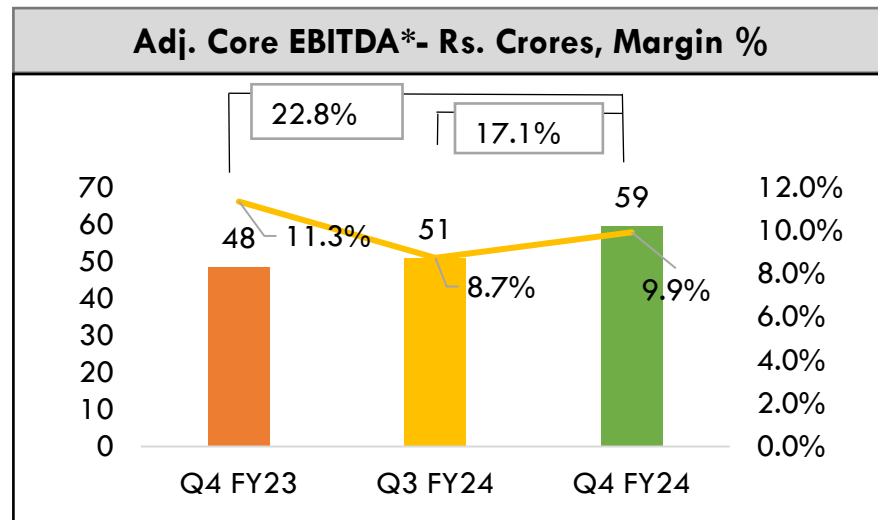
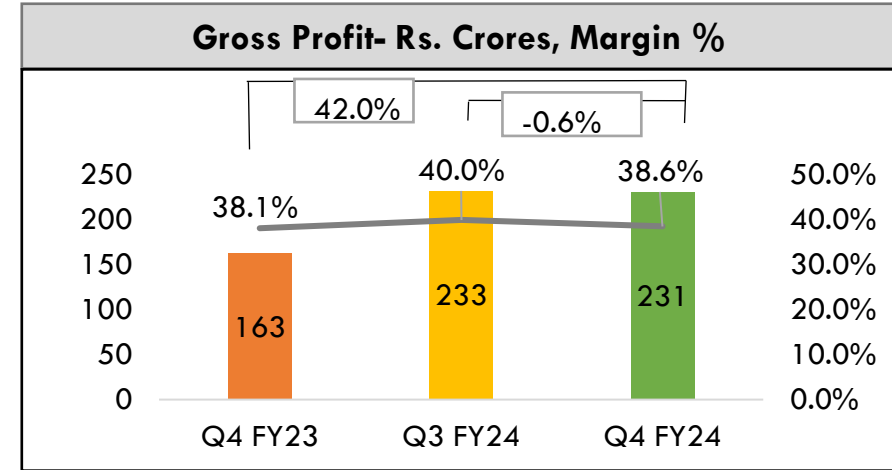
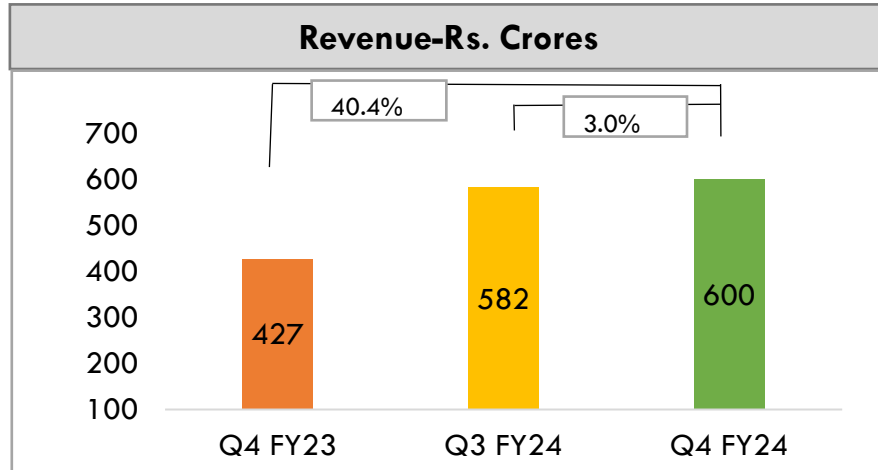
A cluster of light green butterfly silhouettes of various sizes and orientations, scattered on the left side of the slide.

# FINANCIAL & OPERATING PERFORMANCE





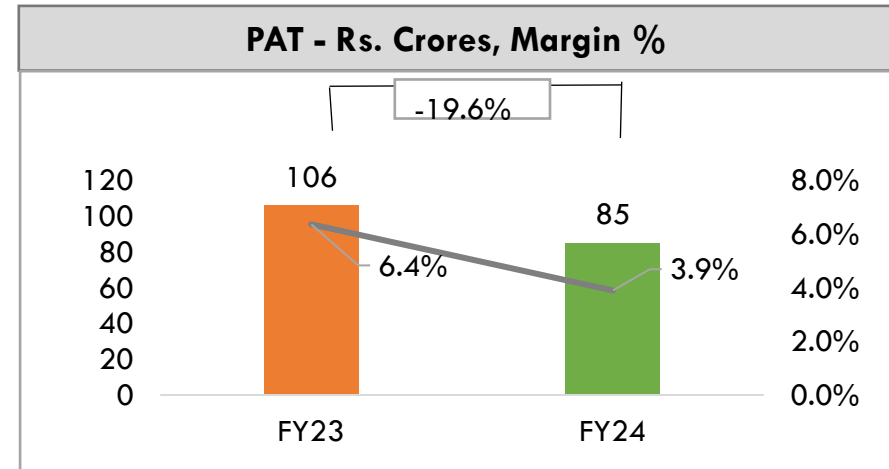
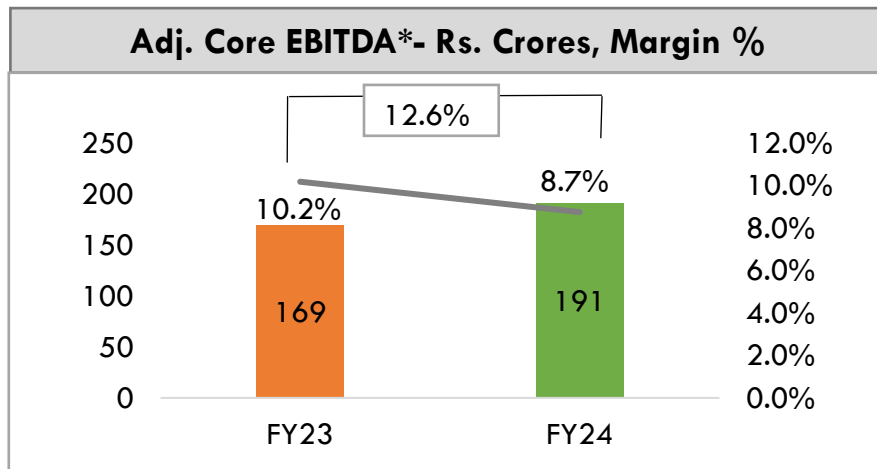
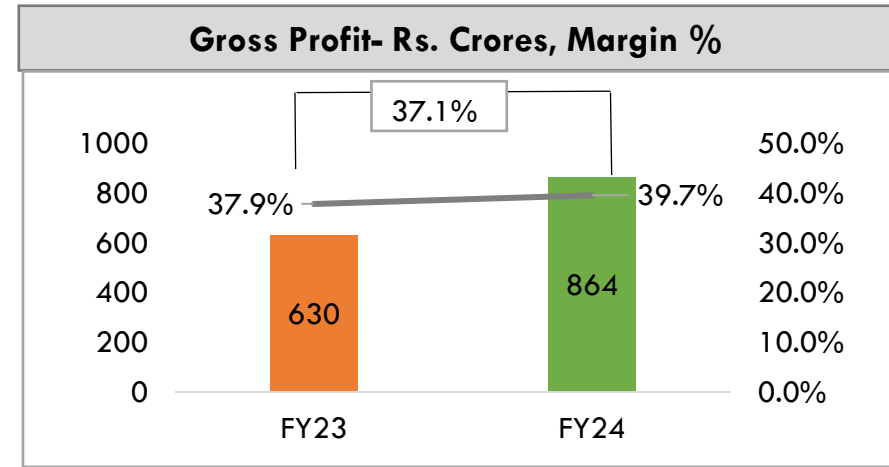
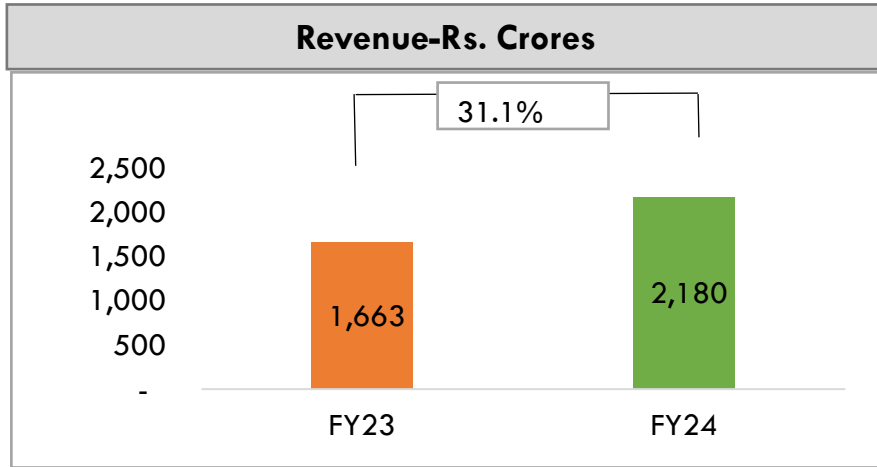
# Consolidated P&L (Continuing Operations)-Q4 FY24



Excluding non-cash ESOP cost (Rs 0.2 crs in Q4FY24, Rs 0.3 crs in Q3 FY24 and Rs 3.4 crs in Q4 FY23)

**Revenue growth of 40.4% YoY**

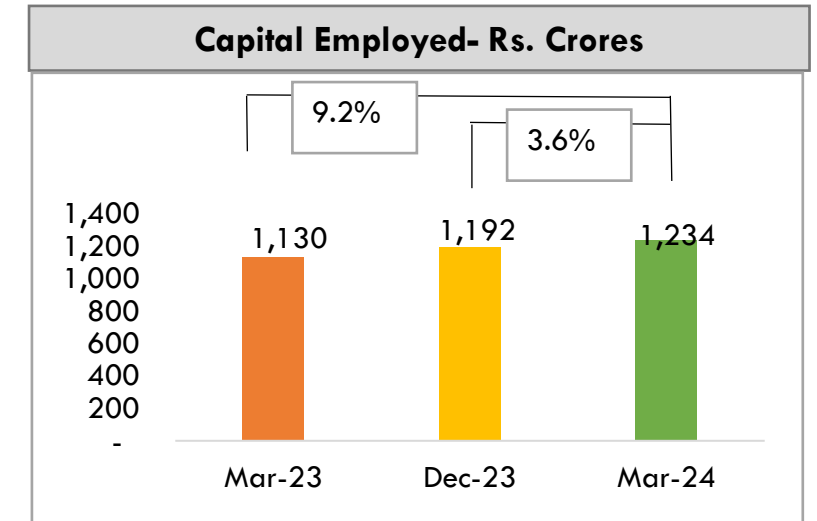
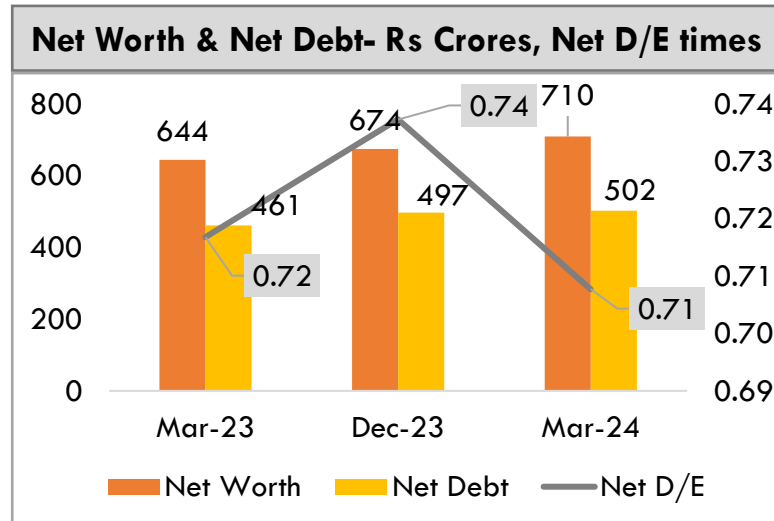
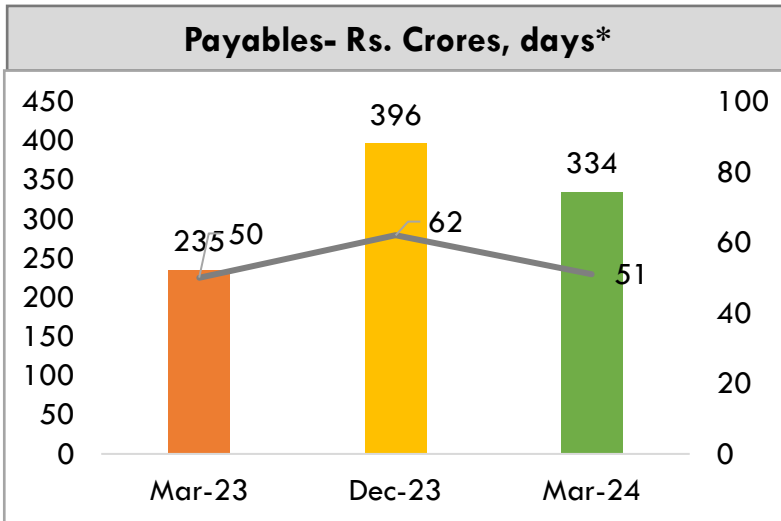
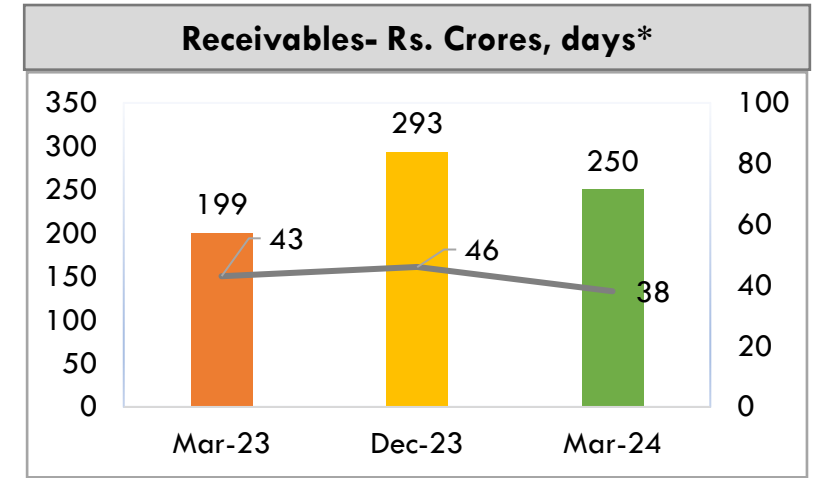
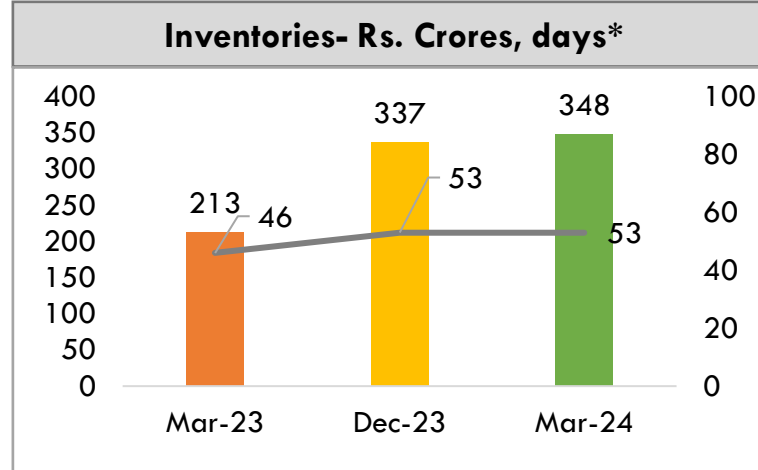
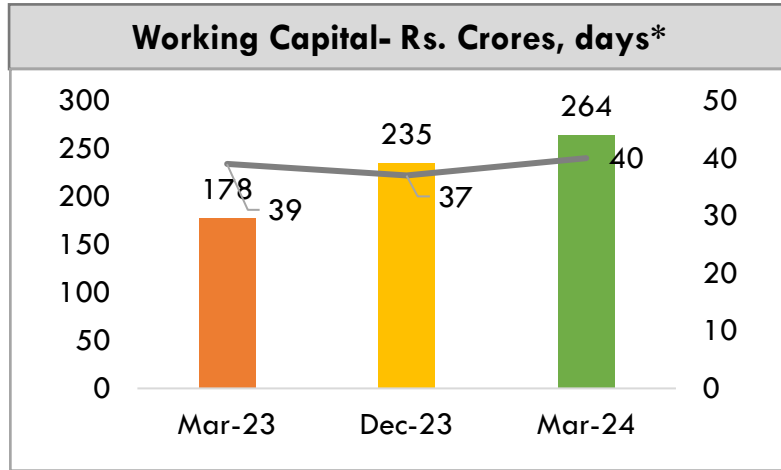
# Consolidated P&L (Continuing Operations)- FY24



\*Excluding non-cash ESOP cost (Rs 3.8crs in FY24, Rs 15.2 crs in FY23 )

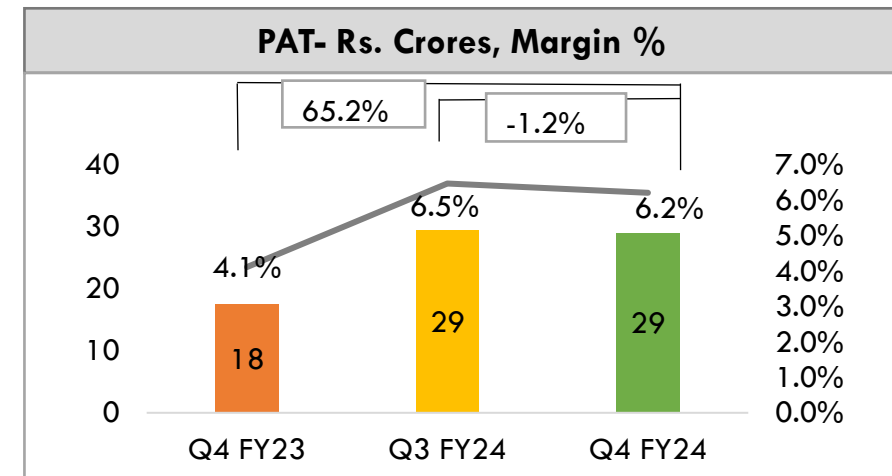
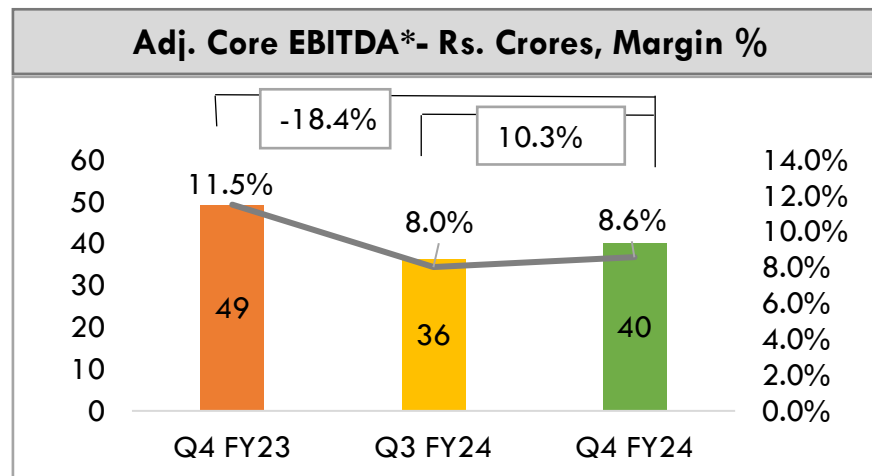
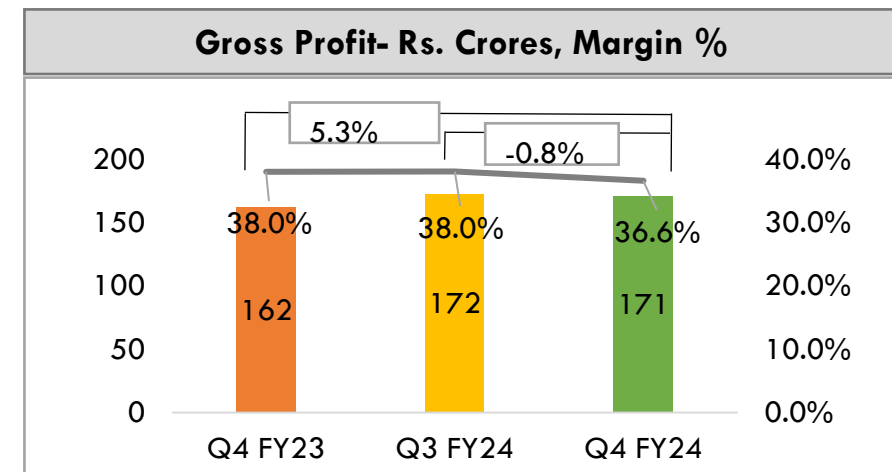
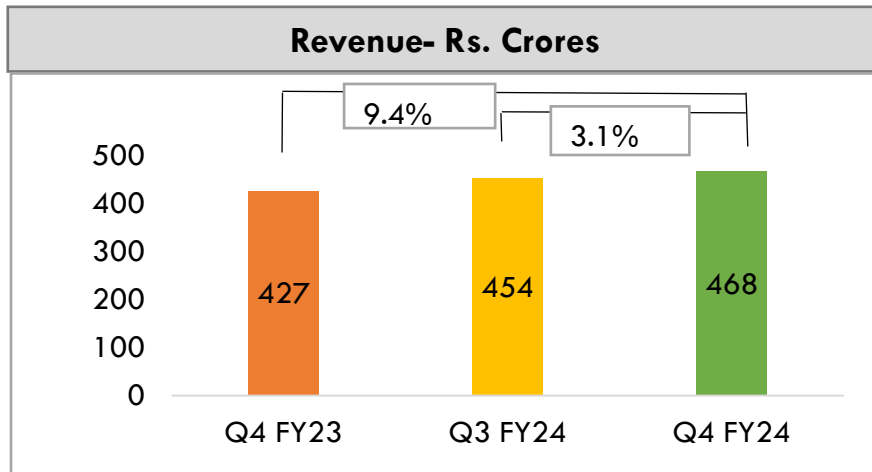
**Revenue growth of 31.1% YoY**

# Consolidated Ratios (Continuing Operations)



\*Annualised for non-year ending periods.

# Plywood Business<sup>^</sup> (Standalone + Sandila) P&L-Q4 FY24

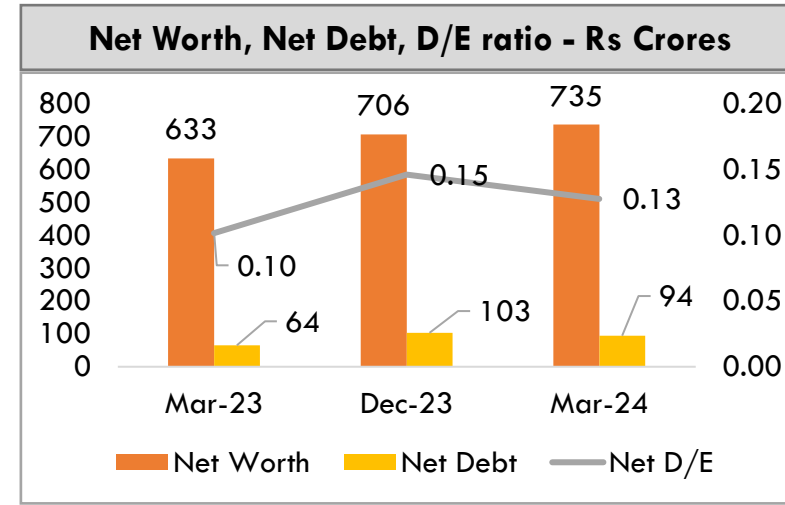
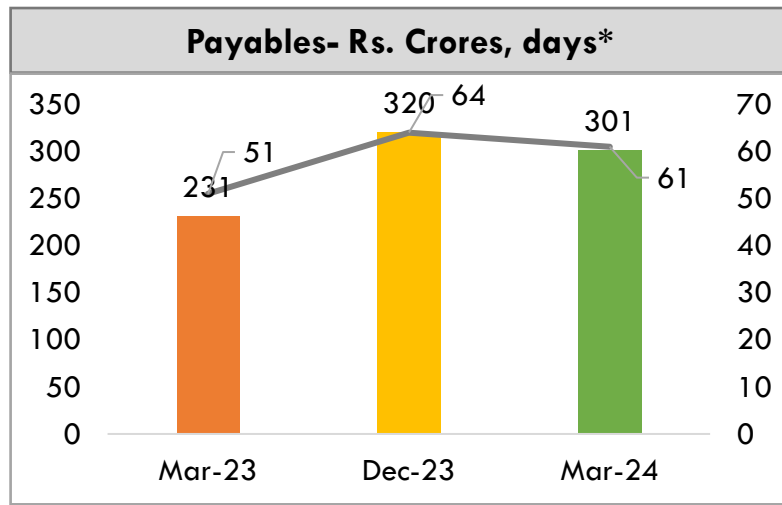
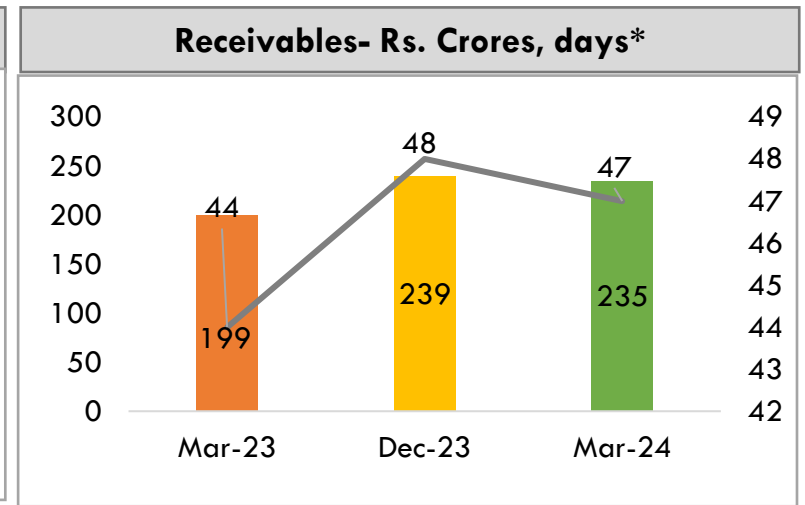
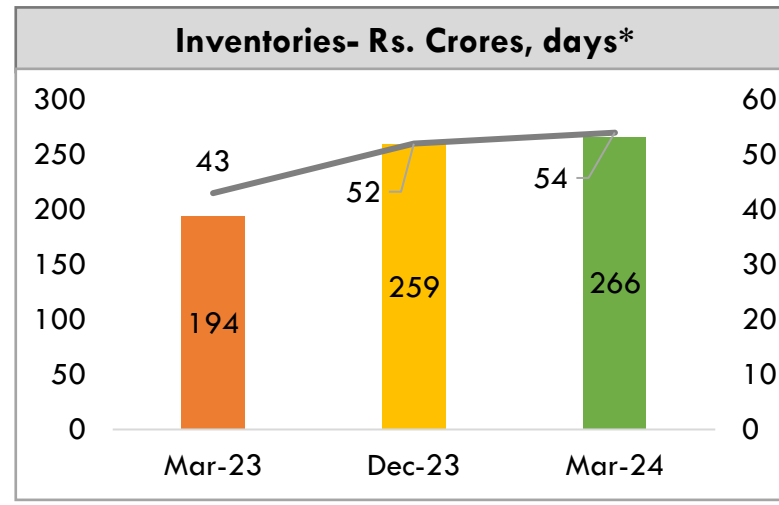
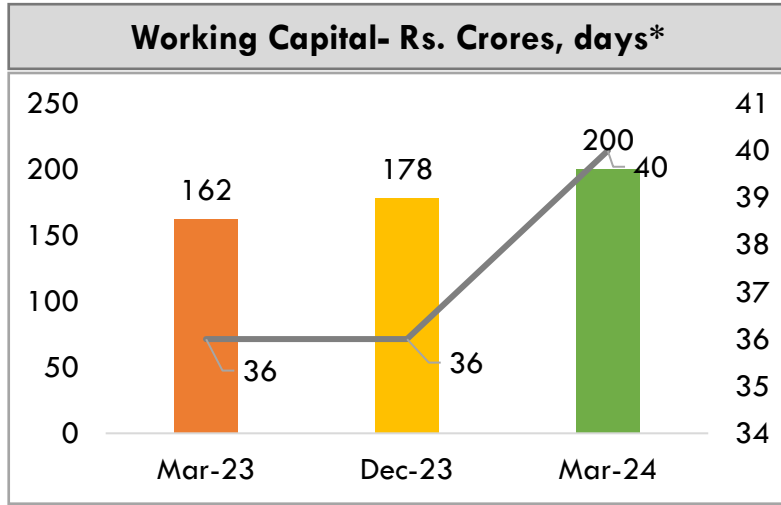


\*Excluding non-cash ESOP cost (Rs 0.3 crs in Q4FY24, Rs 0.3 crs in Q3 FY24 and Rs 3.4 crs in Q4 FY23) Q4 FY24 PAT includes impact of Gain on sale of investment of Rs. 3.60 crs & Q3 FY24 PAT includes impact of reversal of interest on excise duty provision of Rs. 8.86 crs. Q4 FY23 PAT includes exceptional loss towards impairment loss of Rs 16.4 crs.

<sup>^</sup>Plywood business is a sum of standalone numbers and Greenply Sandila numbers (after eliminations)

**Revenue growth of 9.4% YoY**

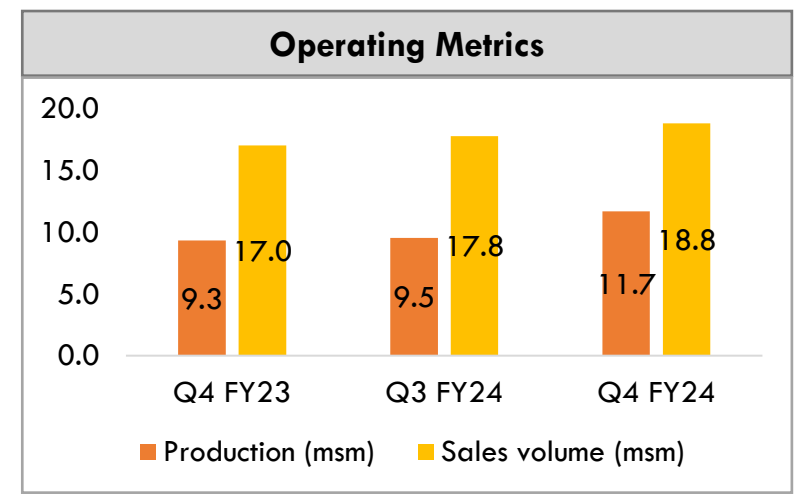
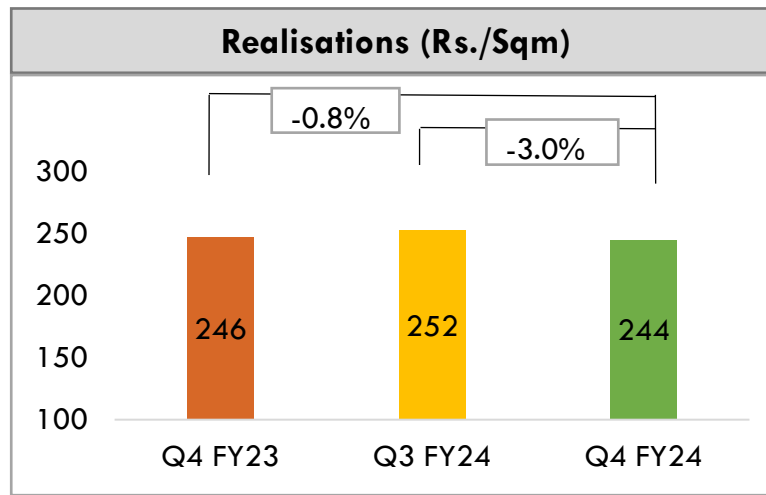
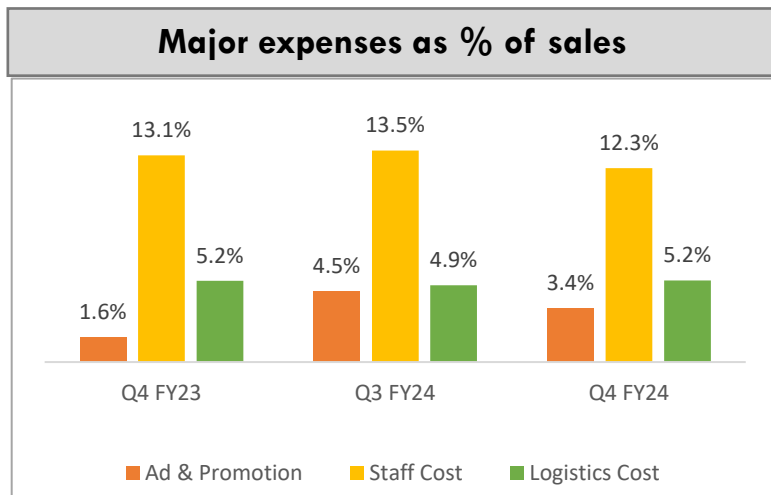
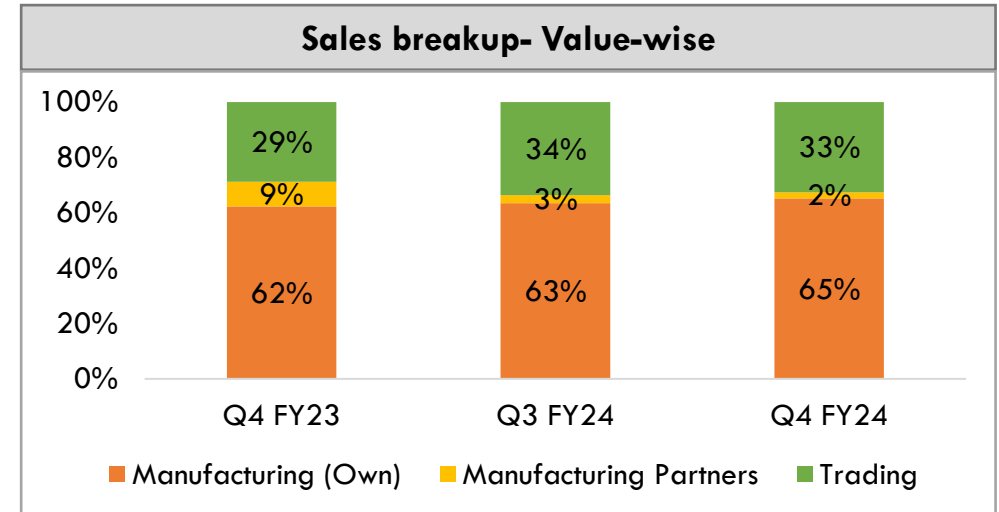
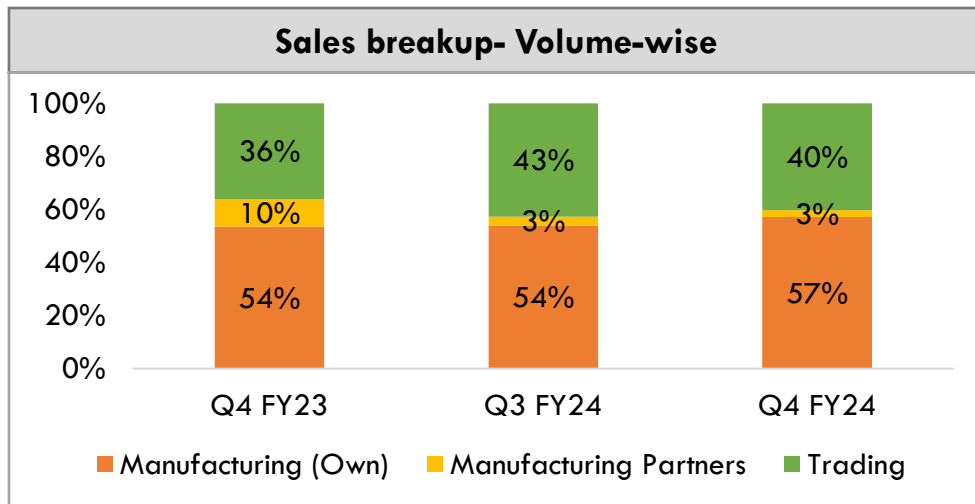
# Plywood Business<sup>^</sup> (Standalone + Sandila) Ratios



\*Annualised for non-year ending periods.

<sup>^</sup>Plywood business is a sum of standalone numbers and Greenply Sandila numbers (after eliminations)

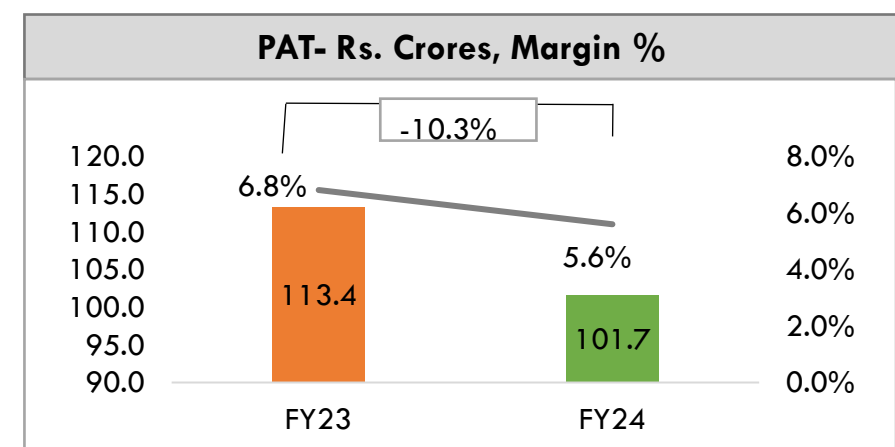
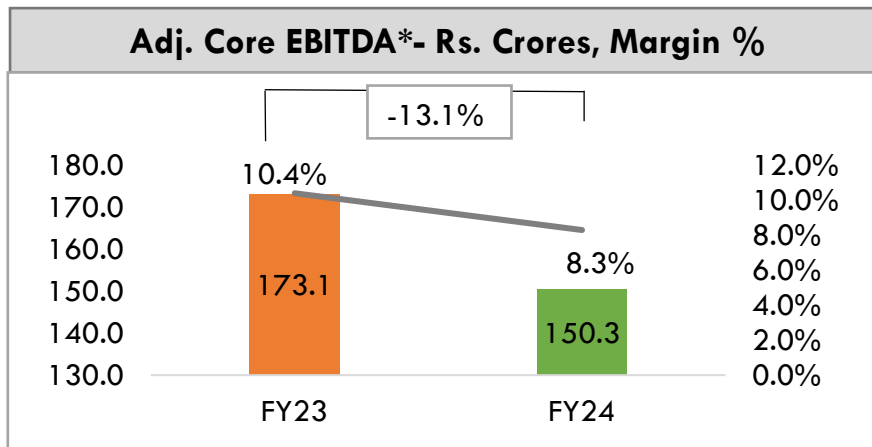
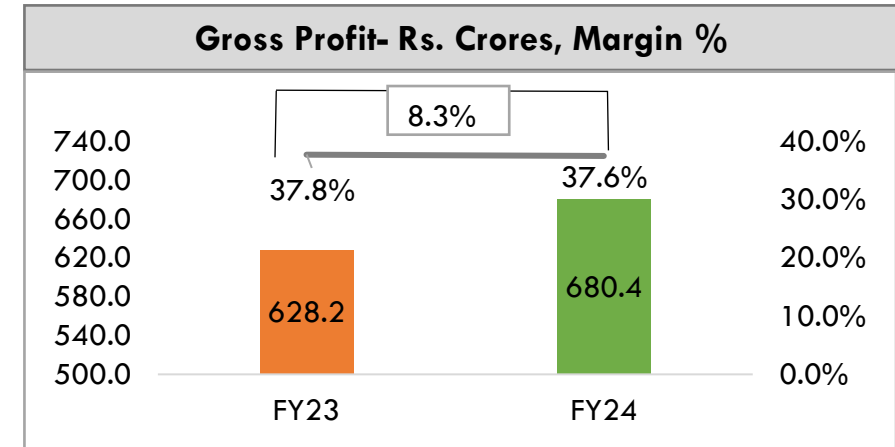
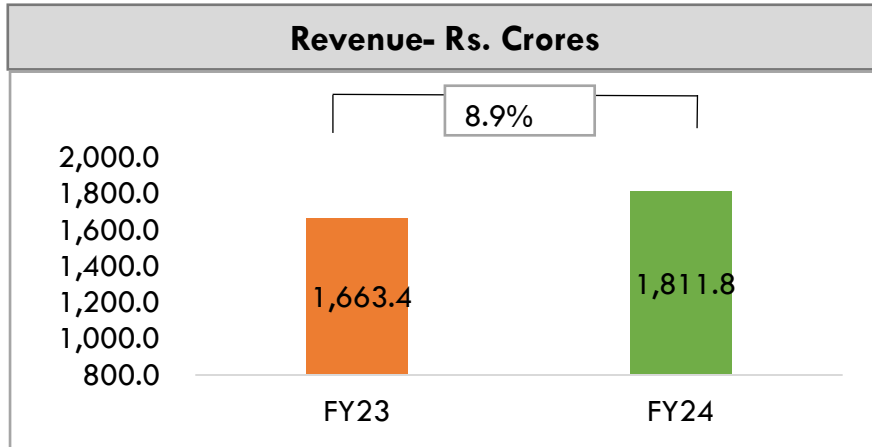
# Plywood Business<sup>^</sup> (Standalone + Sandila) Operating Metrics Q4 FY24



<sup>^</sup>Plywood business is a sum of standalone numbers and Greenply Sandila numbers (after eliminations)

**Developing a healthy mix of manufacturing & trading portfolio yielding better ROEs**

# Plywood Business<sup>^</sup> (Standalone + Sandila) P&L-FY24

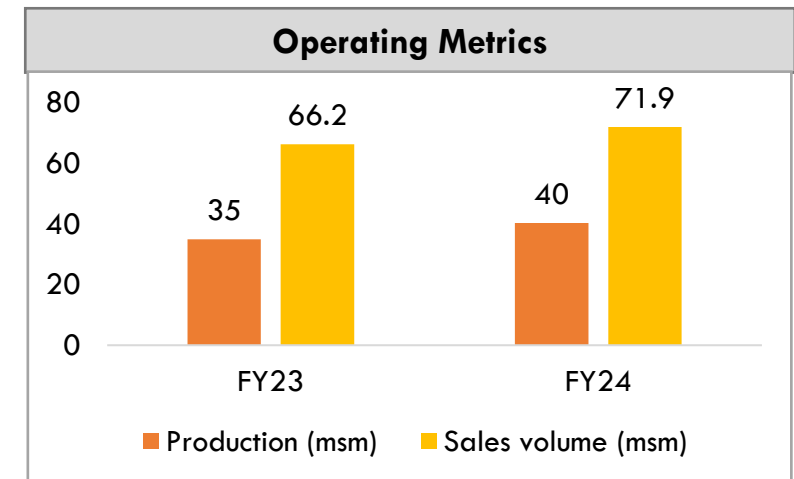
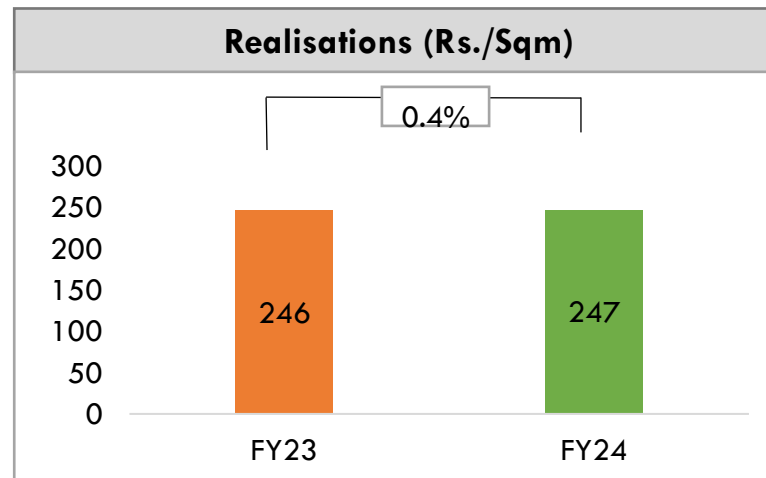
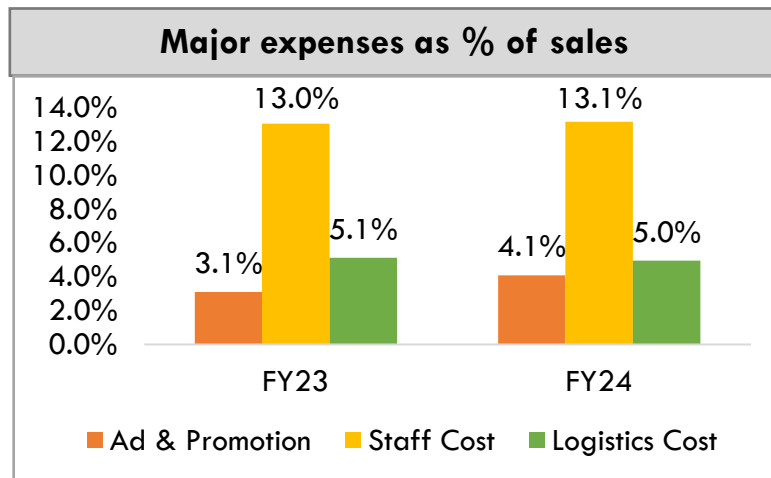
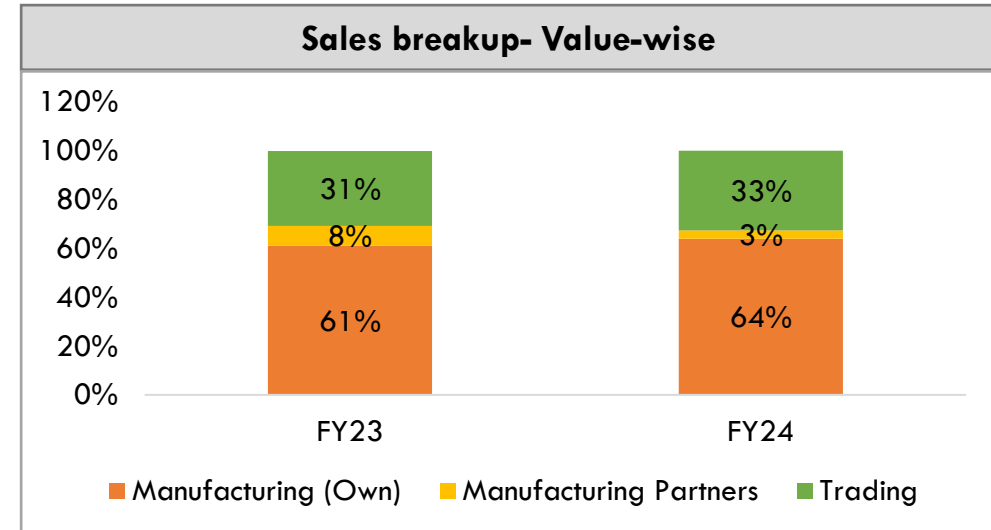
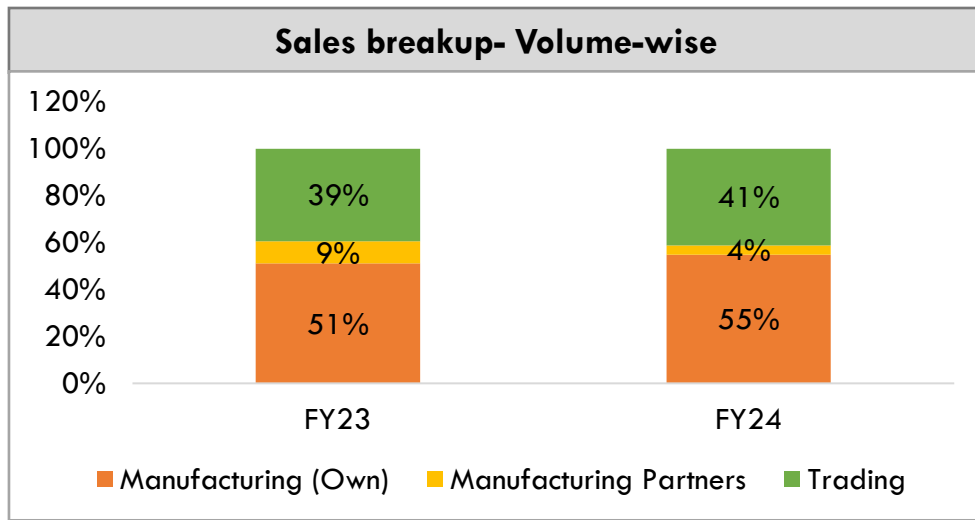


\*Excluding non-cash ESOP cost (Rs 3.8 crs in FY24 and Rs 15.2 crs in FY23)

<sup>^</sup>Plywood business is a sum of standalone numbers and Greenply Sandila numbers (after eliminations)

**Revenue growth of 8.9% YoY**

# Plywood Business<sup>^</sup> (Standalone + Sandila) Operating Metrics FY24

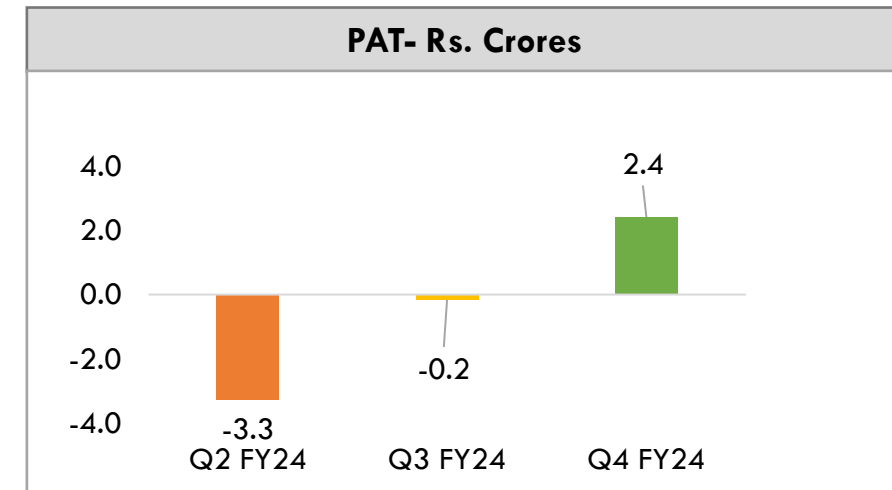
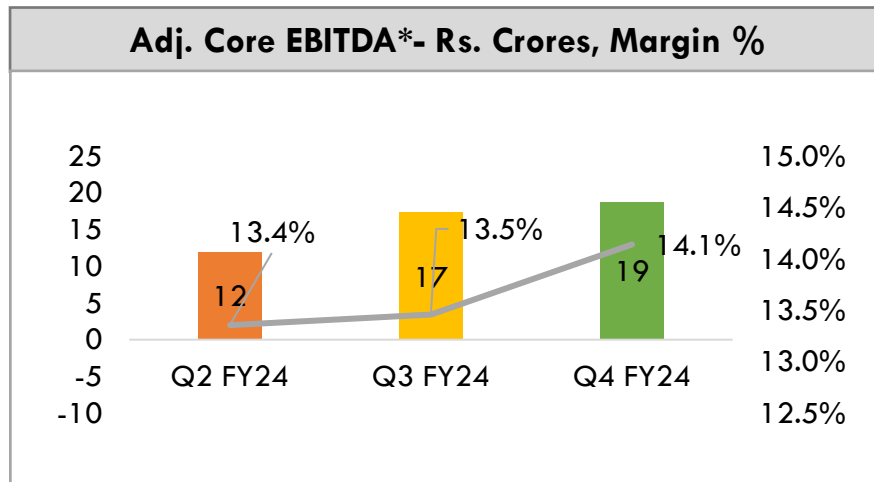
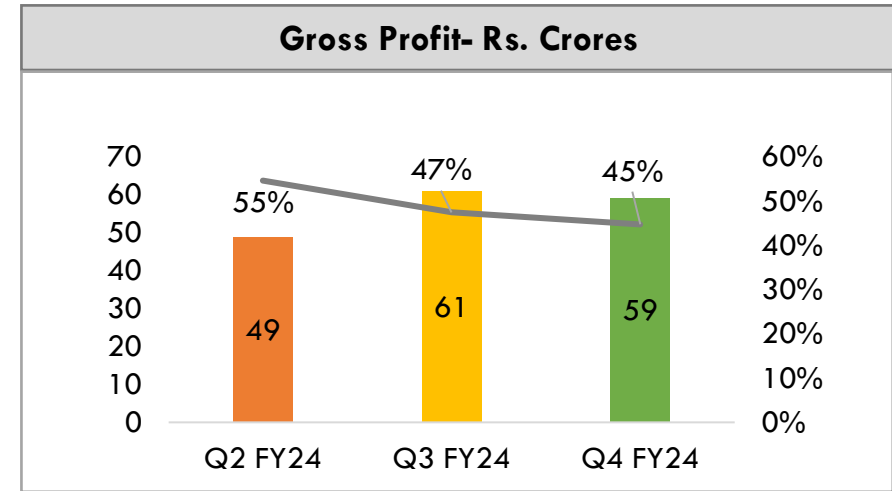
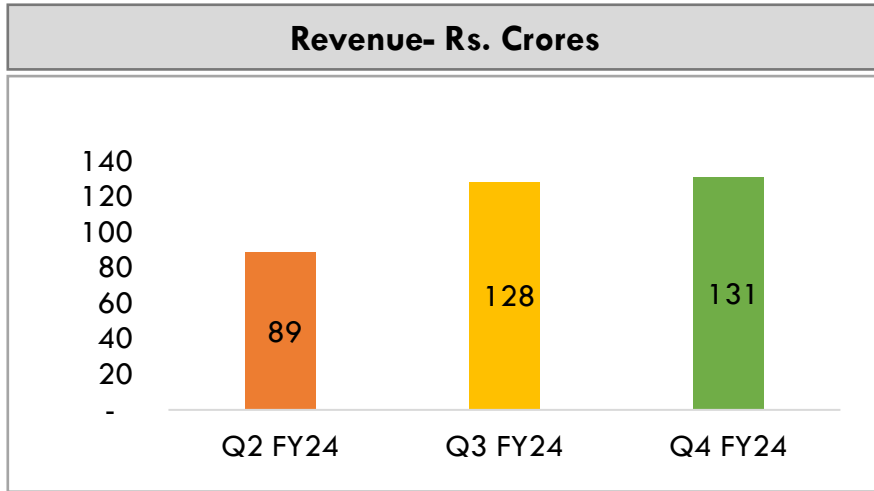


<sup>^</sup>Plywood business is a sum of standalone numbers and Greenply Sandila numbers (after eliminations)

**Developing a healthy mix of manufacturing & trading portfolio yielding better ROEs**



# MDF P&L-Quarterly FY24



Revenue growth of 2.1% QoQ

# Consolidated Profit & Loss Statement Q4 FY24



Sr. No.	Particulars	Three months ended 31.03.2024	Previous Three months ended 31.12.2023	Corresponding Three months ended 31.03.2023 in the previous year	Year ended 31.03.2024	Year ended 31.03.2023
		(Audited) (Refer Note 7)	(Unaudited)	(Audited) (Refer Note 7)	(Audited)	(Audited)
	<b>Continuing operations</b>					
1.	Income					
	a) Revenue from operations	59,978.78	58,208.02	42,721.19	2,17,992.09	1,66,314.65
	b) Other income	378.70	827.70	971.36	1,385.22	1,724.47
	<b>Total Income</b>	<b>60,357.48</b>	<b>59,035.72</b>	<b>43,692.55</b>	<b>2,19,377.31</b>	<b>1,68,039.12</b>
2.	Expenses					
	a) Cost of materials consumed	25,069.65	24,015.26	14,724.53	88,390.04	57,295.66
	b) Purchase of stock-in-trade	12,125.16	13,289.46	11,955.96	50,412.55	48,835.02
	c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	(338.70)	(2,357.25)	(240.06)	(7,248.19)	(2,853.36)
	d) Employee benefits expense	6,812.04	7,340.11	5,695.96	27,908.15	21,748.26
	e) Finance costs	900.29	1,472.94	280.60	4,334.57	907.76
	f) Depreciation and amortisation expenses	1,454.82	1,492.37	749.84	5,451.52	2,597.84
	g) Other expenses	10,544.69	10,877.57	6,083.85	39,850.75	25,875.77
	<b>Total Expenses</b>	<b>56,567.95</b>	<b>56,130.46</b>	<b>39,250.68</b>	<b>2,09,099.39</b>	<b>1,54,406.95</b>
3.	<b>Profit before share of (loss) of equity accounted investees and tax (1-2)</b>	<b>3,789.53</b>	<b>2,905.26</b>	<b>4,441.87</b>	<b>10,277.92</b>	<b>13,632.17</b>
4.	Exceptional items (Refer Note 4A & 4B)	466.89	885.75	-	1,352.64	962.00
5.	Share of (loss) of equity accounted investees (Refer Note 5)	(68.16)	(16.43)	(1,663.13)	(131.30)	(2,075.21)
6.	<b>Profit before tax from continuing operations (3+4+5)</b>	<b>4,188.26</b>	<b>3,774.58</b>	<b>2,778.74</b>	<b>11,499.26</b>	<b>12,518.96</b>
7.	Tax expense					
	a) Current tax	945.92	982.65	852.86	3,468.89	1,378.00
	b) Deferred tax	(9.13)	(19.38)	272.44	(493.65)	540.13
	<b>Total tax expense</b>	<b>936.79</b>	<b>963.27</b>	<b>1,125.30</b>	<b>2,975.24</b>	<b>1,918.13</b>
8.	<b>Profit for the period from continuing operations (6-7)</b>	<b>3,251.47</b>	<b>2,811.31</b>	<b>1,653.44</b>	<b>8,524.02</b>	<b>10,600.83</b>
9.	<b>Discontinued Operations</b>					
	Profit from discontinued Operations before Tax	(415.36)	(124.37)	(546.80)	(1,528.70)	(1,457.66)
10.	Tax expense of discontinued operation	-	-	-	-	-
11.	<b>Loss for the year from Discontinued operations (9-10)</b>	<b>(415.36)</b>	<b>(124.37)</b>	<b>(546.80)</b>	<b>(1,528.70)</b>	<b>(1,457.66)</b>
12.	<b>Profit for the period (8+11)</b>	<b>2,836.11</b>	<b>2,686.94</b>	<b>1,106.64</b>	<b>6,995.32</b>	<b>9,143.17</b>
13.	<b>Other Comprehensive Income</b>					
	Items that will not be reclassified to profit or loss	36.96	15.94	24.35	54.90	51.07
	Income tax relating to items that will not be reclassified to profit or loss	(8.98)	(4.02)	(6.11)	(13.50)	(12.83)
	Items that will be reclassified to profit or loss	(84.98)	104.49	27.33	35.58	213.00
	Income tax relating to items that will be reclassified to profit or loss	-	-	-	-	-
	<b>Other Comprehensive Income / (Loss) for the period</b>	<b>(57.00)</b>	<b>116.41</b>	<b>45.57</b>	<b>76.98</b>	<b>251.24</b>
14.	<b>Total Comprehensive Income for the period (12+13)</b>	<b>2,779.11</b>	<b>2,803.35</b>	<b>1,152.21</b>	<b>7,072.30</b>	<b>9,394.41</b>

The background of the slide features a warm, golden-yellow gradient. In the lower-left quadrant, there is a stylized sun with multiple overlapping semi-circular layers in shades of red, orange, and yellow. A trail of numerous yellow butterflies of various sizes is depicted flying upwards and to the right, starting from the sun's rays and extending towards the top center of the slide.

# CORPORATE OVERVIEW

# 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. 2,900+**  
crores  
Market Cap

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

**E-0**  
India's first Zero  
Emission plywood



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

**3000+**  
Dealer Distribution  
Network

**1100+**  
Cities, Towns &  
Villages Serviced

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

**Best Green  
Manufacturing  
Company  
2022**  
**India's Most Trusted  
Brand  
2022**

**A Growing & resilient organization**

# Manufacturing Excellence



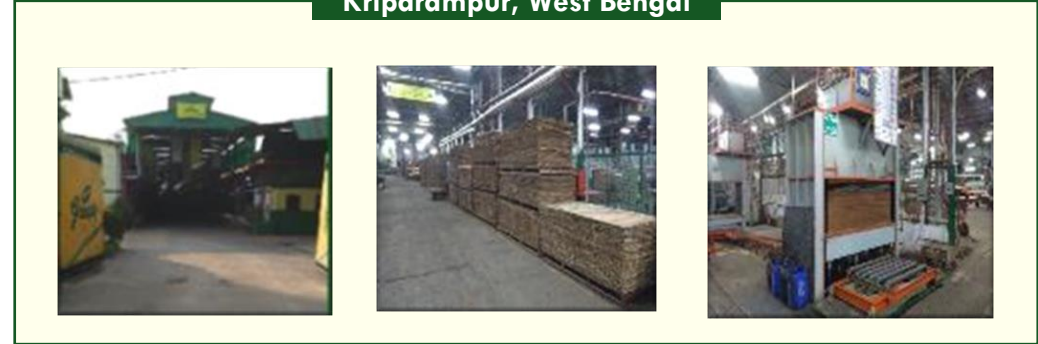
Plywood & allied (Own Manufacturing ) Location	Capacity (Mn SqM pa)
Bamanbore, Gujarat	15.80
Sandila, Lucknow (U.P.)	13.50
Kriparampur, West Bengal	11.00
Tizit, Nagaland	8.10
<b>Total plywood &amp; Allied Existing Capacity</b>	<b>48.40</b>

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

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

**Kriparampur, West Bengal**



**Tizit, Nagaland**



**Sandila, U.P.**



**Bamanbore, Gujarat**

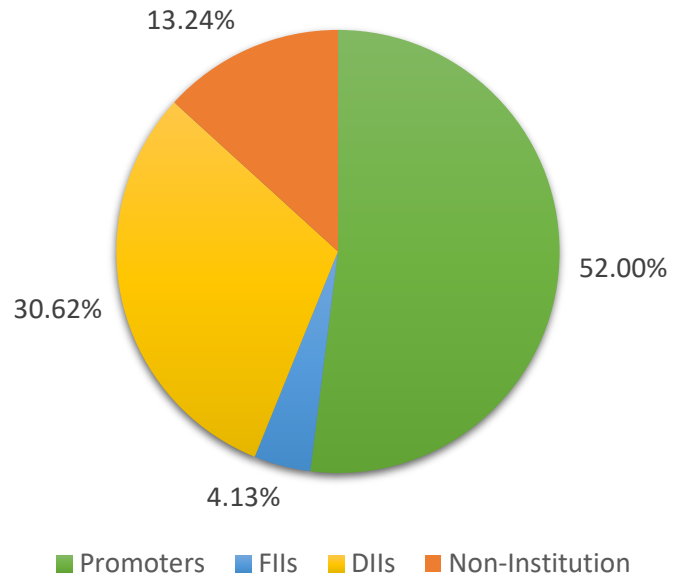


**Prudent investing to drive business forward**

# Ownership & Stakeholder Value Creation



## Shareholding Pattern- 31<sup>st</sup> March 2024



*A balanced non promoter stake fostering future optimism*

## Major Institutional Shareholders - 31<sup>st</sup> March 2024

Major Institutional Shareholders	Shareholding %
Mirae Asset Mutual Fund	9.96
HDFC Mutual Fund	7.66
Tata Mutual Fund	4.87
Bandhan Mutual Fund	2.17
SBI Contra Fund	1.57
Canara Robeco Mutual Fund	1.66
Union Small CAP Fund	1.02

**A diversified holding structure aiming at value creation for shareholders**

## INTERIOR MDF



### APPLICATIONS

It can be used for interior purposes such as furniture, Exhibition, Furniture, handcrafts, Moulded and Shaped Parts (traditional furniture). Various other items like Handicraft Items/Toys

Cabinets, Wall Cladding, Wall Panelling, False Ceiling, Wardrobes, Bookshelves, Partitions, modular furniture, and general fit outs. It also can be used for Machining, Carving, Packaging, Laminate substrates, Tabletops etc.

### KEY FEATURES



Made with  
PRODIQ NEO TECH



Excellent  
Machinability



Homogenous  
Interlocking



Borer & Termite  
Resistant



Anti-Bacterial, Anti-  
Fungal & Anti-Viral



Super Smooth  
Surface



Made with  
Renewable Energy



Environmental  
Friendly



Cost  
Effective

## EXTERIOR MDF

### APPLICATIONS

Ideal for use in kitchen and bathrooms as well as for windows, and double glazing in fills shoe heels etc. Greenply's Exterior Grade Range (IS grade I) is the perfect solution for highly humid environments where dimensional stability is non-negotiable. With exceptional screw retention strength on the face and edges, this versatile range can be moulded, routed, grooved and painted to mimic natural wood.

### KEY FEATURES



Made with  
PRODIQ NEO TECH



High Strength



Superior  
Performance



Borer & Termite  
Resistant



Anti-Bacterial, Anti-  
Fungal & Anti-Viral



Super Smooth  
Surface



Made with  
Renewable Energy



Environmental  
Friendly



Moisture  
Resistant





## HDMR 710 MDF

### APPLICATIONS

kitchen cupboards, bathroom vanities, laundry cupboards, shelving, and other places that are prone to moisture. Resisting expansion & contraction brought on by high-humid conditions, Greenply's HDF has a homogeneous structure that ensures uniform strength throughout the material. Designed to be used in high humidity situations, it has resistance power against expansion and contract due to humidity. It can also be moulded, profiled, routed, and grooved to meet your specific needs. With high load-bearing capacity, it's manufactured to endure tough usage. It can be painted to look just like wood.

### KEY FEATURES



Super Smooth Surface



Heavy Duty



Calibrated High Density Product



Borer & Termite Resistant



Anti-Bacterial, Anti-Fungal & Anti-Viral



Made with Renewable Energy



Environmental Friendly



High Moisture Resistance

## PRE - LAMINATED MDF

### APPLICATIONS

With a unique surface finish, these boards come in a wide range of colours, textures, and finishes, making them the first choice of customers. Greenply's pre-laminated MDF boards come in both interior and exterior grades, with the exterior grade designed for high-humidity situations where stable dimensions are critical. The pre-laminated HDF 710 HDMR is designed for high-humidity situations, with resistance against expanding and contracting due to humidity. These boards are ideal for use in kitchen cupboards and cabinets, bathroom cabinets, partitions, modular furniture, TV cabinets, wardrobes, tabletops, and more.

### KEY FEATURES



Made with  
PRODIQ NEO TECH



High Strength



Superior  
Performance



Borer & Termite  
Resistant



Anti-Bacterial, Anti-  
Fungal & Anti-Viral



Stain  
Resistance



Wide Range of Colours  
and Textures



Environmental  
Friendly



High Abrasion  
Value



Excellent  
Machinability

## Boil Pro 500 MDF



### APPLICATIONS

A game-changer that redefines the norms of protection and resilience. Meticulously crafted using HydroFireBloc Technology, a revolutionary blend of hydro-repellent and fire-retardant elements, these fire-retardant as well waterproof MDF boards pack innovation serves as your ultimate guardian against the formidable adversaries of water and fire. Restroom Toilet Cubicle, Thermal Insulation, Load Bearing Area – Decking / Warehouse Shelves/ Staircases, Container Floor, Truck Floor, Bus Body Floor, Bathroom Partition, Fire Retardant Application, Flooring, Wall Panelling, Furniture, Fixtures, Modular Kitchen, Wardrobes, Moist Area Furniture

### KEY FEATURES

**HYDROFIREBLOC  
TECH**



Fire retardant  
confirming to IS 5509



Boiling Waterproof



Superior Strength



Made with  
PRODIQ NEO TECH



Borer, Fungus &  
Termite Resistance



WARRANTY  
25 YEARS  
WARRANTY



Super Smooth  
Surface

## CARB P2 MDF

### APPLICATIONS

A true marvel born from the amalgamation of state-of-the-art technology and a wealth of industry knowledge spanning decades. Developed within Greenply's cutting-edge facility, these pieces of exceptional MDF sheets redefine the very essence of zero-emission materials, marking a revolutionary milestone in the industry. It can be used at Home, Office & Commercial spaces - Living Room, Kitchen, Study Room, Wardrobe etc.

### KEY FEATURES



Low Formaldehyde Emission



Borer, Fungus & Termite Resistance



Super Smooth Surface



Made with PRODIQ NEO TECH



CARB P2 & EPA TSCA Title VI Certified



Made with Renewable Energy



# Expanding our ESG footprints



SCS Global Services does hereby certify that an independent audit has been completed and conformity to the applicable standard(s) has been confirmed for:

## Greenply Industries Limited

P.O. Box Tizit, Dit Mon, Tizit, NL 798602, India

This operation meets all of the necessary qualifications to be certified for the following claim:

### Well Managed Group of Plantations Certification

Greenply Industries Limited has been shown to meet all of the necessary qualifications to be certified as a Well-Managed Group of Plantations in accordance with the Forest Stewardship Council's Principles & Criteria, as elaborated by the FICP Final Interim Standard for Forest Management Certification in India under the FSC V2-1, SCS COC Indicators for FMEs V8-0, FSC-STD-30-005 V1-1, FSC-STD-50-001 V2-0.

For the following product(s):  
Mala Dubia, Eucalyptus spp., Diabanga spp., Canarium spp., and Terminalia spp.

Certificate Code: SCS-FM/COC-007306  
Trademark License Code: FSC-C157698

Valid from: 24 February 2021 Expiry date: 23 February 2026



*Brendan Grady*  
Brendan Grady, Director, Forest Management  
SCS Global Services  
2000 Powell Street, Ste. 600, Emeryville, CA 94608 USA



# Brand Campaign - Driving Brand Saliency



## TV Campaign :

### Presence on lead News, Business, Movie & Regional Channels



### Prime-time Impact properties



4 Mn  
Reach thru TV

### Festive Integrations



#### Television Visibility



#### Radio Presence



- Total Radio Spots: 1300+
- Locations: Kolkata, Siliguri, Durgapur & Asansol

#### Pujo Pandal Visibility



#### Digital Platforms



# Brand Campaign - Driving Brand Saliency



## OOH Visibility through High Impact Sites & Innovation



300+ Sites

3 Airport Branding

Metro Train Branding

3D Display

Anamorphic Display

# Brand Campaign – SM Engagement, Reach & Consideration through Digital



Teaser | Product Communication | Contextual & Moment Communication



12.8 Mn

21,216



63.7 Mn

Impressions



226 Mn

Video Views



3586K

Clicks



3586K

Reach



# Brand Campaign - In-Shop Visibility & Dealer Engagement



Hero Zone at Select Outlets – 30+ | In-shop Comm – 1200+ outlets | Brand Campaign |  
Launch Event – 120+ dealer Engaged



# New Category – Boil Pro 500 Launch Elements



Greenply  
BOIL PRO 500

With  
**HYDROFIREBLOC  
TECH**

✔ Fire Proof   ✔ Water Proof   ✔ Future Proof

Greenply  
HAR ZARURAT KA REPLY

Greenply  
BOIL PRO 500

18mm

FIRE RETARDANT | BWP GRADE | 25 YEARS WARRANTY

Greenply  
HAR ZARURAT KA REPLY

Greenply  
BOIL PRO 500

18mm

Made with  
PROD-IQ NEO TECH

HYDROFIREBLOC  
TECH

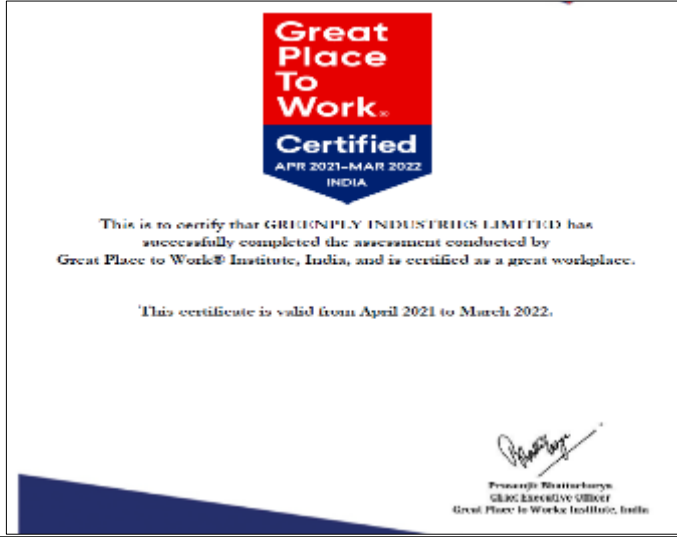
BWP GRADE

Fire Retardant

Superior Strength

25 YEARS  
WARRANTY

# Awards & Recognition



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



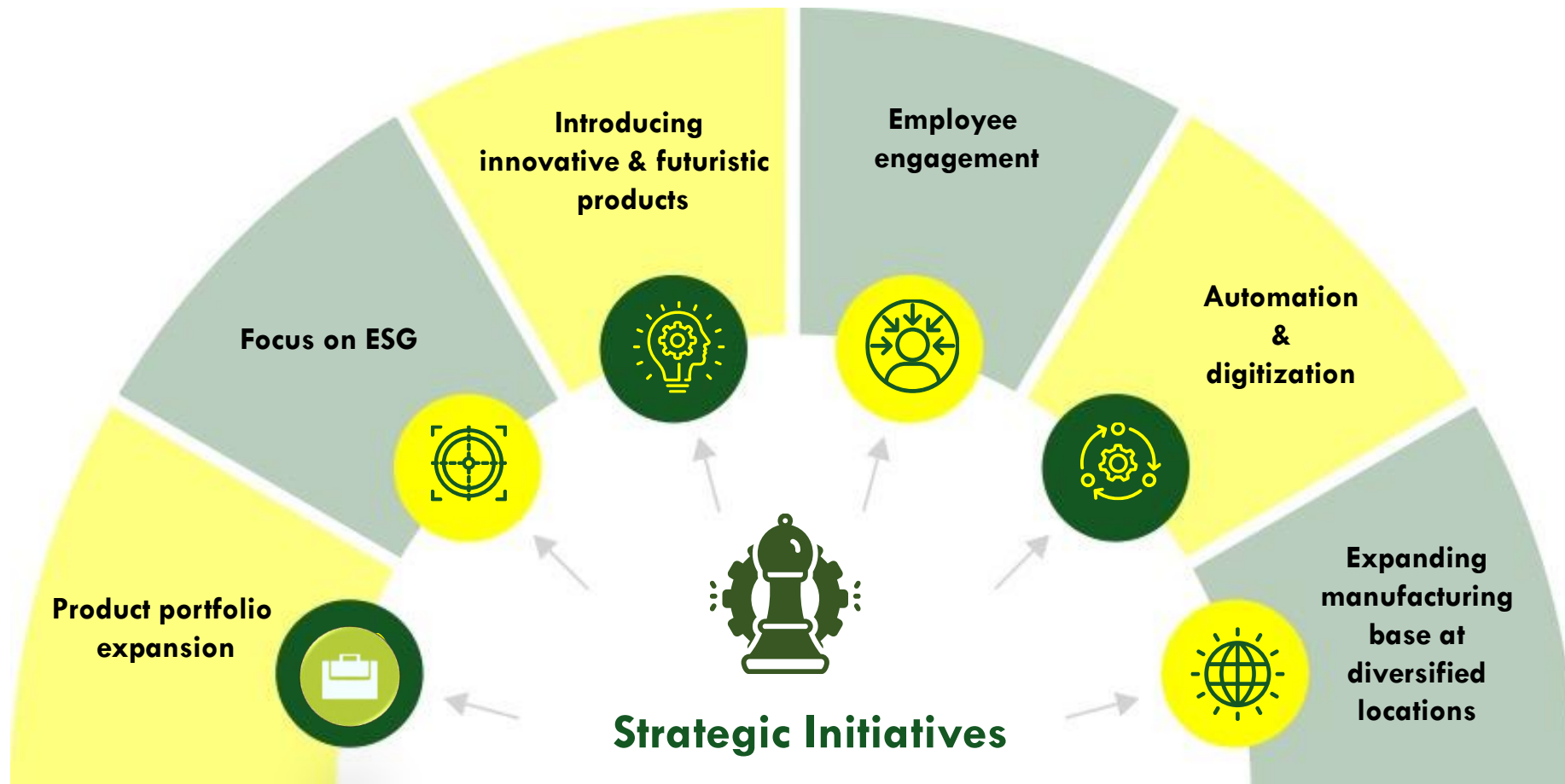
India's Most trusted Brand- 2022



Best Green Manufacturing Company- 2022



Economic Times Sustainable Organisations Award - 2023



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

For further information, please contact:

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Assam - 786 125

**Corporate Office:**

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23 Chetla Central Road  
Kolkata - 700 027, India  
Phone: (033)-3051-5000  
Fax: (033)-3051-5010  
Email: [investors@greenply.com](mailto:investors@greenply.com)  
Website: [www.greenply.com](http://www.greenply.com)

A decorative background featuring a large, stylized sun with a gradient from red to yellow. Numerous yellow butterflies of various sizes are scattered across the scene, appearing to fly upwards and outwards from the sun. The overall color palette is warm, dominated by yellows, oranges, and reds.

**Thank You!**