



Greenply/2024-25  
October 28, 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 un-audited financial results for the quarter and half year ended 30th September, 2024**

With reference to the captioned subject, please find enclosed Presentation on un-audited financial results of Greenply Industries Limited for the quarter and half year ended 30.09.2024.

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

**TRANSFORMING INDIAN SPACES**



Greenply Industries Limited

# ANALYST PRESENTATION

Q2 & H1FY2025  
29<sup>th</sup> Oct 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	Q2 FY25	Q2 FY24	% Change Y-o-Y	Q1 FY25	% Change Q-o-Q	H1 FY25	H1 FY24	% Change Y-o-Y
Revenue (Rs Crs)	640	568	12.8%	584	9.7%	1224	998	22.7%
Core EBITDA* (Rs Crs)	58	48	19.2%	58	-0.5%	116	75	53.1%
Core EBITDA %	9.0%	8.5%	+50 bps	9.9%	-90 bps	9.4%	7.6%	+180 bps
PAT (Rs Crs)	18	19	-6.4%	33	-47.1%	51	25	106.2%
<b>Discontinued Operations</b>								
Revenue (Rs Crs)		57					116	
PAT (Rs Crs)		-5					-10	

\*\* PAT includes impact of Rs. 0.9 crs in Q2 FY25, 4.9 crs in Q1 FY25 on account of pro-rata share of loss from GMEL also a loss of 3.5 crs in Q2 FY25 from furniture & fitting JV & 1.6 crs in Q1 FY25. PAT also includes impact of forex loss 4.6 crs in Q2 FY25 & profit of 0.7 crs in Q1 FY25 Q1 FY25 PAT includes impact of income tax refund & interest of Rs. 11.9 crs.

Consolidated Debt position (Rs/Crores)	Sep'24	Jun'24	Change Q-o-Q
Ply Business (GIL+Sandila+Alishan)	52	72	-20
MDF Business (GSPPL)*	374	374	0
<b>Total Gross Debt</b>	<b>426</b>	<b>446</b>	<b>-20</b>
<b>Net Debt</b>	<b>347</b>	<b>431</b>	<b>-86</b>
<b>Equity</b>	<b>754</b>	<b>743</b>	<b>11</b>
Net D/E (Times)	0.46	0.58	
Working Capital (Days)	29	38	-9

\*Excluding inter-corporate debt.



# Key results highlights – India Ply Business



Plywood Business <sup>^</sup> (Standalone + Subsidiaries)								
Particulars	Q2 FY25	Q2 FY24	% Change Y-o-Y	Q1 FY25	% Change Q-o-Q	H1 FY25	H1 FY24	% Change Y-o-Y
Sales Volume (MSM)	20.2	19.1	5.9%	17.7	14.5%	37.89	35.35	7.2%
Realisation (Rs/MSM)	251	245	2.4%	245	2.3%	248	247	0.6%
Revenue Plywood & Allied products	507	468	8.5%	433	17.2%	940	872	7.8%
Revenue Other products (Wallcover & Veneer)	7	10	-	19	-	26	18	-
Revenue (Rs Crs)	<b>514</b>	<b>478</b>	<b>7.5%</b>	<b>452</b>	<b>13.8%</b>	<b>966</b>	<b>890</b>	<b>8.5%</b>
Core EBITDA (Rs Crs)	42.9	36.4	17.9%	35.5	21.0%	78.4	70.6	11.0%
Core EBITDA %	8.3%	7.6%	+70 bps	7.8%	+50 bps	8.1%	7.9%	+20 bps
PAT (Rs Crs)**	27.7	22.4	23.5%	33.0	-16.0%	60.7	43.3	40.0%

Q1 & H1 FY25 PAT includes impact of income tax refund & interest of Rs. 11.9 crs



<sup>^</sup>Plywood business is a sum of Standalone & subsidiaries (after eliminations between these entities)

# Key results highlights – India MDF Business

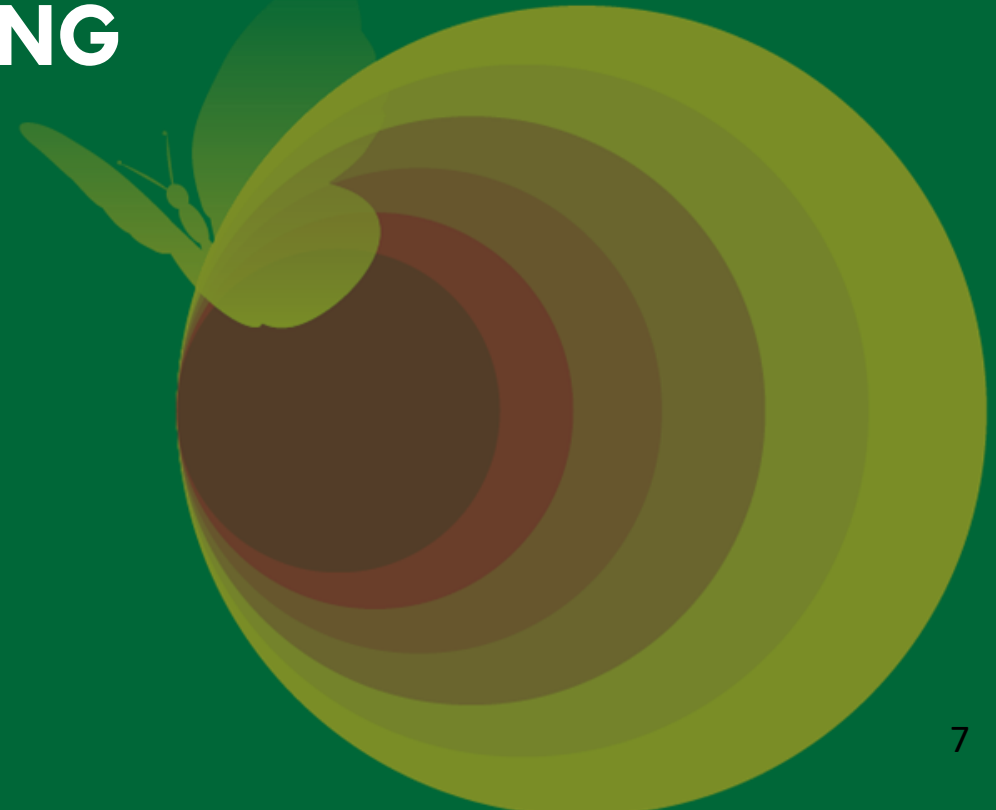


MDF Business							
Particulars	Q2 FY25	Q2 FY24	% Change Y-o-Y	Q1 FY25	% Change Q-o-Q	H1 FY25	H1 FY24
Sales Volume (CBM)	40,553	31,019	30.7%	42,724	-5.1%	83,276.7	37,081
Realisation (Rs/CBM)	31,169	28,539	9.2%	30,817	1.1%	30,988	28,541
Revenue (Rs Crs)	126.40	88.5	42.8%	131.7	-4.0%	258.1	105.8
EBITDA without Forex(Rs Crs)	14.9	11.9	24.3%	22.0	-32.2%	36.8	3.8
EBITDA without Forex(%)	11.8%	13.4%	-160 bps	16.6%	-480 bps	14.3%	3.6%
Forex (Gain)/Loss	-	-1.9		-		-	-2.1
EBITDA with Forex(Rs Crs)	14.9	13.9	6.3%	22	-32.2%	36.8	6.0
PAT (Rs Crs)	-5.6	-3.3		4.3		-1.3	-18.1

MDF Realisation Comparison by category								
Particulars	Q2 FY25	Q2 FY24	% Change Y-o-Y	Q1 FY25	% Change Q-o-Q	H1 FY25	H1 FY24	% Change Y-o-Y
<b>A. MDF Board</b>								
Sales Volume (CBM)	35,003	31,019	12.8%	35,492	-1%	70,495	37,081	90%
Realisation (Rs/CBM)	29,588	28,539	3.7%	28,911	2%	29,247	28,541	2%
Revenue (Rs Crs)	104	89	17.0%	103	1%	206	106	95%
<b>B. Pre-Lam MDF Boards</b>								
Sales Volume (CBM)	5,550			7,231	-23%	12,781		
Realisation (Rs/CBM)	41,138			40,172	2%	40,591		
Revenue (Rs Crs)	23			29	-21%	52		

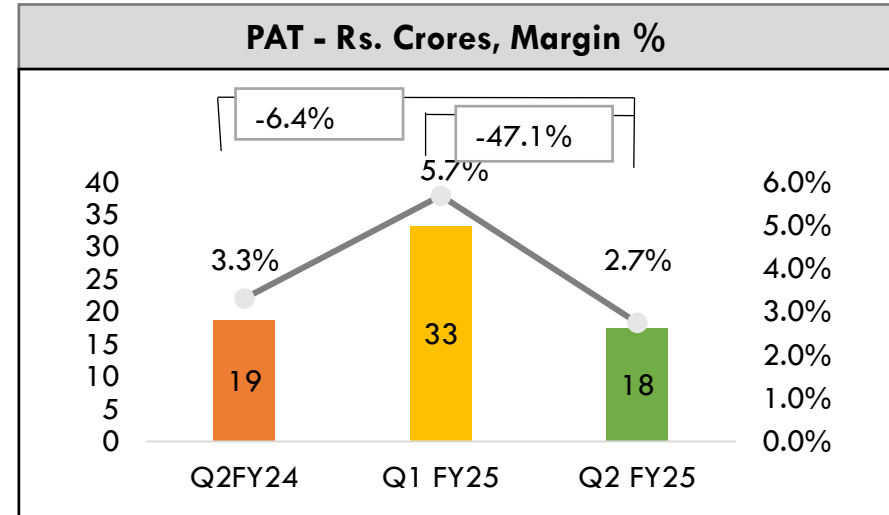
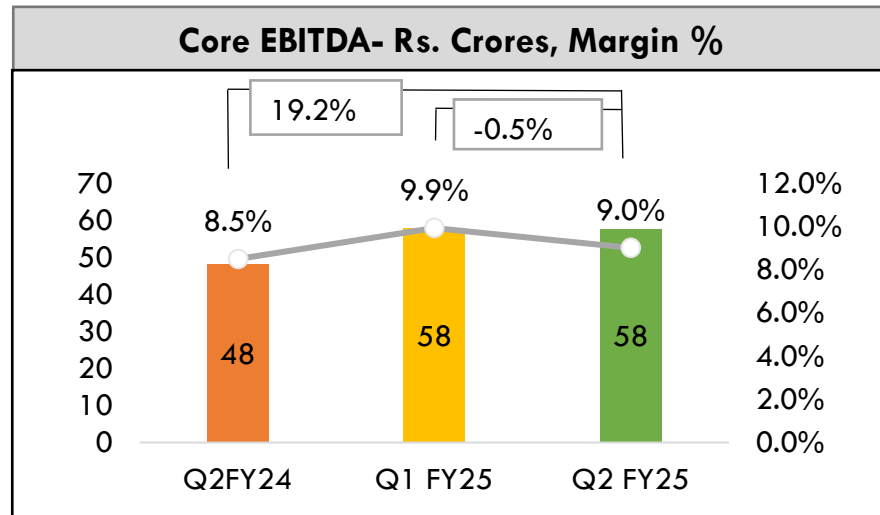
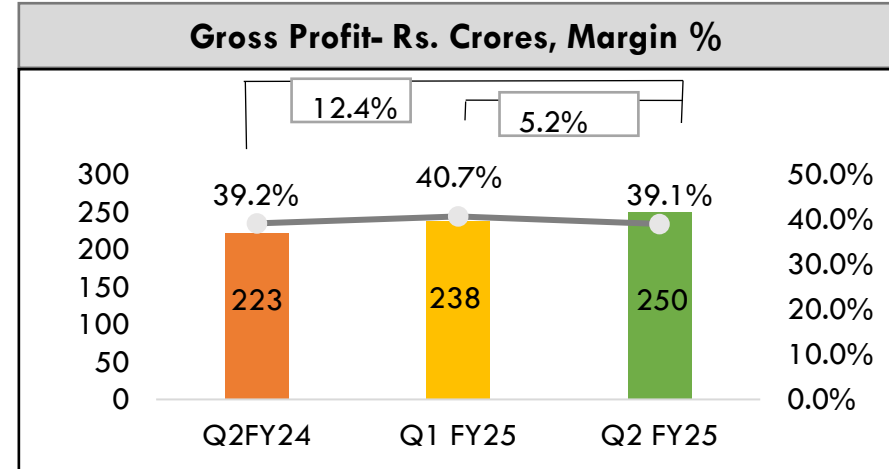
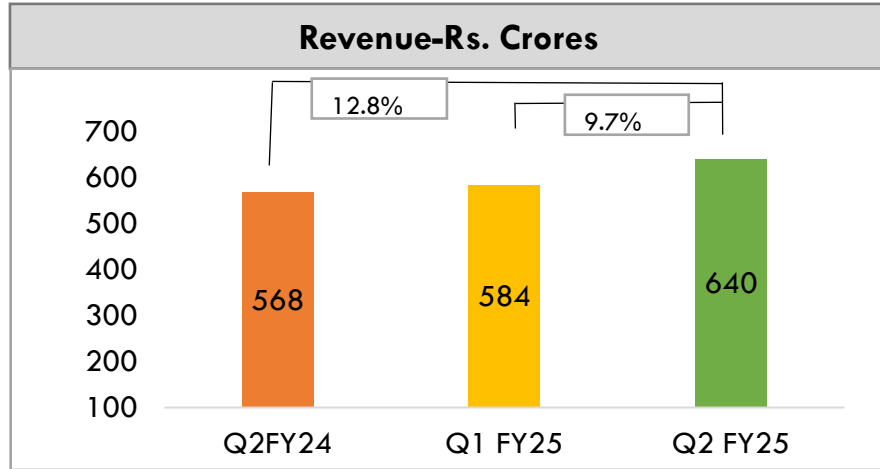
A cluster of light green butterfly silhouettes of various sizes and orientations, scattered on the left side of the slide.

# FINANCIAL & OPERATING PERFORMANCE

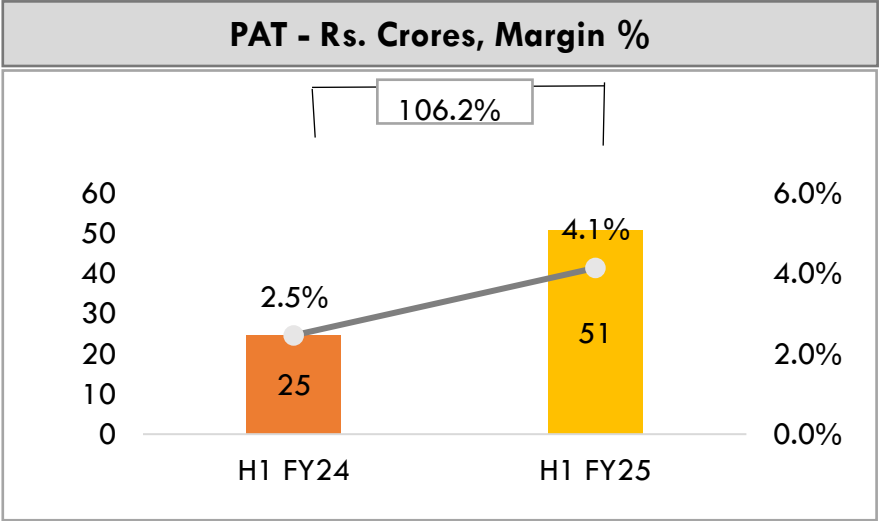
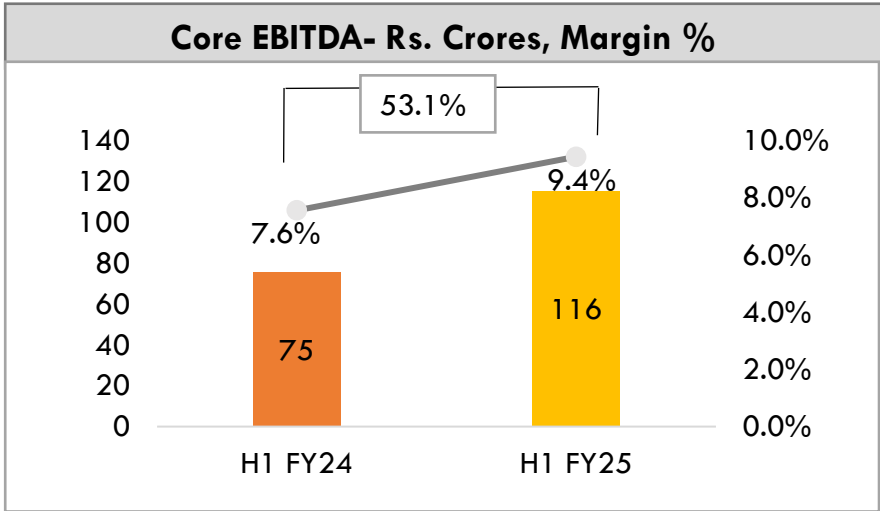
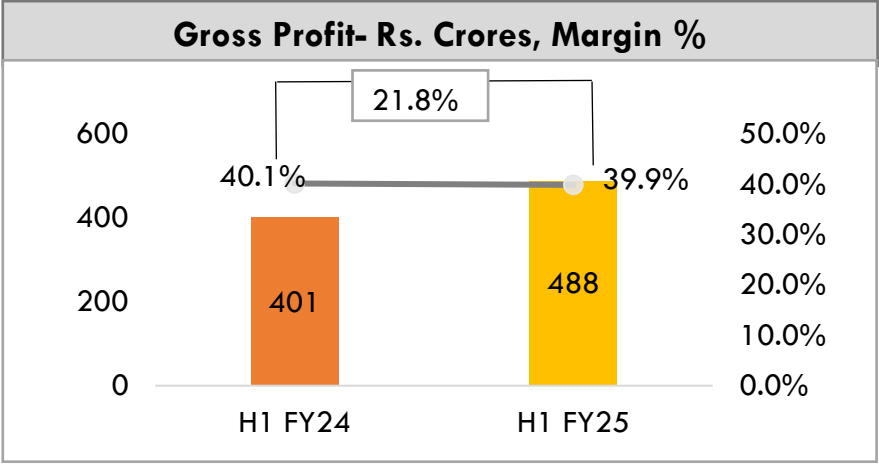
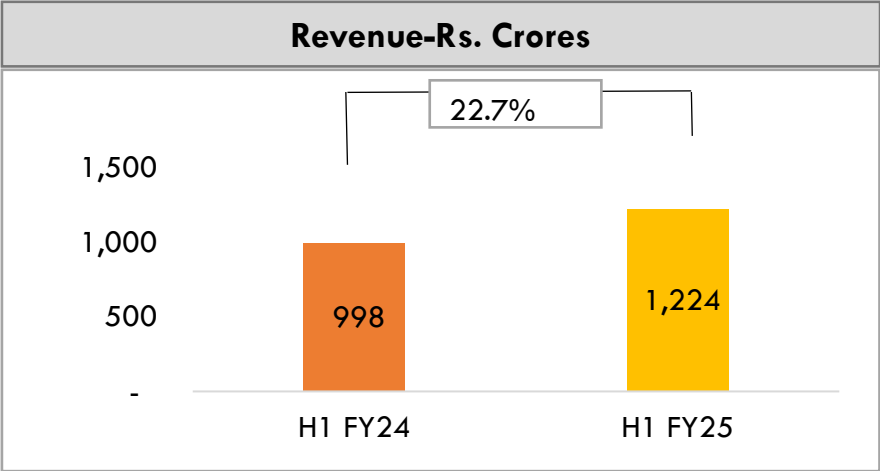




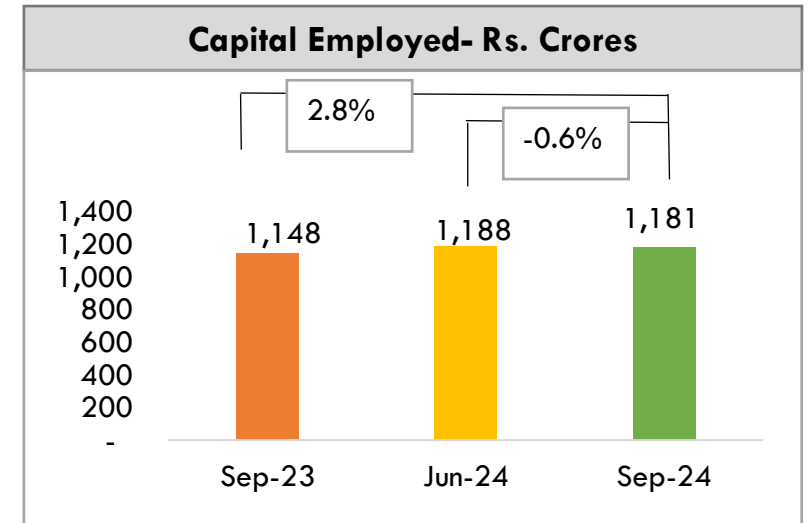
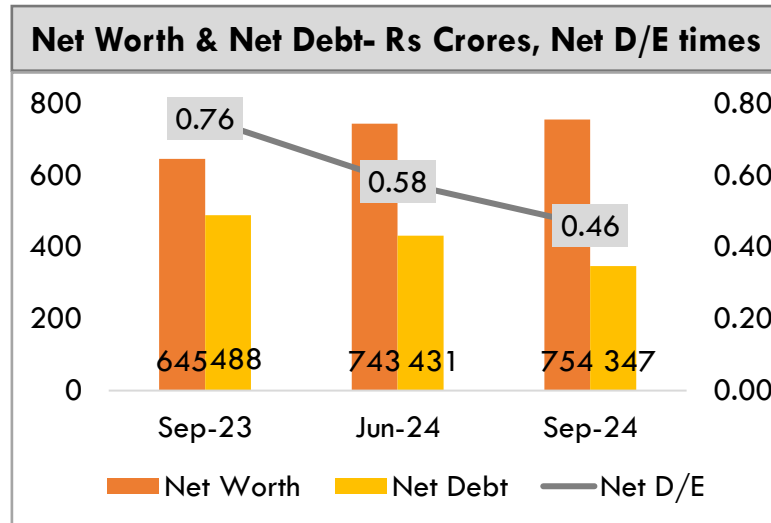
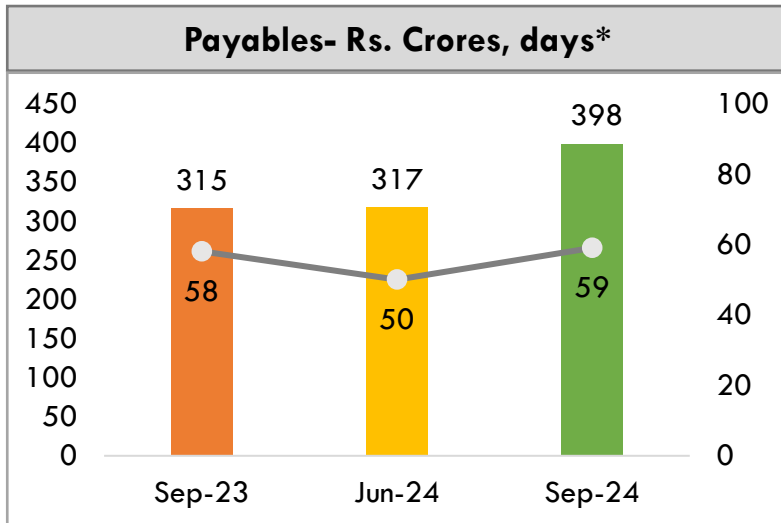
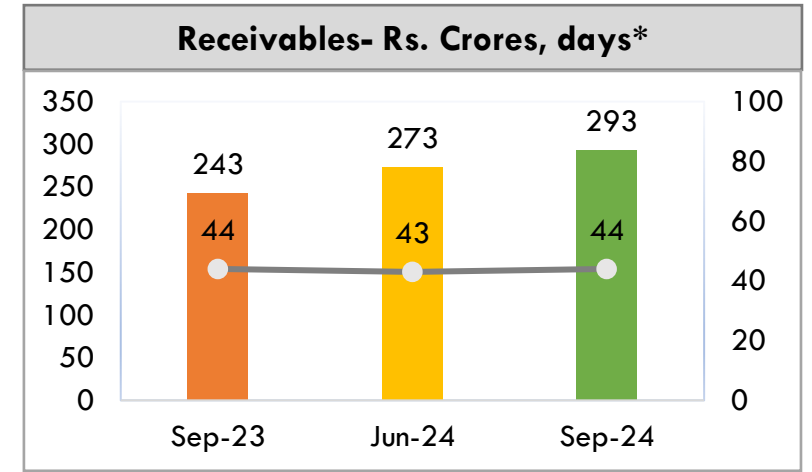
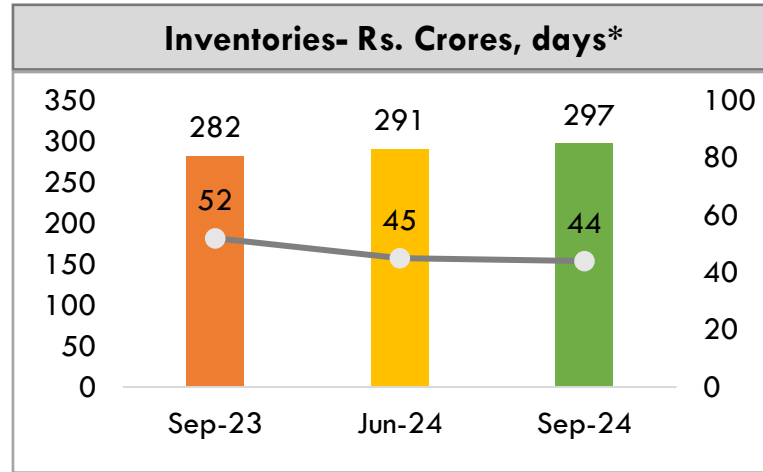
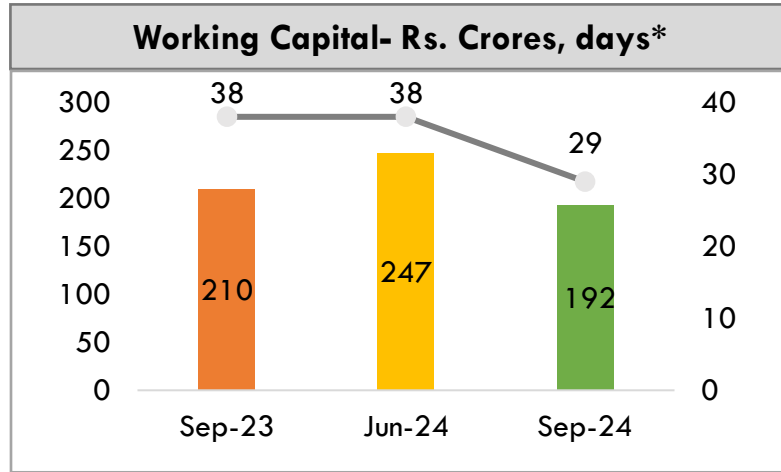
## Revenue growth of 12.8% YoY



## Revenue growth of 22.7% YoY



# Consolidated Ratios

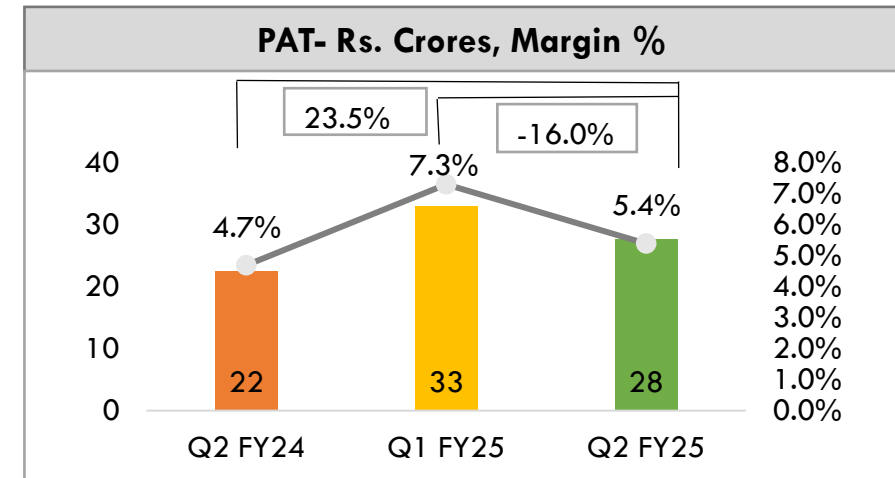
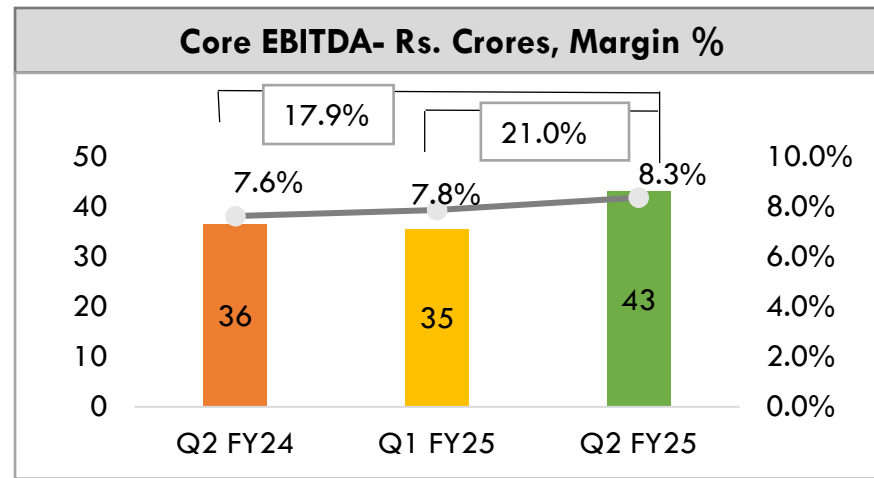
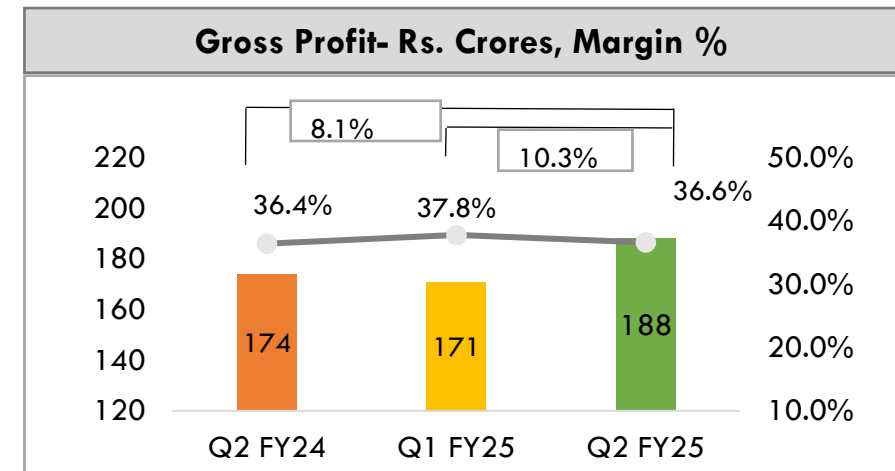
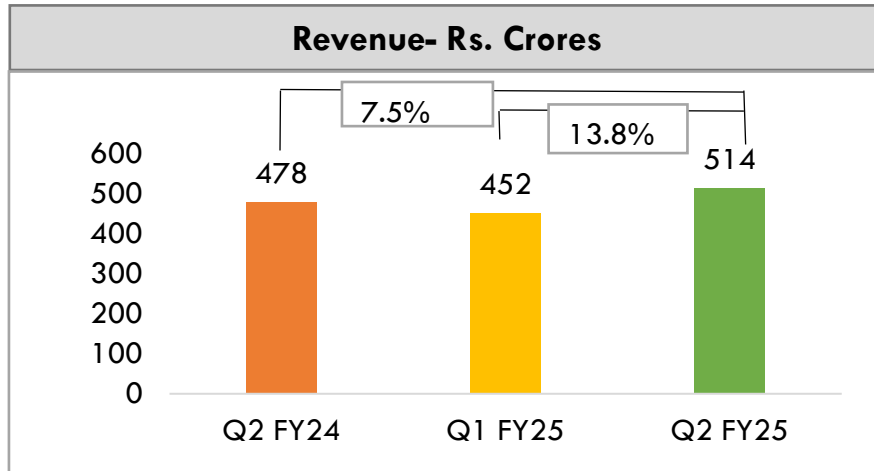


\*Annualised for non-year ending periods.

# Plywood Business<sup>^</sup> (Standalone + Subsidiaries) P&L-Q2 FY25



## Revenue growth of 7.5% YoY

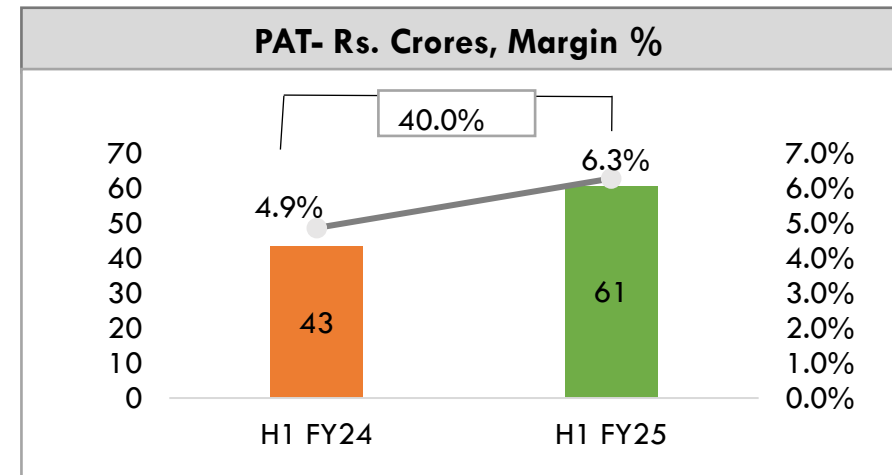
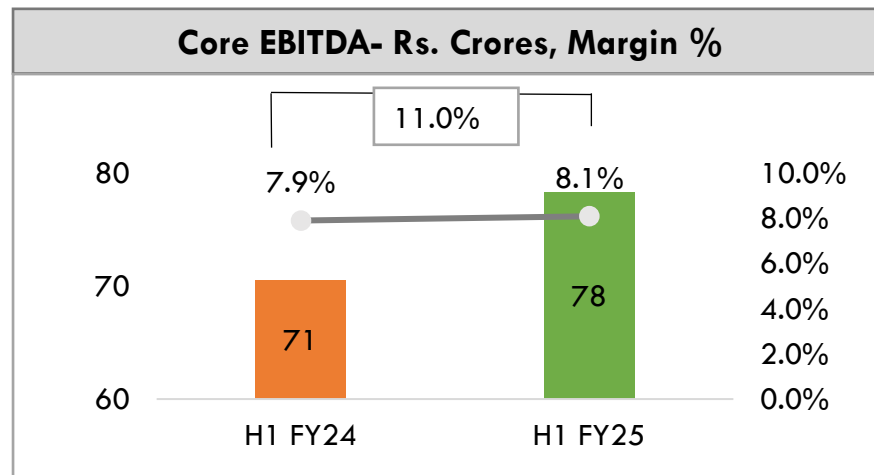
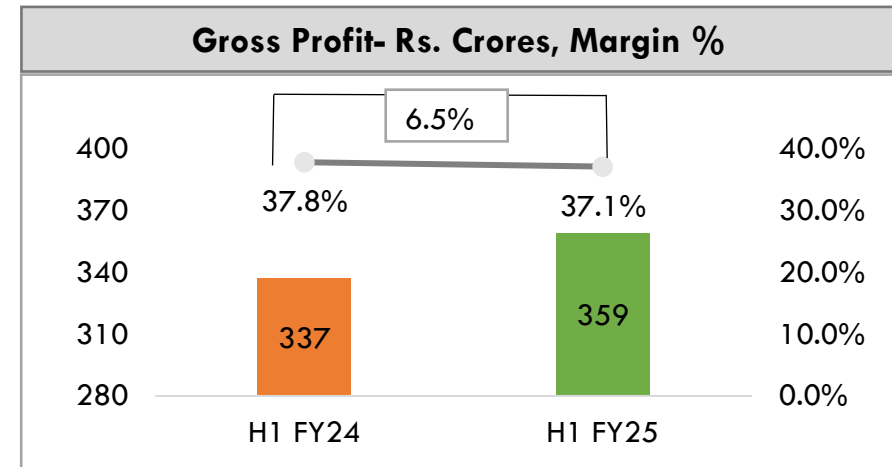
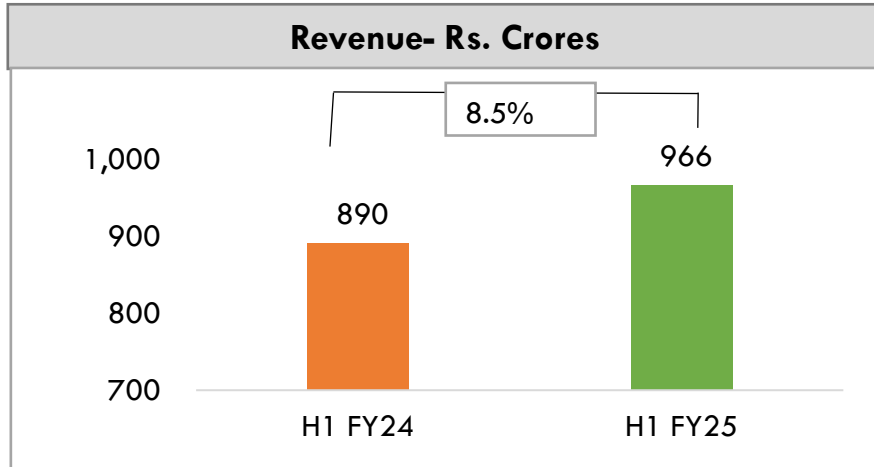


<sup>^</sup>Plywood business is a sum of standalone numbers & subsidiaries (after eliminations)

# Plywood Business<sup>^</sup> (Standalone + Subsidiaries) P&L-H1 FY25

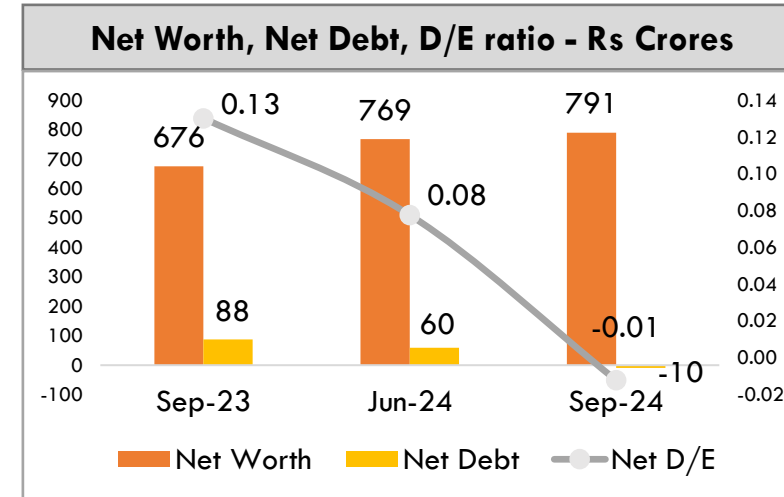
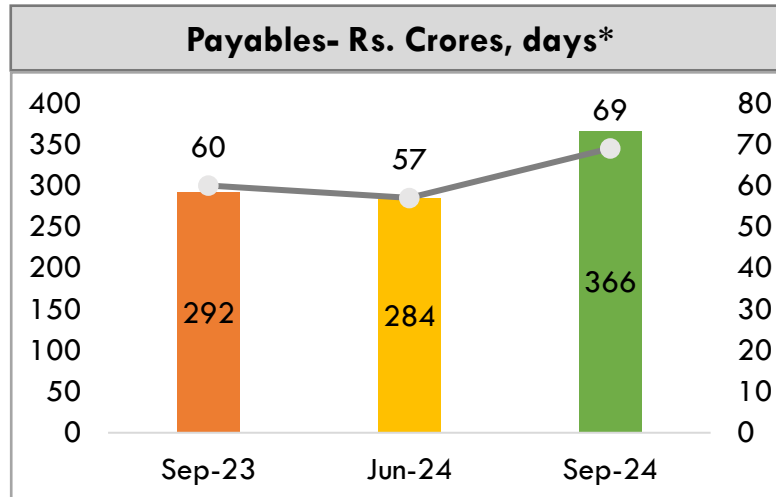
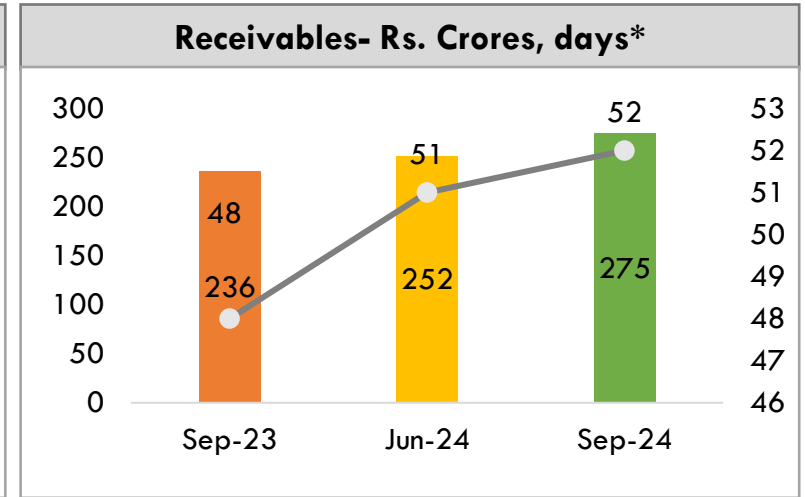
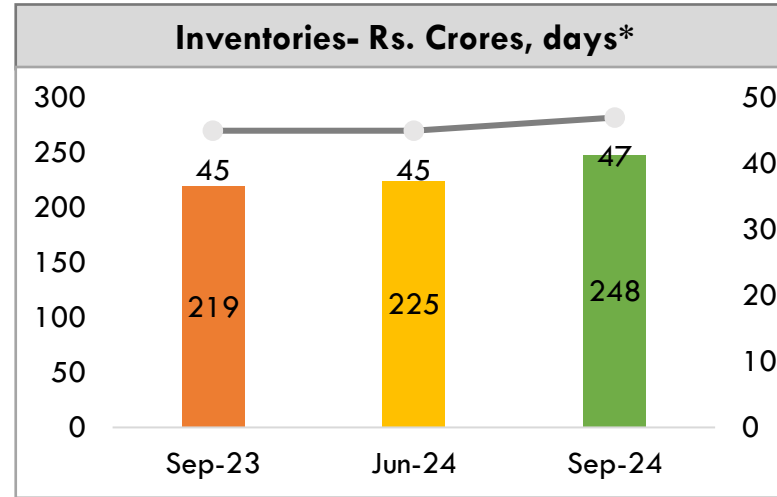
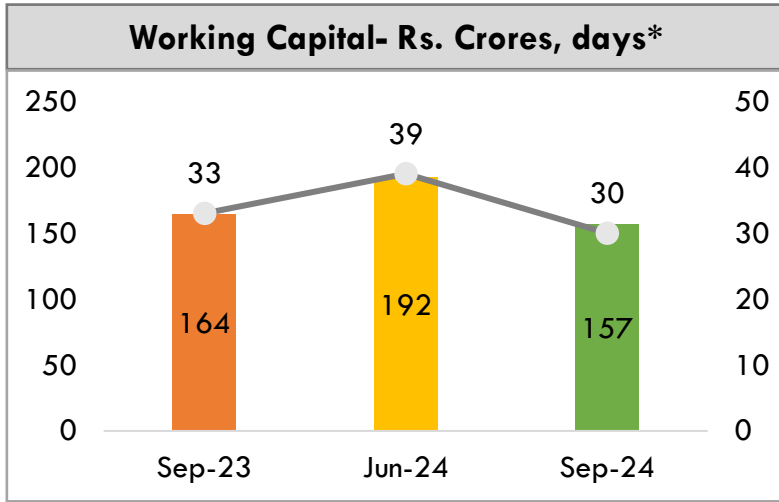


## Revenue growth of 8.5% YoY



<sup>^</sup>Plywood business is a sum of standalone numbers & subsidiaries (after eliminations)

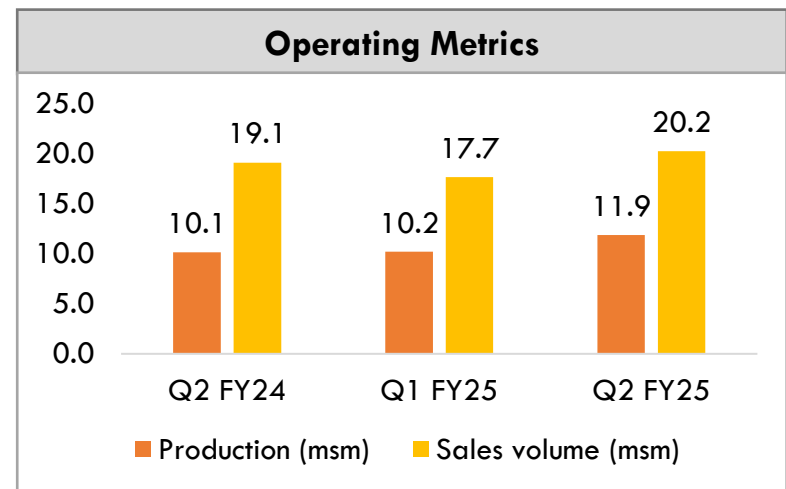
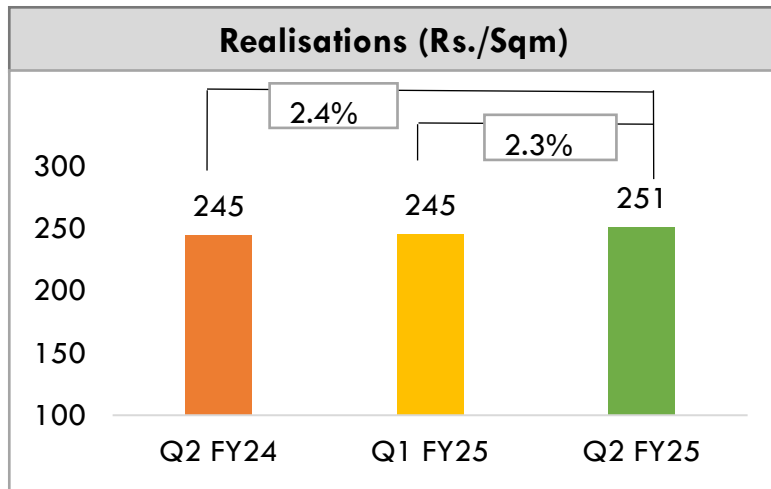
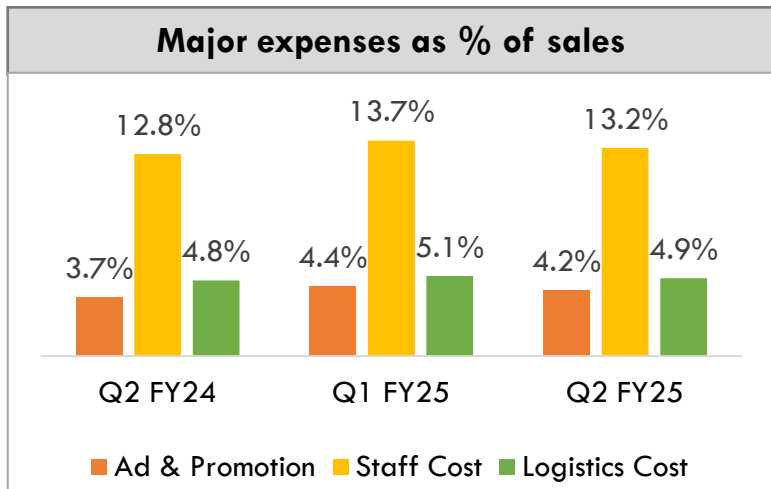
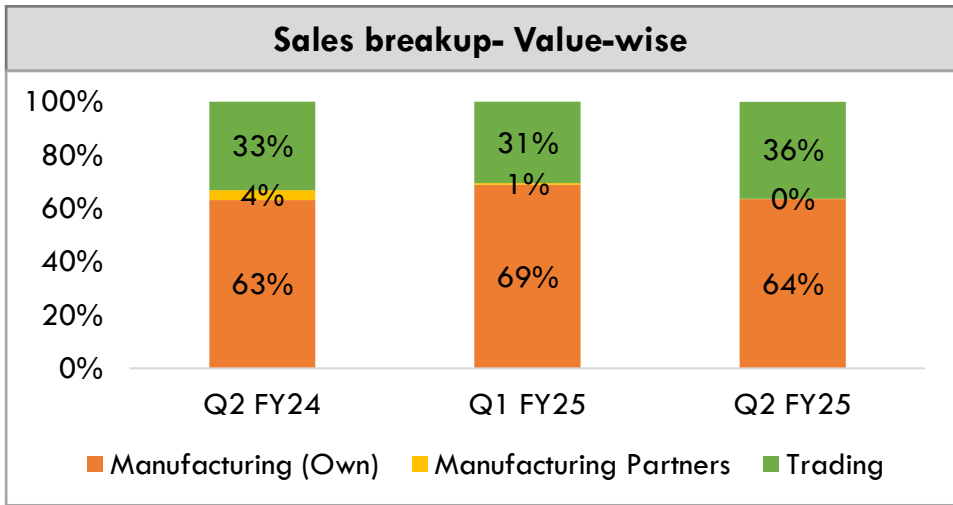
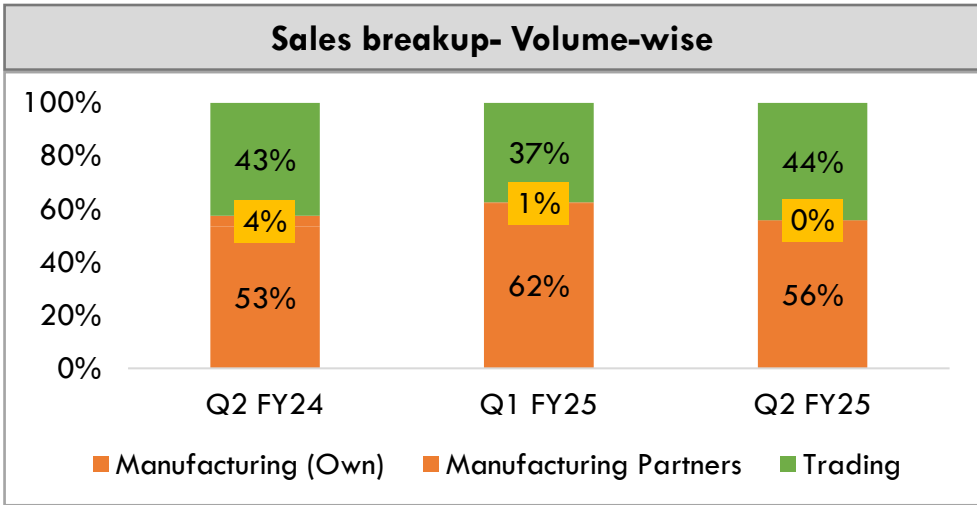
# Plywood Business<sup>^</sup> (Standalone +Subsidiaries) Ratios



\*Annualised for non-year ending periods.

<sup>^</sup>Plywood business is a sum of standalone & subsidiaries (after eliminations)

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

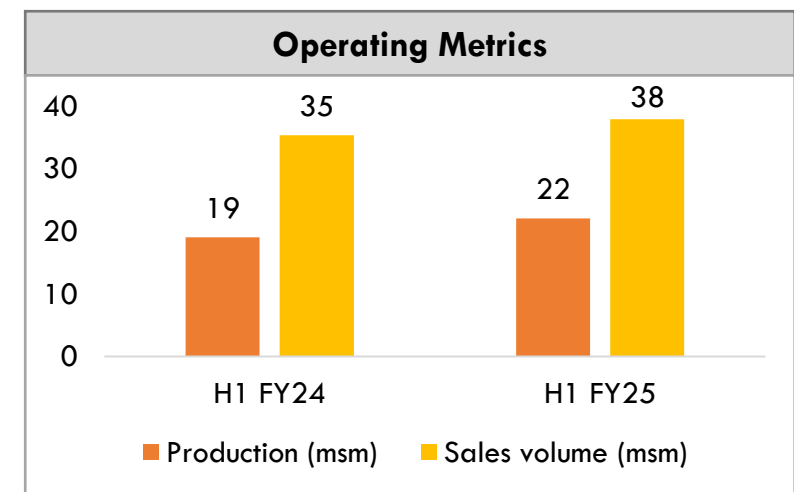
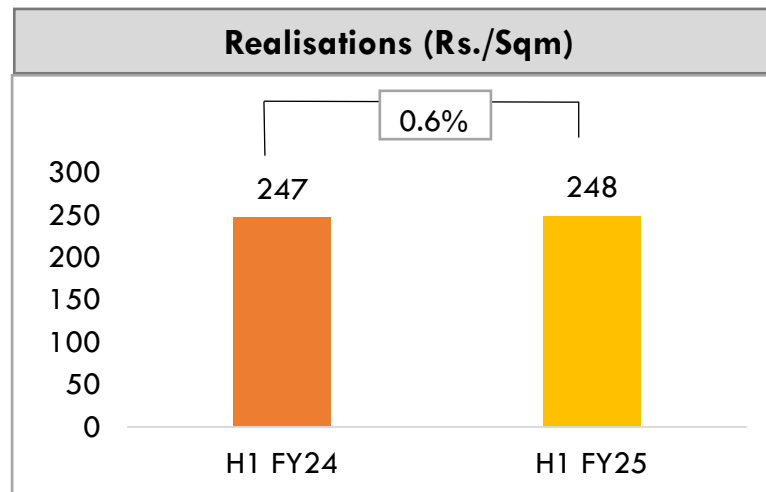
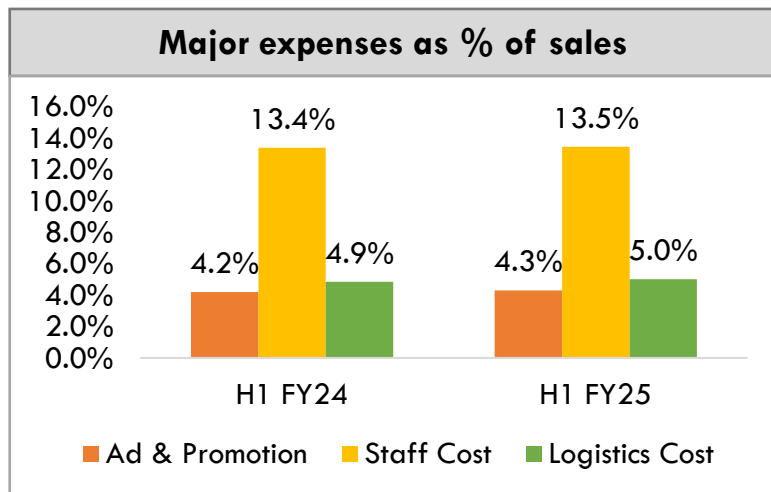
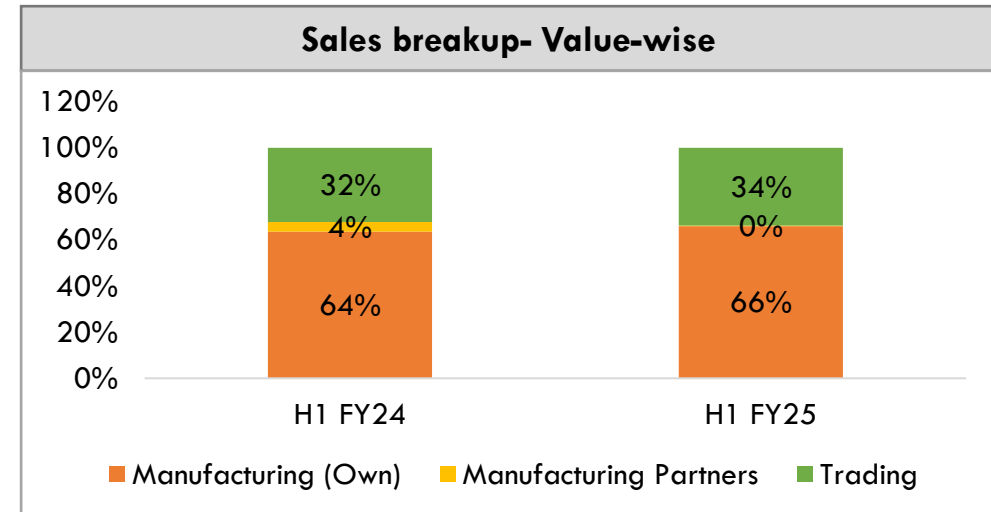
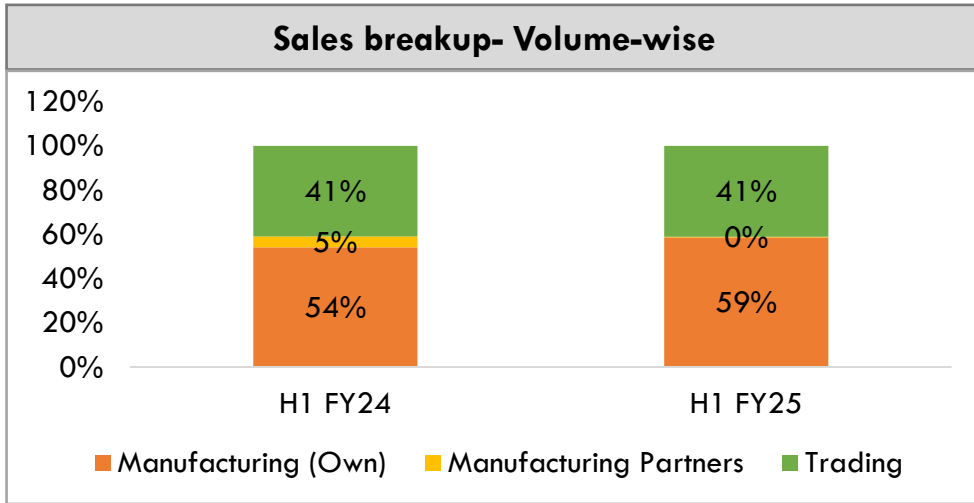


<sup>^</sup>Plywood business is a sum of standalone & subsidiaries (after eliminations)

# Plywood Business<sup>^</sup> (Standalone + Subsidiaries) Operating Metrics H1 FY25



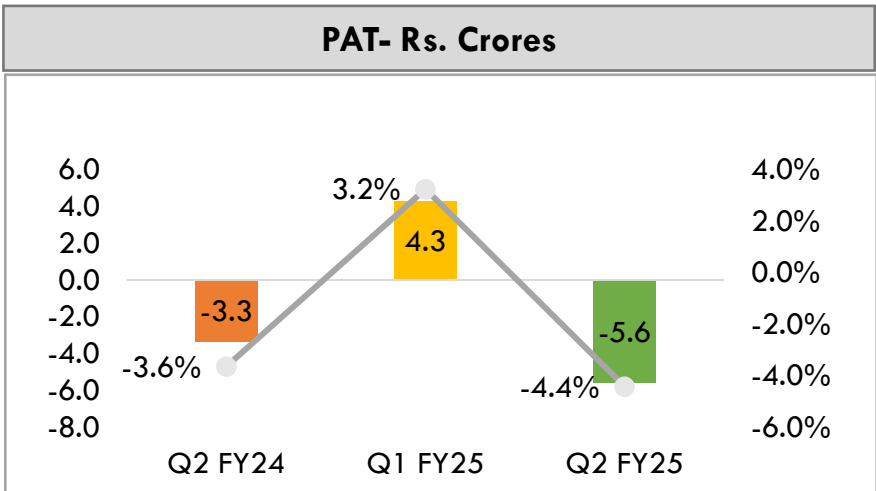
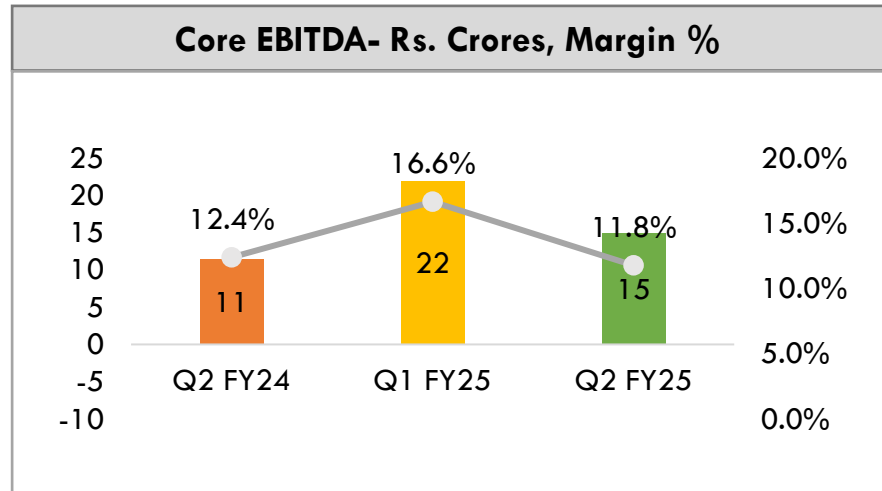
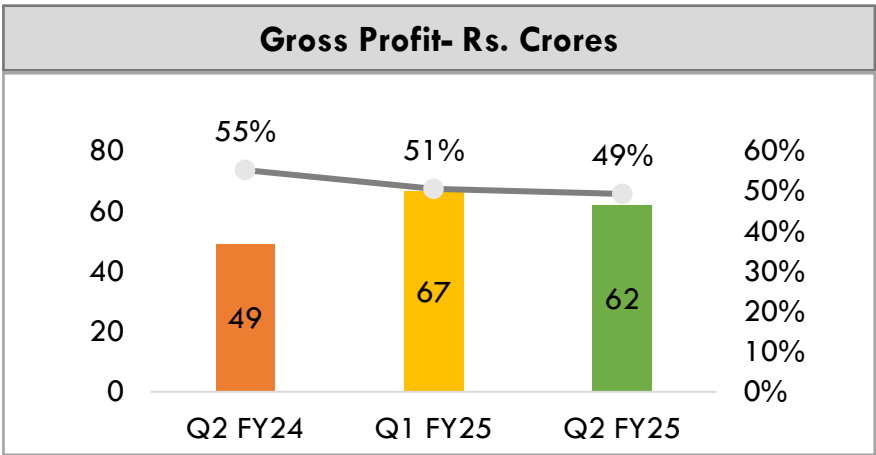
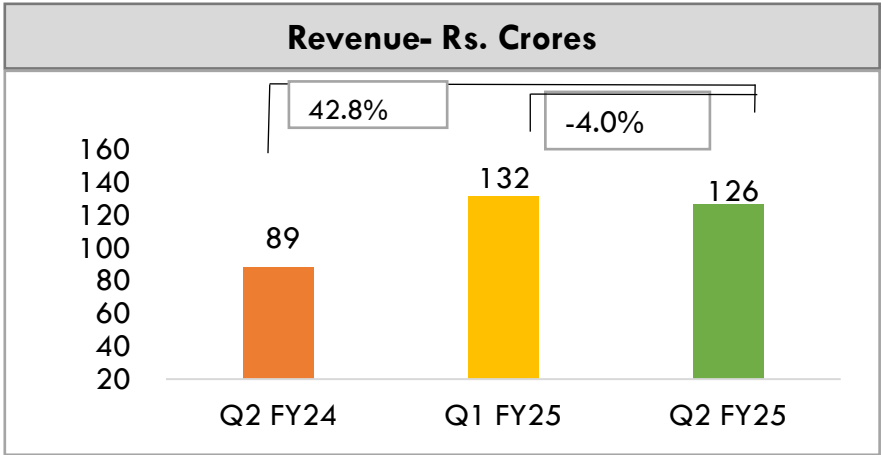
## Developing a healthy mix of manufacturing & trading portfolio yielding better ROEs



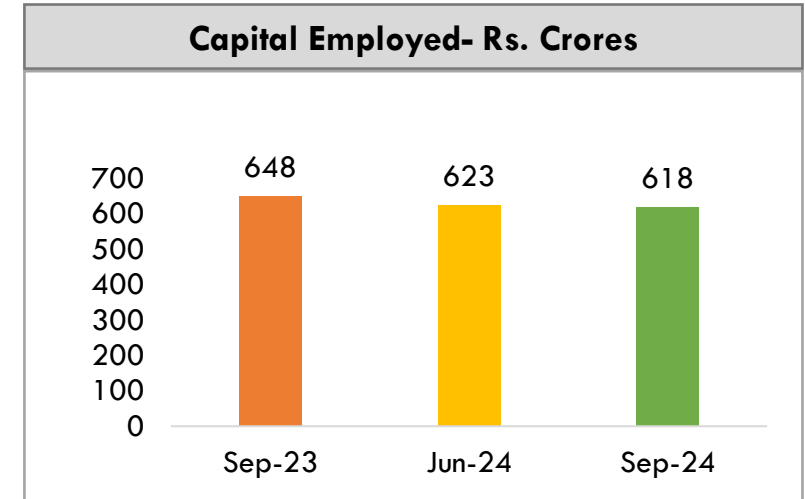
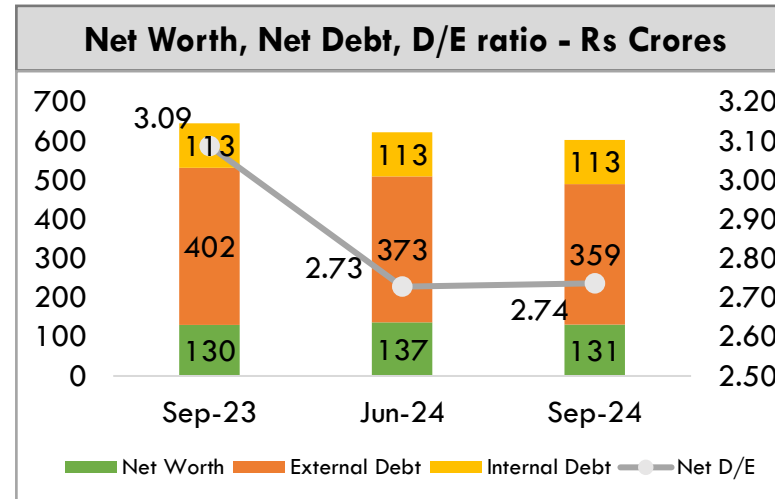
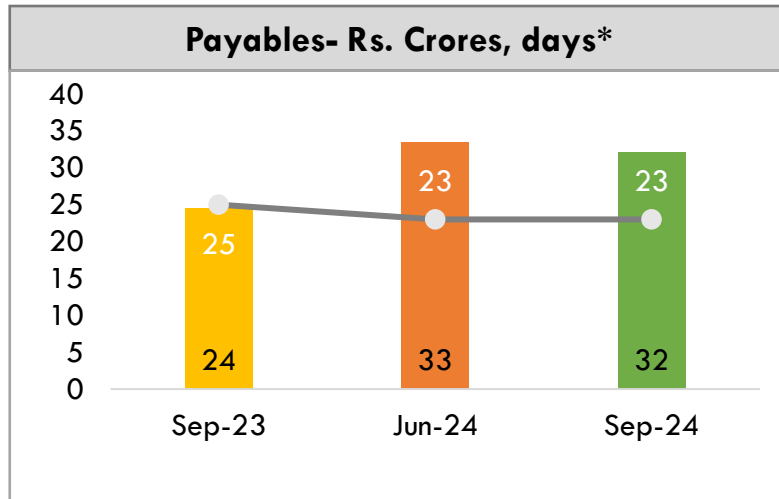
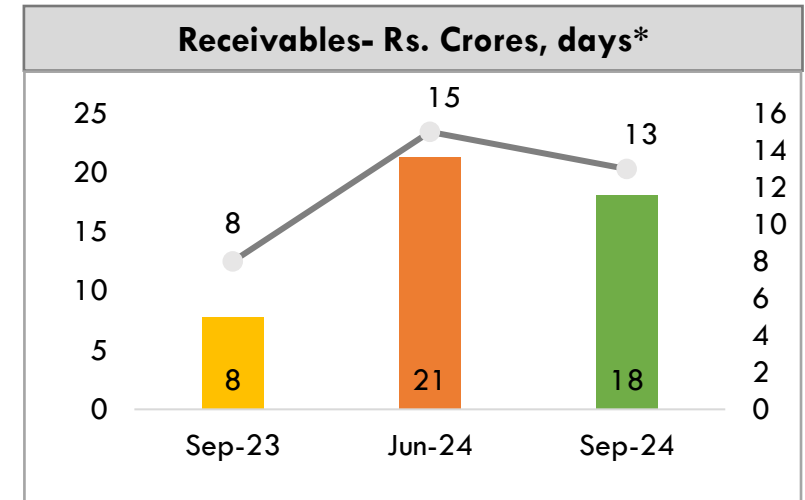
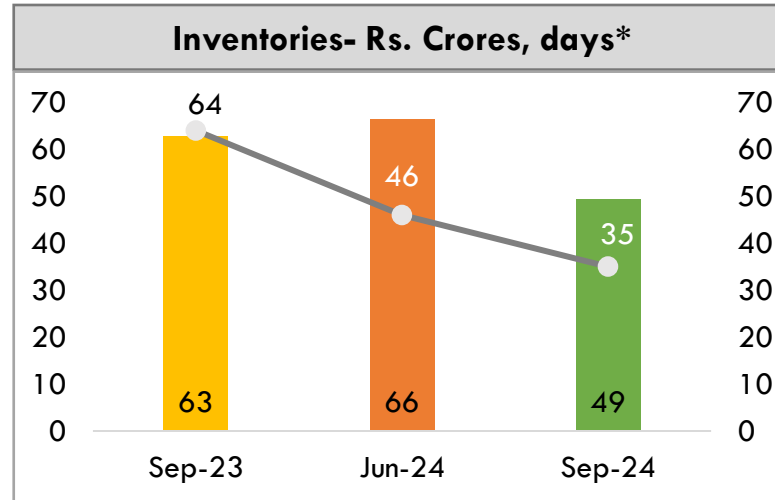
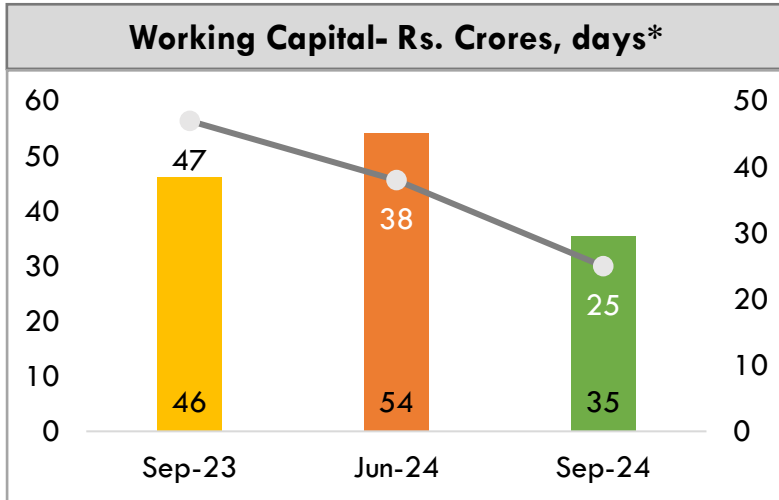
<sup>^</sup>Plywood business is a sum of standalone & subsidiaries (after eliminations)



## Revenue growth of 42.8% YoY



# MDF Business Ratios



\*Annualised for non-year ending periods.

# Consolidated Profit & Loss Statement Q2 FY25



Sr. No.	Particulars	Three months ended 30.09.2024	Previous Three months ended 30.06.2024	Corresponding Three months ended 30.09.2023 in the previous year	Year to date figures for the current period ended 30.09.2024	Year to date figures for the previous period ended 30.09.2023	Year ended 31.03.2024
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
	<b>Continuing operations</b>						
1.	<b>Income</b>						
	a) Revenue from operations	64,047.76	58,387.99	56,769.49	1,22,435.75	99,805.29	2,17,992.09
	b) Other income	198.13	574.42	327.82	772.55	502.64	1,385.22
	<b>Total Income</b>	<b>64,245.89</b>	<b>58,962.41</b>	<b>57,097.31</b>	<b>1,23,208.30</b>	<b>1,00,307.93</b>	<b>2,19,377.31</b>
2.	<b>Expenses</b>						
	a) Cost of materials consumed	24,311.39	22,309.89	22,761.57	46,621.28	39,305.13	88,390.04
	b) Purchase of stock-in-trade	15,538.28	10,670.04	14,301.63	26,208.32	24,997.93	50,412.55
	c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	(812.81)	1,627.09	(2,566.89)	814.28	(4,552.24)	(7,248.19)
	d) Employee benefits expense	8,252.21	7,338.23	7,245.96	15,590.44	13,756.00	27,908.15
	e) Finance costs	1,445.88	1,040.73	1,181.98	2,486.61	1,961.34	4,334.57
	f) Depreciation and amortisation expenses	1,508.07	1,498.61	1,392.18	3,006.68	2,504.33	5,451.52
	g) Other expenses	10,996.74	10,651.47	10,193.63	21,648.21	18,752.31	39,850.76
	<b>Total Expenses</b>	<b>61,239.76</b>	<b>55,136.06</b>	<b>54,510.06</b>	<b>1,16,375.82</b>	<b>96,724.80</b>	<b>2,09,099.40</b>
3.	<b>Profit before share of (loss) of equity accounted investees and tax from continuing operations (1-2)</b>	<b>3,006.13</b>	<b>3,826.35</b>	<b>2,587.25</b>	<b>6,832.48</b>	<b>3,583.13</b>	<b>10,277.91</b>
4.	Share of (loss) of equity accounted investees	(442.10)	(454.47)	(13.44)	(896.57)	(46.71)	(131.30)
5.	Exceptional items (Refer Note 4)	-	-	-	-	-	1,352.64
6.	<b>Profit before tax from continuing operations (3+4+5)</b>	<b>2,564.03</b>	<b>3,371.88</b>	<b>2,573.81</b>	<b>5,935.91</b>	<b>3,536.42</b>	<b>11,499.25</b>
7.	<b>Tax expense</b>						
	a) Current tax (Refer note 7)	949.03	40.23	803.21	989.26	1,540.32	3,468.89
	b) Deferred tax	(141.23)	12.14	(106.46)	(129.09)	(465.14)	(493.65)
	<b>Total tax expense</b>	<b>807.80</b>	<b>52.37</b>	<b>696.75</b>	<b>860.17</b>	<b>1,075.18</b>	<b>2,975.24</b>
8.	<b>Profit for the period from continuing operations (6-7)</b>	<b>1,756.23</b>	<b>3,319.51</b>	<b>1,877.06</b>	<b>5,075.74</b>	<b>2,461.24</b>	<b>8,524.01</b>
	<b>Discontinued Operations</b>						
9.	Loss from discontinued Operations before Tax	-	-	(486.52)	-	(988.97)	(1,528.70)
10.	Tax expense of discontinued operation	-	-	-	-	-	-
11.	<b>Loss for the period from Discontinued operations (9-10)</b>	<b>-</b>	<b>-</b>	<b>(486.52)</b>	<b>-</b>	<b>(988.97)</b>	<b>(1,528.70)</b>
12.	<b>Profit for the period (8+11)</b>	<b>1,756.23</b>	<b>3,319.51</b>	<b>1,390.54</b>	<b>5,075.74</b>	<b>1,472.27</b>	<b>6,995.31</b>
13.	<b>Other Comprehensive Income</b>						
	Items that will not be reclassified to profit or loss	1.00	1.00	1.00	2.00	2.00	54.90
	Income tax relating to items that will not be reclassified to profit or loss	(0.25)	(0.25)	(0.25)	(0.50)	(0.50)	(13.50)
	Items that will be reclassified to profit or loss	(0.19)	0.01	(6.41)	(0.18)	16.07	35.58
	Income tax relating to items that will be reclassified to profit or loss	-	-	-	-	-	-
	<b>Other Comprehensive Income / (Loss) for the period</b>	<b>0.56</b>	<b>0.76</b>	<b>(5.66)</b>	<b>1.32</b>	<b>17.57</b>	<b>76.98</b>
14.	<b>Total Comprehensive Income for the period (12+13)</b>	<b>1,756.79</b>	<b>3,320.27</b>	<b>1,384.88</b>	<b>5,077.06</b>	<b>1,489.84</b>	<b>7,072.29</b>
15.	Paid-up equity share capital (Face value ₹ 1/- each)	1,237.47	1,237.39	1,233.35	1,237.47	1,233.35	1,236.99
16.	Other equity						69,704.98
17.	Earnings per equity share - continuing operations (of ₹ 1/- each)						
	a) Basic (₹)	1.42*	2.68*	1.52*	4.10	2.00*	6.91
	b) Diluted (₹)	1.41*	2.66*	1.51*	4.07	1.98*	6.84
18.	Earnings per equity share - discontinued operations (of ₹ 1/- each)						
	a) Basic (₹)	0*	0*	-0.39*	0*	-0.80*	-1.24
	b) Diluted (₹)	0*	0*	-0.39*	0*	-0.80*	-1.23
19.	Earnings per equity share - continuing operations & discontinued operations (of ₹ 1/- each)						
	a) Basic (₹)	1.42*	2.68*	1.13*	4.10	1.20*	5.67
	b) Diluted (₹)	1.41*	2.66*	1.12*	4.07	1.18*	5.61

The background features a warm, yellow-to-orange 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 and orientations curves upwards from the sun towards the top center of the page.

# 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. ~4900**  
crores  
Market Cap

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

**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 Manufacturing Location	Capacity (Mn SqM pa)
Bamanbore, Gujarat	20.20
Sandila, Lucknow (U.P.)	13.50
Kriparampur, West Bengal	11.00
Tizit, Nagaland	8.10
<b>Total plywood &amp; Allied Existing Capacity</b>	<b>52.80</b>

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

**Kriparampur, West Bengal**



**Vadodara Mfg. Units**



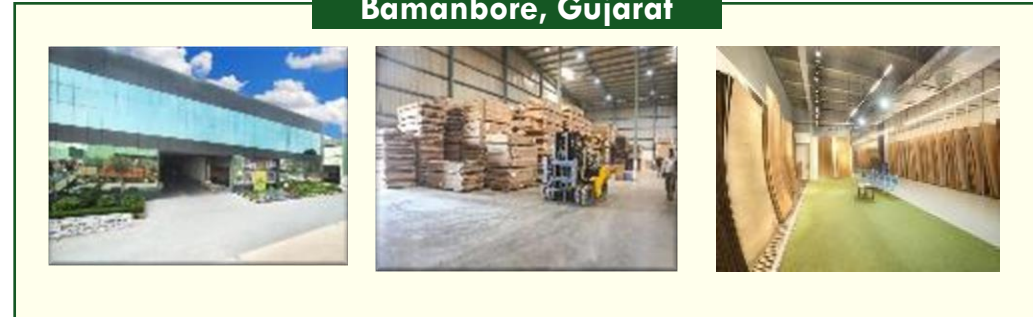
**Tizit, Nagaland**



**Sandila, U.P.**



**Bamanbore, Gujarat**



**Prudent investing to drive business forward**

# Key Business Moats



## Industry First Innovations



## Promise of delivering quality, every time



Quality is guaranteed



**Penta (5) Tech**

Pressing technology to ensure defect free calibrated product

## Global & Domestic Certifications



International accreditation by CARB & EPA for negligible to zero emissions



European Conformity



Certified products to meet the demands of the Green Building norms



## Industry First Influencer Initiatives



Presented by *Greenply*

Rewarding Craftsmanship of contractors & carpenters



Taking care of Carpenter/ Contractor health

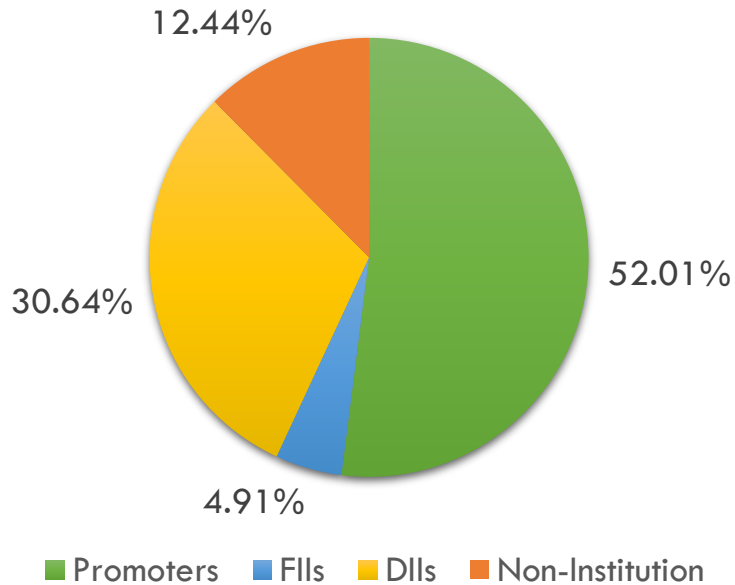


Driving sustainability through partnership

# Ownership & Stakeholder Value Creation



Shareholding Pattern- 30<sup>th</sup> September 2024



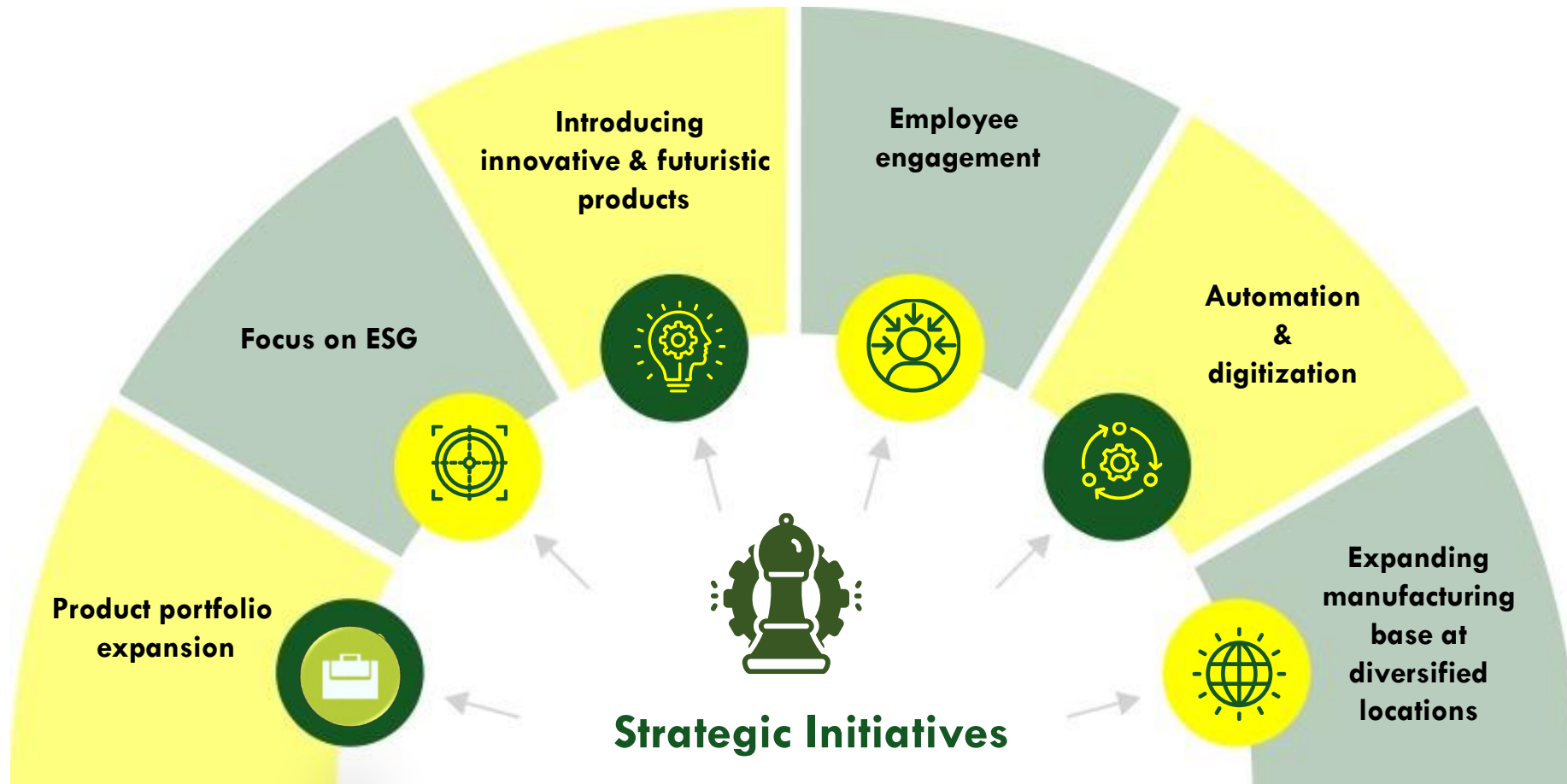
*A balanced non promoter stake fostering future optimism*

Major Institutional Shareholders - 30<sup>th</sup> September 2024

Major Institutional Shareholders	Shareholding %
Mirae Asset Mutual Fund	12.74
HDFC Mutual Fund	7.03
Tata Mutual Fund	4.85
Canara Robeco Mutual Fund	2.35
Union ELSS Tax Saver Fund	1.81
Bandhan Mutual Fund	1.6
SBI Contra Fund	1.1

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





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

# Digital & PR Awareness




**VOL.23 ISSUE 12**

# The Ply Reporter

**DECEMBER 2023**

Plywood | Timber | Laminates | MDF/Particle Board | Machinery | Furniture



**128**

## ONE 2 ONE

**MR. SANIDHYA MITTAL,**  
JOINT MANAGING DIRECTOR,  
GREENPLY INDUSTRIES LTD

**IIR & MTC REVIEW**

<b>INDIA INTERIOR RETAILING (IIR)</b>	<b>MATERIALS AND TECHNOLOGY CONCLAVE (MTC)</b>
197 LOVE FOR COVERS: KAB TAK?	154 DOORS & DOOR FRAME INDUSTRY, TECHNOLOGY & TRENDS
205 DISTRIBUTORS WILL GROW BIGGER IF...	241 SCARCITY OF EUCALYPTUS TIMBER & FUTURE OF SHUTTERING PLY INDUSTRIES
58 <b>MARKET UPDATE</b>	247 WHY RETAIL COUNTERS ARE STAGNATING? ARE THEY AT MIDLIFE CRISIS?
142 <b>SAVAL BAJAR KE</b>	

Greenply Plywood  
December 16, 2023 at 1:18 PM · 48

Greenply Carb P2 MDF redefines stylish home decor with sustainability and zero harmful emissions!

#Greenply #GreenplyMDF #EmissionFree #ZeroEmission #HomeInteriors #HomeDecor

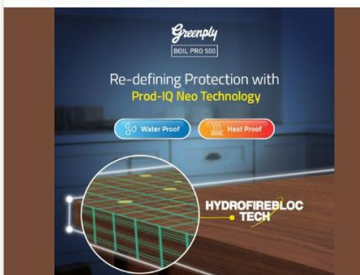


Redefining healthy interiors with **Greenply CARB P2 MDF**

November 22, 2023 · 48

Give your home interiors an extra layer of safety with Greenply Boil Pro 500 MDF that is not only heat proof but also water proof, enabled by HydroFireBLOC technology!

#Greenply #GreenplyMDF #Technology #MDF



Re-defining Protection with **Prod-IQ Neo Technology**


Water Proof Heat Proof

**HYDROFIREBLOC TECH**

Greenply Plywood  
November 23, 2023 · 48

Keep every part of your home free from harmful emissions with #E0GreenplyGreenply. Greenply E-0 Greenply's Zero emission promise available in plywood, MDF, doors and veneers too.

See more



**E-0 MDF**

**Greenply MDF**



Embrace festivities glazed with joy!  
**Merry Christmas**

Greenply Plywood  
November 23, 2023 · 48

Have in different colours, textures and finishes of our high-quality pre-primed MDF that can be used across your home.

#Greenply #GreenplyPlywood #MDF #Kitchens #HomeInterior #HomeDecor

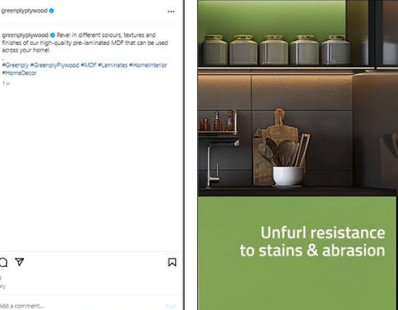


Add beauty and style to your interiors

Greenply Plywood  
November 23, 2023 · 48

Have in different colours, textures and finishes of our high-quality pre-primed MDF that can be used across your home.

#Greenply #GreenplyPlywood #MDF #Kitchens #HomeInterior #HomeDecor

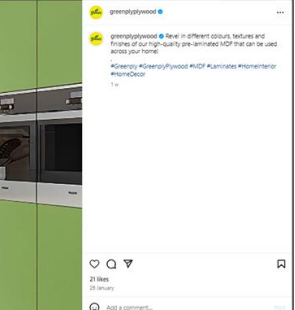


Unfurl resistance to stains & abrasion

Greenply Plywood  
November 23, 2023 · 48

Have in different colours, textures and finishes of our high-quality pre-primed MDF that can be used across your home.

#Greenply #GreenplyPlywood #MDF #Kitchens #HomeInterior #HomeDecor

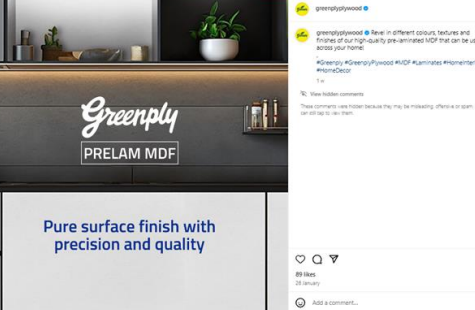


Pure surface finish with precision and quality

Greenply Plywood  
November 23, 2023 · 48

Have in different colours, textures and finishes of our high-quality pre-primed MDF that can be used across your home.

#Greenply #GreenplyPlywood #MDF #Kitchens #HomeInterior #HomeDecor



Pure surface finish with precision and quality

**Ply Reporter**

**WALK THE TALK**

**Greenply**  
@VADODARA MDF PLANT

**MR. SANIDHYA MITTAL**  
JMD (GREENPLY)  
&  
**MR. PRAGAT DIVEDI**

**Ply Reporter was live.**  
December 24, 2023 at 11:30 AM · 48

**Ply Reporter was live.**  
December 24, 2023 · 48

Mr. Sanidhya Mittal, JMD Greenply with Pragath Divedi in Ply Reporter's 'Walk the Talk' series....



**Sanidhya Mittal in conversation with Mr. Pragath Divedi**  
PLY REPORTER 'WALK THE TALK' SERIES

**WATCH COMPLETE**

**WALK THE TALK**

**ON**  
**24 DECEMBER**  
**@ 11:30am Onwards**  
**ON**  
**Ply Reporter**  
FACEBOOK PAGE

# Hindustan Ki Shaan Season 2



**Total Reach: 2.1 Mn+ | New Contractors Added : 60,000 | Nominations Received : 5,660**



## Greenply Industries hosts Season 2 of Hindustan Ki Shaan

**MARKETING**  
UPDATES TO READ  
PR 30, 2024  
**ULLY BUREAU**  
@greenply  
Division of Advertising, Marketing, Business of Entertainment



Hindustan Ki Shaan is India's talented contractor interior infrastructure in the largest eco-friendly carpenters across by celebrated actor / Greenply Industries Ltd.

During the ceremony, esteemed jury panel in Furniture and Fitting Greenply Industries regions across India.

skills and dedication. Entries were meticulously evaluated, focusing on criteria environmentally sustainable practices and materials.

Reflecting on the event's success, Manoj Tulsian, CEO & Joint Managing Director of Greenply Industries, highlighted the community that not only builds structures but also weaves stories. The second display of craftsmanship and innovation. It is our privilege to salute their unwavering dedication to Hindustan Ki Shaan with each edition, we are honoured to have created a platform for showcasing their talent and skills.

Hindustan Ki Shaan Season 2 received an overwhelming response with nearly 5,660 nominations received from over 60,000 new contractors added to the platform.

## नवभारत

### अनुपम खेर ने कहा- देश के विकास में कारीगरों का अहम योगदान ग्रीनप्लाई ने किया शिल्पकारों का सम्मान



■ मुंबई, नवभारत न्यूज नेटवर्क, इंटिग्रेटिव इंफ्रास्ट्रक्चर उद्योग की कंपनी ग्रीनप्लाई इंडस्ट्रीज लि. की ओर से आयोजित समारोह में हिंदुस्तान की शान अवार्ड के दूसरे सीजन में राष्ट्रीय विजेताओं को सम्मानित किया गया. विजेताओं का सम्मान करते हुए फिल्म अभिनेता अनुपम खेर ने कहा कि कारपेंटरों के बिना सुखमय जीवन की कल्पना नहीं की जा सकती. कारपेंटर लोगों की जिंदगी से जोड़ते हैं. लोगों की सुख-सुविधाओं में कारपेंटरों के अमूल्य योगदान को भुलाया नहीं जा सकता. कारपेंटरों के प्रति गौरव मान में इजाजत है.

## ग्रीनप्लाई की ओर से शिल्पकारों का सम्मान

अनुपम खेर ने कहा- देश के विकास में कारीगरों का अहम योगदान



शिल्पकारों की शान अवार्ड के विजेता को सम्मानित करते हुए फीचर एक्टर अनुपम खेर ने कहा कि कारपेंटरों के बिना सुखमय जीवन की कल्पना नहीं की जा सकती.

शिल्पकारों की शान अवार्ड के विजेता को सम्मानित करते हुए फीचर एक्टर अनुपम खेर ने कहा कि कारपेंटरों के बिना सुखमय जीवन की कल्पना नहीं की जा सकती.

# In-Shop Visibility & Dealer Engagement



## Retail Visibility – across 1100 counters



## New Year Merchandise – 1100+ dealers engaged



## Holi Festive Engagement – 1400+ dealers engaged



# 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

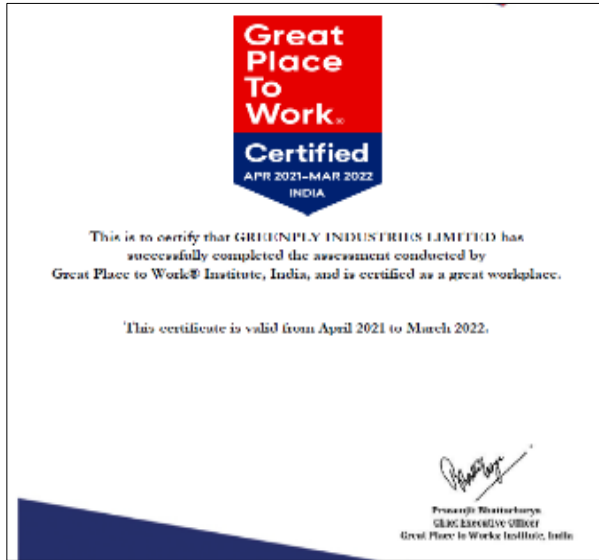
#### Pujo Pandal Visibility



#### Digital Platforms



# 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

For further information, please contact:

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Kolkata - 700027, West Bengal, India

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Fax: (033)-3051-5010

Email: [investors@greenply.com](mailto:investors@greenply.com)

Website: [www.greenply.com](http://www.greenply.com)

A large graphic on the left side of the slide. It features a stylized sun or rainbow with multiple overlapping semi-circular bands in shades of red, orange, and yellow. Numerous yellow butterflies of various sizes are scattered across the graphic, appearing to fly upwards and outwards. The text "Thank You!" is written in a bold, white, sans-serif font across the lower part of the graphic.

**Thank You!**