



Greenlam Industries Limited

Annual Report 2019-20

Forward-looking statement

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance.

We cannot guarantee that these forward looking statements will be realised, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind.

We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Note: The figures in non-statutory section are based on consolidated financials unless stated otherwise.

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At Greenlam, our consistent focus has been on building an enduring company.

During the last financial year, when the Indian economic growth was slower by 190 bps, Greenlam reported higher numbers.

We believe that we possess the focus, products and Balance Sheet to do so once again when consumer sentiment revives and people begin to say ‘It’s time to build better homes and offices.’

We will be there.

Greenlam. What makes us a distinctive company.

**THE LARGEST LAMINATE
MANUFACTURER IN ASIA AND
AMONG THE THREE LARGEST IN
THE WORLD.**

**INDIA'S LARGEST LAMINATES
EXPORTER FOR EIGHT
CONSECUTIVE YEARS.**

**INDIA'S LEADING DECORATIVE
VENEER BRAND.**

**INDIA'S ONLY ENGINEERED
WOODEN FLOORING
MANUFACTURER.**

**INDIA'S FIRST ORGANISED
MANUFACTURER OF ENGINEERED
WOODEN DOOR SETS.**

Taken measured yet consistent steps

The Company commenced commercial production in 1993 with a laminate sheets manufacturing facility at Behror, Rajasthan. Within the space of 27 years, it graduated to the manufacture of compact panels, cladding solutions, restroom cubicle and locker solutions, kitchen solutions, decorative veneers, engineered wooden flooring, staircase solutions and engineered wooden door sets, in addition to providing a comprehensive range of decorative laminates.

Consistent focus on credible financials

Greenlam has focused consistently on de-leveraging its Balance Sheet, strengthening its working capital management and trade terms, increasing proportion of value-added products and effective cost management. The result is that Greenlam has a demonstrated competitiveness across market cycles.

Enhanced accountability to business owners

Greenlam is listed on the BSE Limited and National Stock Exchange of India Ltd. The Company enjoyed a market capitalisation of ₹1199.82 crore as on March 31, 2020 (regaining its position as one of the Top 500 companies listed on National Stock Exchange).

Created a professional organisation

Greenlam Industries Limited is headed by Mr. Saurabh Mittal (Managing Director & CEO), who possesses more than two decades of rich experience in growing the laminates business. The Company is professionally managed, employs a strong sales team that has widened its Indian and global footprint and a design team that helps in introducing innovative designs in line with market dynamics. The Company employs 4500+ people (including contractual employees).

Built world-class manufacturing capabilities

Greenlam manufactures products in two state-of-the art manufacturing facilities at Behror in Rajasthan and Nalagarh in Himachal Pradesh, possessing a manufacturing capacity of 15.62 million laminate sheets per annum. The Behror plant also manufactures melamine-faced chip boards, decorative veneers, engineered wooden flooring and engineered wooden door sets.

Addressed customer demand in every possible territory

Greenlam has strengthened its market presence by providing products proximate to consumer consumption. The Company's products are marketed through nine large regional distribution centres, 21 branch offices, 5 warehouses and 14000+ distributors, dealers and retailers, possibly the largest footprint within the sector in India. The Company's products are available in 100+ countries, supported by 3 international distribution centres, 14 international offices, 5 overseas operational subsidiaries and 100+ multi-cultural employees.

Inculcated sectoral best practices

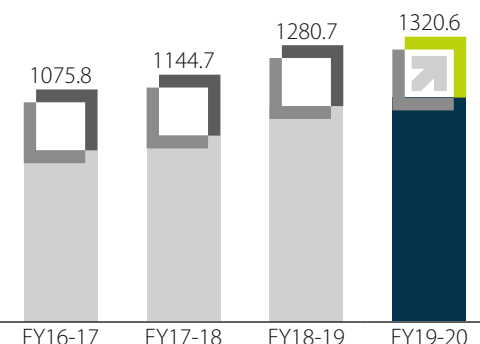
Greenlam's environment commitment is showcased in confidence-enhancing certifications like FSC, PEFC, ISO 14001 and OHSAS 18001. The Company enjoys product-specific certifications like ISO 9001, CE, UL, NSF, SEFA, Greenlabel, Greenguard and NEMA (US and BS), reinforcing its respect as a quality-driven company. The Company also enjoys SEDEX certification for Ethical Trade Initiatives.

Values that drive Greenlam

				
Trust	Performance	Learning	Speed and agility	Team work
TRUST PEOPLE TO BE RELIABLE AND RESPONSIBLE AND EARN THEIR TRUST SIMILARLY.	WE VALUE PERFORMANCE ACROSS PRODUCTS, PEOPLE AND PROCESSES.	WE ENCOURAGE LEARNING, CREATING AND NURTURING TALENT.	WE ARE QUICK TO DECIDE, RESPOND AND EXECUTE.	WE ACHIEVE MORE BY COLLABORATION WITH ALL STAKEHOLDERS – INTERNAL AND EXTERNAL.
Our dealings as an organisation with the environment including individual employees, vendors, business partners, investors, customers and society at large would be in a premise of good faith. We would trust others and strive to earn the trust of others. We would thereby not deal with anybody who breaches our trust or the trust placed on us by our environment. We empower our employees by placing trust in them to take decisions in the best interest of the organisation and as per promulgated norms.	Performance is valued as the core ingredient for sustainability and would therefore be the underlying metric for selecting people, products or processes for the organisation. Other values would be additional to performance. Performance would mean delivering on commitment in every parameter. It would also entail effort and a continuing endeavour to improve the status quo in order to achieve excellence.	Our organisation facilitates the learning of our employees and continuously transforms itself. We also support formal learning through structured programs to empower people outperforming their individual potential.	We value decisions being made without undue procrastination and being implemented within the shortest possible time because we value this as a source of competitive advantage. Individuals will therefore be held accountable wherever any delays are attributable to them either in the decision making or implementation process. Similarly we shall respond to the market proactively rather than reacting when situation reaches a point where inaction becomes unaffordable.	Given the inter linkage of output of others with our performance, we nurture a sense of collective destiny with our environment. Internally, if a peer fails, the team cannot succeed and individual success means little in a failed team. Also, our customers, partners and investors need to succeed. Therefore, organisational goals precede departmental goals. Also, dealers, distributors and vendors are our partners.

How we have grown over the years

Revenues (₹ crore)



Definition

Growth in sales net of taxes

Why this is measured

It is an index that showcases the Company's ability to maximise revenues, which provides a basis against which the Company's success can be compared with sectoral peers.

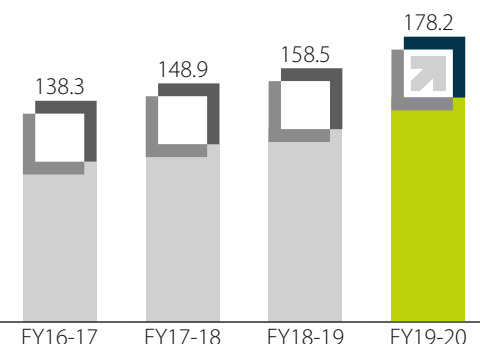
What this means

The growth in revenues provides the Company with the critical mass to amortise fixed costs effectively.

Value impact

Aggregate sales increased 3.1% to ₹1320.6 crore in FY2019-20 despite the slowdown in Q1 and Q4, owing to the ERP migration and COVID-19 disruption respectively.

EBIDTA (₹ crore)



Definition

Earnings before the deduction of fixed expenses (interest, depreciation, extraordinary items and tax)

Why this is measured

It is an index that showcases the Company's ability to generate a surplus after optimising operating costs, providing a base for comparison of its effectiveness with sectoral peers.

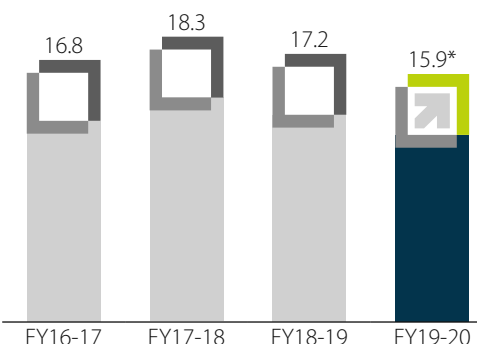
What this means

Helps create a robust surplus-generating engine that enhances reinvestment.

Value impact

The Company reported a 12.4% increase in EBIDTA in FY2019-20 (higher than the revenue percentage growth and the highest quantum increase in three years), an outcome of improving efficiency.

RoCE (%)



Definition

This is a financial ratio that measures efficiency with which capital is employed in the Company's business

Why this is measured

RoCE is an insightful metric to compare profitability across companies based on their respective capital efficiency

What this means

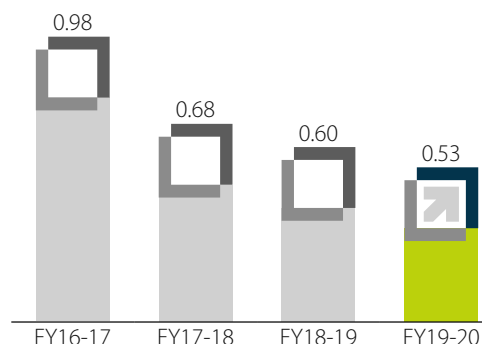
Enhanced RoCE can potentially drive valuations and market perception.

Value impact

The Company reported a 130 bps decline in RoCE in FY2019-20 on account of capex made in growing the business.

**16.8% RoCE without considering investment in Greenlam South Limited (new capex)*

Net debt-equity ratio (x)



Definition

This is the ratio of debt to net worth (less revaluation reserves)

Why this is measured

This is one of the defining measures of a company's financial health. This indicates the ability of the Company to remunerate shareholders over debt providers (the lower the gearing the better).

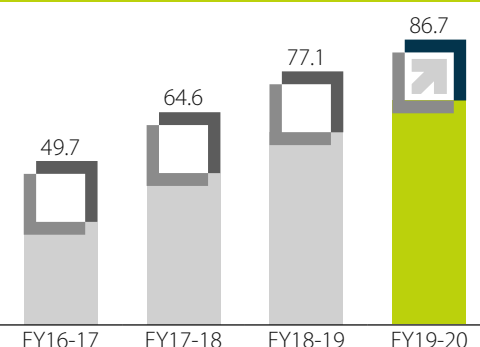
What this means

This indicates whether the Company has enhanced shareholder value by moderating debt and enhancing net worth.

Value impact

The Company's gearing stood at 0.53 in FY2019-20 compared to 1.0 in FY2016-17.

Net profit (₹ crore)



Definition

Profit earned during the year after deducting all expenses and provisions

Why this is measured

It highlights the strength of the business model in enhancing value for shareholders.

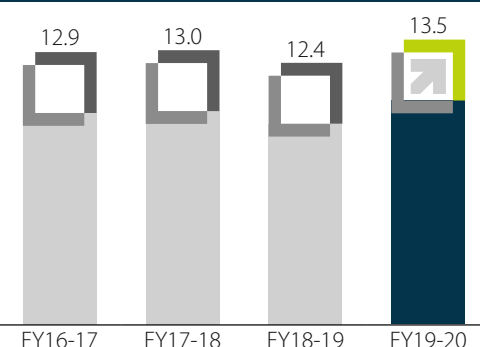
What this means

This ensures that adequate cash is available for reinvestment, leading to business sustainability.

Value impact

The increment in net profit by 12.4% indicates success in a challenging market cycle (especially in March 2020 following the pandemic impact).

EBIDTA margin (%)



Definition

EBIDTA margin is a profitability measure to ascertain a company's operating efficiency

Why this is measured

The EBIDTA margin provides an idea of how much a company earns (before accounting for interest and taxes) on each rupee of sales.

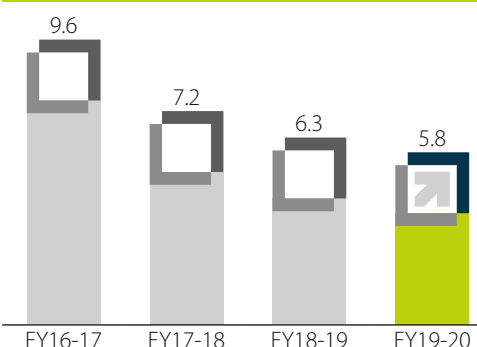
What this means

This measure demonstrates the buffer in the business, which when multiplied by scale, can potentially enhance the surplus.

Value impact

The Company reported a 110 bps increase in EBIDTA margin in FY2019-20, its highest in three years following all-round business tightening.

Debt cost (%)



Definition

This is derived through the computation of the average cost of the consolidated debt on the Company's books.

Why this is measured

This indicates the Company's ability in convincing debt providers of the robustness of the business model and negotiating a lower debt cost (leading to higher margins).

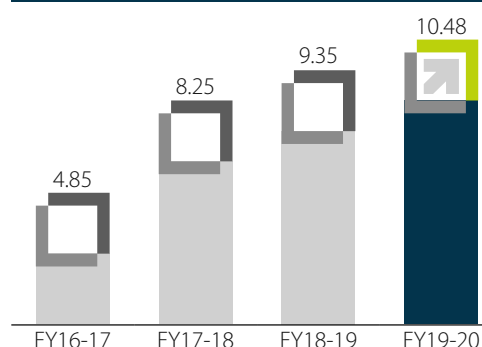
What this means

This translates into enhanced cash flows and strengthens credit rating leading to successive probable declines in debt cost

Value impact

The Company's debt cost declined from 6.3% in FY2018-19 to 5.8% in FY2019-20 (a mix of forex and rupee debt), its lowest in years.

Interest cover (x)



Definition

This is derived through the division of EBIDTA by interest outflow

Why this is measured

Interest cover indicates the profit buffer available within the Company to service interest – the higher the better.

What it means

A company's ability to meet its interest obligations, an aspect of its solvency; it is arguably one of the most important measures of shareholder returns.

Value impact

The Company strengthened its interest cover from 9.35 in FY2018-19 to 10.48 in FY2019-20.

The world of Greenlam.

Made in India. Marketed the world over.



Bangkok, Thailand

Ratchaneewan Sriraporn
needed to buy a laminate for a hospital. The dealer told her that he had just the product she may need. An anti-bacterial laminate. *Greenlam.*



Dubai, UAE

Rashid Al Halaki
needed premium laminates for his palatial 16-room mansion. The ordinary would not do. He reached out to the largest dealer in the region who showed him just what his wife loved. *Greenlam.*



Cairo, Egypt

Ayesha Issa
a young entrepreneur, needed synchro collection laminates for her new office. She had a simple need: no compromise. When the dealer heard this, he said, "Ohh, why didn't you say so earlier?" He recommended just one brand. *Greenlam.*



Milan, Italy

Alessandro Rossi
interior designer, needed to create an impression with his studio. He searched the net and found Greenlam. He located the Company's local representative. Studied the swatch. And got just what he wanted.



Miami, US

Emma Cruz
sought to renovate her Airbnb condo in Miami with premium laminates designed to resist the salty sea spray. She reached out to her trusted interior designer who recommended two names. One was *Greenlam.*



Haifa, Israel

Esther Horowitz
wished to restore her grandfather's old house. His requirement: anti-termite laminates. She turned to *Greenlam.*

Our
product
categories

Greenlam's response to COVID-19

Corporate level

Extensive preparedness and precautions

Employee safety

- High standards of safety and hygiene; social distancing and regular workplace sanitisation
- Mandatory Aarogya Setu check at various points
- Work from home adopted; only limited staff attended office

Liquidity management

- Complete financial prudence
- No loan moratorium sought
- No creditor payments deferred
- Adequate working capital limits
- Cost review and cost control

Engagement with stakeholders

- Online engagement with all stakeholders

Customer management

- Enhanced client relationships through regular interaction
- Strict safety measures for all products dispatched from the factory
- A strict 3-level hygiene assurance for all products delivered
- Better engagement with customers
- Taken initiatives to insure contractors against COVID-19 infection
- Taken sanitisation drive at dealer's outlets and created awareness on social distancing and hygiene norms
- Digitalisation of the catalogues

How we strengthened our business

Expansion

Expanded our Nalagarh facility to manufacture an additional 1.6 million laminates sheets per annum (from September 2019); total capacity for laminates increased to 15.62 million laminate sheets per annum.

New location

Announced laminate capacity expansion of 1.5 million sheets per annum under Greenlam South Limited, for ₹175 crore; the Company will enter new sheet and board categories; this will increase the Company's laminate capacity to 17.12 million sheets per annum and strengthen presence in the international markets where we see attractive headroom. Acquired a Switzerland-based distribution and marketing company to deepen our Central European footprint.

Experience centre

The presence of an Experience Centre in Kolkata and various display centers across the country helped showcase the entire product portfolio.

Platform

- Migrated SAP ERP from ECC to S/4HANA platform to streamline process efficiency, to enable faster decision making and to achieve better productivity.
- Initiated the CRM journey to meet the requirements of OEM and trade functions for better process governance and enhanced data access, bringing better customer-centricity.

New collection

Unveiled the new 'Greenlam laminates collection 2020-22' in India after its formal introduction in Baku, strengthening offtake.

The one thing we established in the last few years. *Business sustainability*

Overview

At Greenlam, we believe that multi-year business profitability is the principal index of success of our business.

This multi-year sustainability is derived from a prudent investment across all the drivers of the Company's business and their corresponding balancing. Besides, this sustainable development is directed to address the needs of today without compromising the ability of the community or succeeding generations to meet their needs.

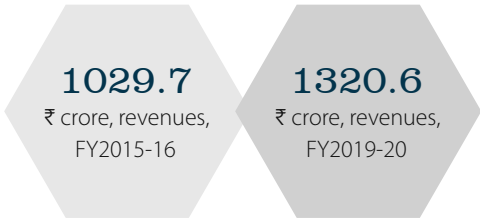
The Company's sustainability has been aligned with United Nations' principles for responsible manufacturing leading to environmental sustainability across Human Rights, Labour, Environment and Anti-corruption. The result is that Greenlam is respected as a responsible corporate citizen.

Over the years, Greenlam made proactive investments in strategic sustainable initiatives, controls to check process deviations, outcomes better than prescribed norms, escalated process reporting directly to the Managing Director, provided relevant training to all employees and constantly monitored its sustainability performance. The result is that the Company's sustainability record has extended from mere regulatory compliance to forward-looking practices, strengthening business viability, liquidity and competitiveness.

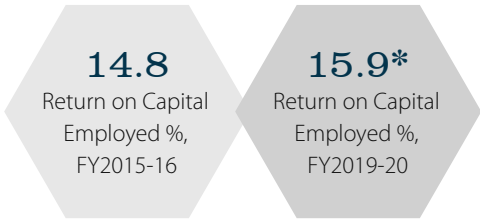


The principal measures of our business sustainability

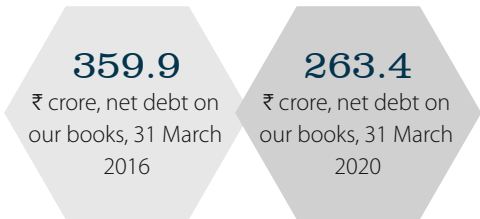
Revenues



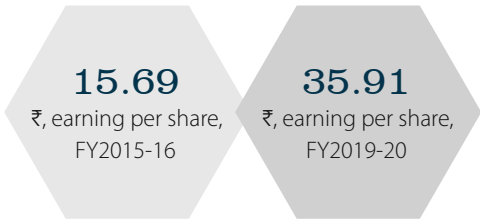
Profitability



Net debt



Earning per share (EPS)



*16.8% RoCE without considering investment in Greenlam South Limited (new capex)

The outcomes of our sustainability focus

Overall impact			
Greenlam a market leader in its product niche	One of the lowest cost manufacturers	Among the three largest global laminate players	Strengthened RoCE by 650 bps in the last five years

Our sustainability framework

Procurement economies	Procure the best quality of raw materials	Procure most economically	Procure sustainably
Manufacturing excellence	Maximise asset utilisation	Invest in cutting-edge technologies	Manufacture a range of products in a single location
Financial structure	Moderate debt and debt cost	Strengthened Balance Sheet	Focus on value-addition
People competence	Maximise human productivity	Strengthen the kaizen momentum	Deepen the culture of passion and outperformance
Distribution network	Deepen presence across 100+ countries	Reach products where consumers are	Strengthen engagements with primary customers (distributors and dealers)
Brand and customer capital	Invest in the over-arching Greenlam and other product brands	Widen the product portfolio and consumer choice	Launch products of the future; create markets
Environment integrity	Manufacture enduring products that moderate long-term resource consumption	Reduce the consumption of finite resources	Protect the region's environment balance
Community support	Provide community support especially in the regions of our manufacturing plants	Focus on integrated development	Enhance community welfare and confidence

Procurement economies	140 bps	Decline in raw material consumption costs as % of revenues since FY2015-16	3060 ₹ crore	Aggregate raw material consumption in the five years ending FY2019-20, leveraging procurement economies
Manufacturing excellence	11.8%	Average increase in laminate realisations since FY2015-16	16.5%	Increase in laminate production since FY2015-16
Financial structure	26.8%	Decline in net debt since FY2015-16	310 bps	Decline in debt cost since FY2015-16
People competence	14%	Increase in revenues per person since FY2015-16	250 bps	Increase in people retention over the last year
Distribution network	16%	Increase in channel partners since FY2015-16	34.3%	Increase in exports since FY2015-16
Brand and customer capital	28.2%	Increase in revenues since FY2015-16	253 ₹ crore	Aggregate investment in brand for the five years ending FY2019-20
Environment integrity	28%	Reduction in water consumption in laminate manufacturing since FY2015-16	15%	Decrease in carbon compounds emission since FY2015-16
Community support	68%	Increase in CSR spending since FY2015-16	64%	Increase in people whose lives have been touched since FY2015-16

Greenlam. Graduating the consumer experience to a *new level*

The Company undertook a range of marketing initiatives to excite consumers and sustain its growth with relevant and contemporary products that translated into year-on-year growth

New launch
The Company launched a new catalogue in December 2019, which received a terrific response from trade partners.

Revamping presentation
The Company refurbished its catalogue around eight emerging trends

Leveraging technology
The Company's QR code in its catalogue indicated the full image of the product.

In-shop branding
The Company took an in-shop branding drive at 2000+ retail counters, highlighting the new collection.

Personal touch
The Company conducted a one-on-one presentation with large institutions, enhancing its commercial revenues.

Focused
The Company strengthened product display, revamping shop-in-shop presentation across more than 50 counters.

Enhancing experience
The Company's one-of-a-kind Experience Centre in Kolkata, showcasing all Greenlam's product under one roof, enhanced visibility and consumer experience.

Cost-effective
The Company covered more than 500 counters and introduced new laminate display formats covering over 200 SKUs.

Community engagement
The Company trained employees to deepen engagements with architects, contractors, builders etc.

Positioning
The Company positioned itself around the holistic transformation of interior and exterior spaces, deepening its customer engagement.

Customised
The Company graduated from general branding/marketing to a customised and focused approach, enhancing impact.



The exciting face of Greenlam

Mobile apps: In a world where most decisions are made on the basis of what consumers see on their smart phones, there is a premium on showcasing products and services on mobiles. In the last few years, Greenlam launched a number of functional mobile apps across all categories (laminate, flooring and veneer) enhancing the speed and quality of decision making.

Greenlam.

Creating consistently world-class products *to enhance consumer delight*



Overview

In a business where products need to be used across the years, resisting high footfalls and needing to remain aesthetically attractive, there is a priority in using world-class technologies, manufacturing around a high quality standard, maintaining quality consistency and doing all these around a globally competitive cost.

At Greenlam, it is our constant endeavour to bring the best in surfacing products to our consumers. We provide the anti-bacterial property as a standard offering across our entire range of Greenlam Laminates and Greenlam Compacts. We bring to our customers superior quality, hygienic and germ-free products that help them redefine their interior spaces.

Highlights, FY2019-20

During the year under review, the Company strengthened its manufacturing competence through the following initiatives:

- Enhanced production efficiency through the addition of high productive impregnation lines, upgrading and enhancing capacities of utility facilities and adding a 1.3M x 3.05M press line
- Increased the utilisation of the Mikasa Doors manufacturing facility
- The Company produced a higher volume of value-added products (kitchen and work top range compacts)
- Strengthened investments in pollution abatement equipment (wet scrubbers, online monitoring of flue gases and their composition)
- Added product features through the addition of manufacturing capabilities (jump saw installed in the Mikasa flooring plant; edge banding machine was added to Mikasa door equipment; new texture profiling machinery was added for Decowood)
- Moderated manufacturing costs and resource consumption

through an investment in a thermopack in Behror that replaced the conventional steam-producing utility equipment, saving water and heat input costs

- RO water recovery and recycling commenced in both plants
- Conducted resin plant modifications to reduce batch cooling time, increasing resin plant capacity by 25%
- Strengthened product quality with a long-term warranty following product life cycle studies

Strengths

- The proprietary technology used by the Company has been validated
- The Company's manufacturing process enjoys product quality consistency
- The technology has accommodated continuous process improvement to deliver different sizes, product variants and combinations
- The Company possesses the capability to manufacture a range of interior and exterior decorative solutions, engineered doors and real wood flooring

Outlook

- The Company's medium-term manufacturing strategy is to focus on higher productivity and quality yields of value-added products and enhance the asset utilisation of the Mikasa Doors and Mikasa Flooring Plant to full capacity. The long-term manufacturing outlook is to set-up a manufacturing facility in Southern India, which can accommodate future expansion in similar and allied categories
- During the current financial year, the Company intends to launch laminates with anti-virus attributes to retard viruses that come in contact with it. The Company's in-house R&D team has geared up for this revolutionary product development. This will be in addition to the Company's existing product offering with anti-bacterial and anti-fungal attributes
- The Company intends to get its manufacturing facilities certified for ISO 45001, which would help it emerge as one of the first companies in the laminate industry to achieve this

Our quality certifications

Product certifications

- IS License for HPLs, Decowood, MFC etc.
- EN test certificates of conformance
- Specific requirement tests and certificates like Green Guard, NSF, Anti-bacterial, Anti-fungal, etc.
- Q Mark
- Fire Rating certificates for Mikasa Doors

System certifications

- ISO 9001, 14001 and 18001
- FSC
- SEDEX
- Product and System certificates: CE, TIS, etc.

The exciting face of Greenlam

Capacity addition: Greenlam's laminate manufacturing capacity was sized for the Indian and traditional global markets. Despite the Company's products available across more than 100 countries, its European potential remained under-consumed on account of specific sizes and textures required in those nations that Greenlam did not produce. During the year under review, Greenlam added capacity of 1.6 million sheets per annum to address these markets with customised sizes/textures that could enhance market share.

Greenlam. Effective distribution network

Greenlam reinforced its position as one of the three largest laminate brands in the world through various business-strengthening initiatives in FY2019-20

Priority: With the world expected to see restricted physical movement and increasing virtual interaction, there is a premium on adapted distribution networks that provide on-demand material with the objective to minimise visiting various shops.

Value: Greenlam provides products on call, leveraging its extensive network – one of the few companies in India with multiple offices across the world.

Visibility: The Company participated in the world’s largest laminate exhibition – Interzum in Germany - for more than 10 years, enhancing trade visibility. The Company participated in Surfaces, an exhibition in the Middle East, and Domotex in Germany and Shanghai for the promotion of its wooden flooring brand Mikasa.

Products: The Company strengthened its value-added product mix, addressing overseas markets. It introduced new collections, products and right-sized the products offering, which is expected to catalyse offtake and address a wider base.



It also launched the Greenlam ‘Stratus’ Worktop Collection to deepen its presence in the European kitchen worktop market. With the introduction of veneer products comprising different backing options it, addressed large OEMs in the veneer category.

Presence: The Company engaged with specifiers in Africa; it enhanced visibility in specifier-led markets (London / Dubai / Singapore), leading to sales in other project-located geographies; flooring sales in UK, China, Singapore, Malaysia, Middle East, Sri Lanka, Bangladesh and Bhutan widened geographic diversification.

Engagements: The Company intensified its focus on specifiers with various brand engagement activities.

The exciting face of Greenlam

For long, consumers told us, ‘We make our decisions to buy based on just a swatch where the chances of making a mistake are high’. At Greenlam, we addressed this consumer concern by introducing Greenlam Laminates Colourama, which is every interior designer and architect’s go-to-app. In just a few seconds, it can turn one’s inspiration into reality. When the consumer clicks an image and selects a colour from the palette, the app ‘matches’ it to Greenlam’s extensive library of laminates, accelerating product selection and finding complementary laminates and edge band options as well - a painstaking exercise resolved in a few minutes!

Greenlam. Responding with speed to evolving *market dynamics*

Overview: Greenlam responded with deeper engagements across specifiers (architects, contractors, designers and retailers) to drive laminate and veneer offtake.

Responsiveness: The Company responded with product innovation and faster turnaround of veneers (to be subsequently cut, polished and used in products) to make it time-competitive with substitutes. It introduced pre-polished/factory polished veneers with better and faster finish. It launched two new catalogues (Decopedia and Decowood specials).

Visibility: The Company conducted a design contest (Decowood Design Diva) that attracted participation from ~700 participants in its fourth season. It engaged with Architectural Digest for enhancing its market presence. It conducted knowledge trips of architects to its different locations to help them enhance product and trend understanding. It sustained its Achievers Club from among contractors and introduced Monarch Clubs for dealers.

During the pandemic when physical movement is restricted, Decowood has scaled its on-line web selection portal, which enabled all specifiers and trade partners to select from factory stocks from the comfort of their homes.

Product mix: The Company launched Greenlam Stratus (kitchen worktop solutions) in Europe that comprised breakfast bar, work tops, back splashes and skirting (retailed as end products). The Company's anti-bacterial laminates could see better prospects after COVID-19.

Greenlam. Focused on emerging segments that enhance *convenience*

Overview: In the interior infrastructure sector, there is a premium on the need to introduce new products that enhance aesthetics and convenience without compromising the overall price-value proposition.

Product mix: The Indian flooring market is import-dependent; the Company engaged Indian retailers who imported these products to provide them with a wider product range under a trusted Indian brand. A large distribution network empowered the Company to widen the physical reach of Mikasa Floors and offered customisation appropriate for this product range.

Footprint: The Company has a network of more than 200 active dealers in India marketing flooring products, apart from projects and contractors.

Choice: The Company trained ~150 installers for smoothening the process. It launched new collections and customised products based on consumer preferences. It enhanced focus on providing doors for builders in major urban markets (bagging prestigious projects for Oberoi and Lodha in Mumbai). It introduced the Dura collection for the price-sensitive mid-housing segment. It launched veneer and laminate doors, enhancing synergy. It focused on producing fire-resistant doors; it collaborated with the fire authorities to introduce fire safety norms for the product. Its fire-rated doors were preferred in the Middle East and Europe; international designers engaged in Indian projects specified Greenlam's fire-rated doors.

Outcome: The Company's revenues from engineered wooden flooring and engineered wooden doors grew at a CAGR of 25.8% and 101% respectively in the four years ending FY2019-20.



The exciting face of Greenlam

Compact panels: There is a greater use of compact panels in furniture and paneling. These products are being increasingly used in healthcare, education and commercial spaces. Besides, rest room cubicles made of compact laminates are replacing brick and mortar (saving water, labour, building load, cost and maintenance). Exterior grade compact panels are gaining popularity as new age façade solutions (for resistance to color fading, fire and graffiti).

The exciting face of Greenlam

Catalogue: In a world with fast-changing consumer preferences, there is a premium on the ability to remain relevant. In view of this, Greenlam introduced a game-changer: its new global catalogue that was introduced during the year under review. This catalogue comprised a range of designs under eight exciting themes, bringing a refreshing face to the Company's portfolio. The catalogue was well-received, generating a large quantum of incremental orders, transforming the Company's image from a manufacturing-driven business to a market-facing organisation.

An integrated report of how we enhance *value*



There is a growing importance of the Integrated Value-Creation Report. This approach overcomes the limitations of the conventional approach through a comprehensive framework that integrates ‘hard’ and ‘soft’ initiatives.

Integrated reporting draws different reporting strands (financial, management commentary, governance and remuneration, and sustainability reporting) into a unified whole that explains an organisation's ability to create, enhance and sustain value.

Integrated reporting explains to providers of financial capital how an

organisation enhances sustainable value. The impact of such an Integrated Report extends beyond the financial; it enhances understanding across all stakeholders (employees, customers, suppliers, business partners, local communities, legislators, regulators and policy-makers) focused on an organisation's ability

to enhance value in an enduring way.

In an Integrated Report, the shift from the ‘hard’ to ‘soft’ (non-financial data) helps screen more comprehensively, addressing the needs of the investor fraternity/ government agencies.

The relevance of our sector

Rising population: By 2027, India is projected to overtake China as the world's most populous country. India is adding nearly 15 million people to its population every year, the largest annual increment anywhere. This will ensure that the Company's addressable market will grow sustainably.

Urbanisation: Currently, 34% of India's population is urban, which is expected to increase to 40% by the end of 2030, even as the population becomes larger. This is expected to drive the laminates market.

Real estate development: This Indian sector is expected to reach a market size of US\$ 1 trillion by 2030 from US\$ 120 billion in 2017. Increasing share of real estate in India's GDP is likely to be supported by increasing industrial activity, improving incomes, growing aspirations and urbanisation. Further, the size of the organised global real estate investment market grew by 7.8% from US\$ 8.9 trillion in 2018 to US\$ 9.6 trillion in 2019, driving the laminates market across the globe.

Addressable market: India needs an estimated 18.78 million more homes over the years, ensuring adequate room to generate multi-year growth, translating into a widening market for laminates and allied products.

Growing awareness: Following the rise of social media, consumers are selecting to spend more on aspirational living and thus are exploring modern ways to surface the houses.

Greenlam's resources

Financial capital: The financial resources that we seek are based on funds we mobilise from investors, promoters, banks and financial institutions in the form of debt, net worth and accruals.

Manufactured capital: Our manufacturing assets, technologies and equipment for production constitute our manufactured capital. The logistics for the transfer of raw materials and finished products are integral to our manufacturing competence.

Human capital: Our management, employees and contract workers form a part of our workforce, the experience and competence enhancing value.

Intellectual capital: Our focus on cost optimisation and operational excellence, as well as our repository of proprietary knowledge account for our intellectual resources.

Natural capital: We depend on raw materials sourced from nature and try to moderate emissions, water consumption and power consumption, indicating a modest impact on the natural environment.

Social & Relationship capital: Our relationships with communities and partners (vendors, suppliers and customers) influence our role as a responsible corporate citizen.

Greenlam's performance



Capacity utilisation

The capacity utilisation of laminates, veneers, engineered wooden flooring and engineered wooden doors stood at 92%, 38%, 21% and 29%, respectively in FY2019-20.



Operational footprint

Greenlam deepened its footprint not only in the country, but across the globe, strengthening its laminates and allied business. As a result, the Company has been addressing more people across the world, strengthening its presence.



Financial leverage

Greenlam's gearing of 0.53 as at 31st March 2020 indicated the availability of adequate borrowing room. The Company reported an interest cover of 10.48 in FY2019-20.

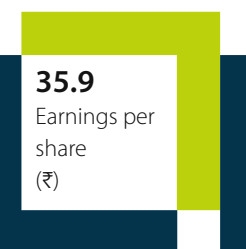
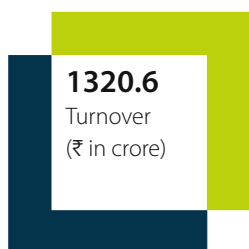


Human resources

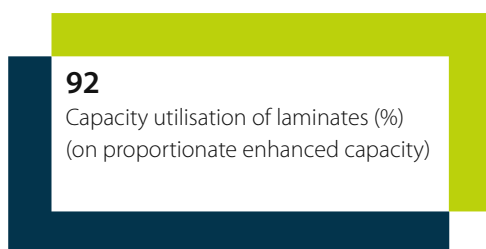
Greenlam emerged as one of the better employers in the industry, with a senior management retention, which was higher than employee retention. The result is that Greenlam is respected as one of the most knowledgeable companies within its sectors, influencing the quality of decision-making and market responsiveness.

Value created by our Company in FY2019-20

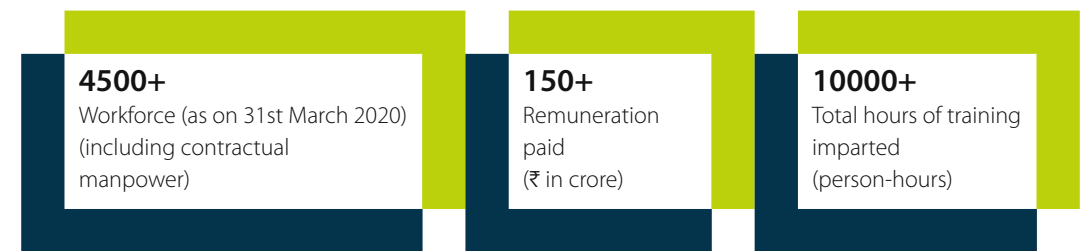
Financial capital



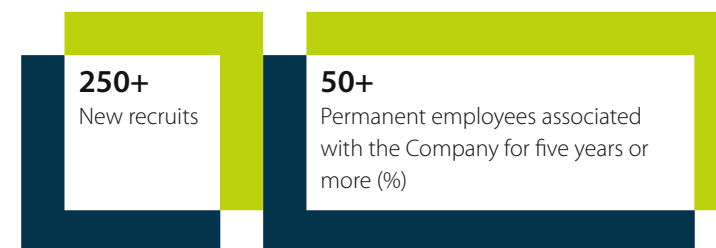
Manufactured capital



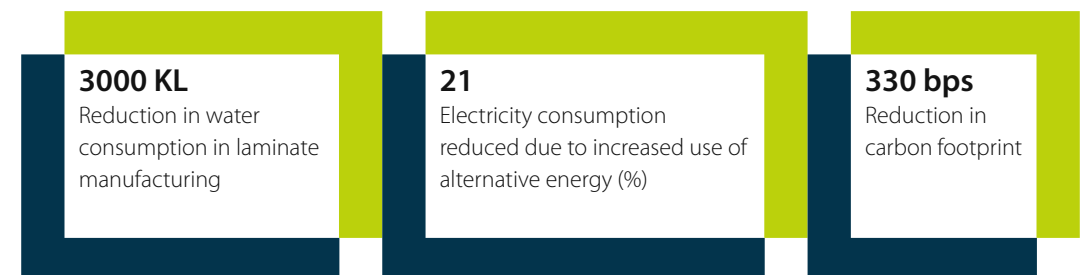
Human capital



Intellectual capital



Natural capital



Social and relationship capital



The sector's criticality and Greenlam's *strategy*

Strategic focus	Innovate and excel	Cost advantage	Supplier of choice	Robust people practices	Responsible corporate citizenship
Key enablers	- Reinforced a culture of innovation and outperformance by deploying dedicated teams. - Invested in best-in-class technology, compared to international standards - Introduction of various value-added products with low market penetration at the moment	- Managed costs by negotiating mutually-beneficial terms of trade as well as investing proactively in superior equipment, capacity scale-up and operational integration, among others. - Largest laminate manufacturing capacity in Asia, providing economies of scale	- Focused on improving product quality through market research - Emerged as the supplier-of-choice for various builders, constructors, interior designers and architects	- Facilitated all-round employee development through various initiatives - Increase in permanent employee count from 1668 on 31 March 2015 to 1944 on 31 March 2020	- Focused on sustainability by complying with environmental norms, investing in renewable energy-generating capacities and recycling resources - Invested ₹1.68 crore in FY2019-20 on CSR activities
Material issues	Invested in improving efficiencies and upgrading technology.	Improving terms of trade and strengthening economies of scale.	Produced quality products that were accredited with relevant certifications.	Focused on better engagement and training of employees.	Focused on community well-being.
Capital impacted	Manufactured, Intellectual and Financial	Financial and Social & Relationship	Intellectual, Manufactured and Social & Relationship	Intellectual and Human	Social & Relationship and Natural

Engaging our stakeholders

Greenlam recognises the importance of fostering relationships with key stakeholders through transparent, sincere and effective engagement. The Company intends to improve its established credibility and rapport

Stakeholder group	Greenlam's considerations	Stakeholder interests	How we engage	Capitals impacted
Customers	Greenlam's products are used by these stakeholders and therefore it is imperative that they are fully aware of the benefits and impacts of products while the Company needs to have a thorough understanding of customer perceptions and expectations	- Quality and affordability - Consistent, reliable and on-time supply of product - Impact of quality or efficacy concerns that may arise	- Engage with dealers, architects, designers and retailers - Open communication with customers through commercial discussions and meetings - Superior brand recall	Intellectual, Manufactured
Government & competent authorities	The Company's ability to produce, market and distribute products is dependent on concerned regulatory policies and approvals	- Legal and regulatory compliance - Affordable outcomes - Social and environmental impact of operations - Tax revenues and investments	- Audits of manufacturing sites by regulatory authorities to ensure Good Manufacturing Practice (GMP) and regulatory compliance - Participation in industry bodies - Reports and interactions aimed at confirming legislative and regulatory compliance policies and processes - Involvement in government programmes aimed at creating jobs and uplifting disadvantaged communities	Manufactured, Social & Relationship, Natural
Employees	Employees play a critical role in ensuring the Company achieve its strategic objectives. The Company needs to understand the requirements, challenges and aspirations of this important stakeholder group	- Job security - Equitable remuneration packages, performance incentives and benefit structures - Diversity and inclusivity - Performance management, skills development and career planning - Reputation as an ethical employer - Employee health, safety and wellness	- Direct engagements by supervisors and business management - Conferences and town hall meetings - Induction and internal training - Employee wellness campaigns	Human
Suppliers, consultants and business partners	These stakeholders play an important role in enabling the Company to meet its commitments to customers	- Fair engagement terms and timely settlement - Ongoing communication of Greenlam's expectations and service levels provided - Fair selection processes	- One-on-one meetings to discuss service levels or other commercial aspects - Interactions regarding safety, health, environmental and ethical compliance	Social & relationship, Financial
Investors and funders	As providers of capital, these stakeholders require to be kept informed of material developments impacting the Company and its prospects	- Growth in revenue, EBIDTA and returns on investment - Appropriate management of capital expenditure, working capital and expenses - Gearing, solvency and liquidity - Dividends - Security over assets, ethical stewardship of investments and good corporate governance - Fair executive remuneration	- Dedicated investor and analyst presentations and one-on-one meetings - Stock exchange announcements, media releases and published results - Annual General Meetings - Engagements with the financial media	Financial



Annexure-II

Form AOC-I

Statement containing salient features of the Financial Statement of Subsidiaries/ Associate Companies/Joint Ventures

[Pursuant to first proviso to Sub-Section (3) of Section 129 of the Companies Act, 2013 read with Rule 5 of the Companies (Accounts) Rules, 2014]

Sr. No.	Part "A": Subsidiaries	₹	
1.	Name of the subsidiary	Greenlam Asia Pacific Pte. Limited.	Greenlam America, Inc.
2.	Date of Acquisition*	February 27, 2015	March 16, 2015
3.	Reporting period for the subsidiary	March 31, 2020	March 31, 2020
4.	Reporting currency and Exchange rate as on the last date of the relevant financial year	US\$ (₹75.59000)	US\$ (₹75.59000)
5.	Share Capital	21,00,54,405.35	12,09,44,000.00
6.	Reserves & Surplus	45,80,980.77	6,77,73,918.41
7.	Total Assets	52,13,33,042.68	27,06,89,377.39
8.	Total Liabilities	30,66,97,656.56	8,19,71,458.98
9.	Investments	1,74,83,513.46	Nil
10.	Turnover	1,80,26,95,567.06	1,00,44,85,122.82
11.	Profit before taxation	4,16,19,476.05	5,31,08,022.20
12.	Provision for taxation	(83,39,769.11)	(9,57,876.48)
13.	Profit after taxation	3,32,79,706.94	5,21,50,145.72
14.	Proposed Dividend	Nil	Nil
15.	% of shareholding/controlling interest	100%	100%

Sr. No.	Part "A": Subsidiaries	₹	
1.	Name of the subsidiary	Greenlam Europe (UK) Limited	Greenlam Asia Pacific (Thailand) Co., Limited
2.	Date of Acquisition*	February 27, 2015	February 27, 2015
3.	Reporting period for the subsidiary	March 31, 2020	March 31, 2020
4.	Reporting currency and Exchange rate as on the last date of the relevant financial year	GBP (₹93.65600)	THB (₹2.31160)
5.	Share Capital	1,76,33,551.68	92,46,400.00
6.	Reserves & Surplus	(10,60,77,314.31)	2,90,65,235.77
7.	Total Assets	15,46,91,521.54	12,32,15,528.76
8.	Total Liabilities	24,31,35,284.18	8,49,03,892.99
9.	Investments	Nil	11,55,800.00
10.	Turnover	60,06,73,994.72	73,16,50,709.84
11.	Profit before taxation	3,95,37,067.71	19,70,375.27
12.	Provision for taxation	2,45,05,373.37	(3,94,846.15)
13.	Profit after taxation	6,40,42,441.08	15,75,529.12
14.	Proposed Dividend	Nil	Nil
15.	% of shareholding/controlling interest	100%	97.50%

of declaration and payment of dividends, and is subject to applicable regulations:

In case of final dividends

- Recommendation, if any, shall be done by the Board, usually in the Board meeting that considers and approves the annual financial statements, subject to approval of the shareholders of the Company.
- The dividend as recommended by the Board shall be approved/declared at the annual general meeting of the Company.
- The payment of dividends shall be made within 30 days from the date of declaration to the shareholders entitled to receive the dividend on the record date/book closure period as per the applicable law.

In case of interim dividend

- Interim dividend, if any, shall be declared by the Board.
- Before declaring interim dividend, the Board shall



Annexure-III

ANNUAL REPORT ON CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES

1. A brief outline of the Company's CSR policy, including overview of projects or programs proposed to be undertaken and a reference to the web link to the CSR policy and projects or programmes.

Brief outline of the CSR Policy

Greenlam Industries Limited has always strived to make a difference, specifically to the society by contributing to the economic development of the Country and improving the quality of life of the vulnerable communities. We strive to strengthen our corporate citizenship through engagements with various NGOs working in the fields of health, education, environment and vocational training.

Priority Projects

The Company has currently identified the following Priority Projects to be undertaken by the CSR Committee:

- Promoting education including special education and employment enhancing vocation skills especially among children, women, elderly and the differently-abled and livelihood enhancement projects;
- Promoting health care including preventive health care and sanitation and making available safe drinking water;
- Promoting gender equality, empowering women, setting-up homes and hostels for women and orphans.

CSR Policy of the Company can be viewed at the link given herein below:

<https://www.greenlamindustries.com/pdf-file/CorporateSocialResponsibilityPolicy.pdf>

2. The Composition of the CSR Committee:

Mr. Saurabh Mittal - Chairman (Executive Director)

Mr. Shiv Prakash Mittal - Member (Non-Executive Director)

Ms. Sonali Bhagwati Dalal - Member (Independent Director)

Ms. Parul Mittal - Member (Executive Director)

3. Average net profits of the Company for last three financial years: ₹83,76,04,411.33

4. Prescribed CSR Expenditure (two per cent of the amount as in item 3 above):

The Company was required to spend ₹1,67,52,088.23 towards CSR during the financial year under review.

5. Details of CSR spent during the financial year:

- Total amount spent during the financial year under review: ₹1,64,55,939.00
- Amount unspent, if any: ₹2,96,149.23 which remain unspent till March 31, 2020 was transferred to PM CARES Fund on June 17, 2020.
- Manner in which the amount spent during the financial year 2019-20 is detailed below:

Sr. No.	Part "A": Subsidiaries	C	
1.	Name of the subsidiary	Greenlam Holding Co., Ltd.	PT. Greenlam Asia Pacific
2.	Date of Acquisition*	February 27, 2015	February 27, 2015
3.	Reporting period for the subsidiary	March 31, 2020	March 31, 2020
4.	Reporting currency and Exchange rate as on the last date of the relevant financial year	THB (C2.31160)	IDR (C0.00464)
5.	Share Capital	23,11,600.00	1,11,89,174.40
6.	Reserves & Surplus	(13,99,754.96)	11,24,521.57
7.	Total Assets	46,34,027.60	1,54,08,558.00
8.	Total Liabilities	37,22,182.56	30,94,862.03
9.	Investments	46,23,200.00	Nil
10.	Turnover	Nil	1,26,56,336.19
11.	Profit before taxation	(47,824.74)	19,61,790.22
12.	Provision for taxation	Nil	(63,971.89)
13.	Profit after taxation	(47,824.74)	18,97,818.33
14.	Proposed Dividend	Nil	Nil
15.	% of shareholding/controlling interest	99%	99%

Sr. No.	Part "A": Subsidiaries	C	
1.	Name of the subsidiary	Greenlam Decolan SA	Greenlam South Limited
2.	Date of Acquisition	May 14, 2019	October 14, 2019#



Annexure-IV

Form AOC-2

[Pursuant to clause (h) of sub-section (3) of Section 134 of the Companies Act, 2013 and Rule 8(2) of the Companies (Accounts) Rules, 2014]

- Details of contracts or arrangements or transactions not at arm's length basis: Nil
- Details of material contracts or arrangement or transactions at arm's length basis are given below:

Sl. No.	Name(s) of the related party and nature of relationship	Nature of contracts/ arrangements/ transaction	Duration of the contracts/ arrangements/ transactions	Salient terms of the contracts or arrangements or transactions including the value, if any	Date(s) of approval by the Board, if any	Amount paid as advances, if any
1.	Greenlam Asia Pacific Pte. Ltd. (Wholly-owned subsidiary)	Arrangement for sale of products	For the financial year 2014-15 and subsequent years	On mutually agreed terms up to sale value of ₹1,31,65,83,791.00 during financial year 2019-20.	February 02, 2015	Nil

For and on behalf of the Board of Directors

Place: New Delhi
Date: June 19, 2020

Saurabh Mittal
Managing Director & CEO
[DIN: 00273917]

Parul Mittal
Whole-time Director
[DIN: 00348783]

Annexure-V

SECRETARIAL AUDIT REPORT

FOR THE FINANCIAL YEAR ENDED MARCH 31, 2020

To,
The Members,
Greenlam Industries Limited
Makum Road, Tinsukia,
Assam 786125

We have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate governance practices by Greenlam Industries Limited (hereinafter called the "Company"). Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/ statutory compliances and expressing our opinion thereon.

Based on our verification of the Company's books, papers, minute books, forms and returns filed and other records maintained by the Company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of Secretarial Audit, we hereby report that in our opinion, the Company has, during the audit period covering the financial year ended on March 31, 2020 complied with the statutory provisions listed hereunder and also that the Company has proper Board-processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter.

We have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the Financial Year ended on March 31, 2020 according to the provisions of:

- The Companies Act, 2013 (the "Act") and the Rules made thereunder;
- The Securities Contracts (Regulation) Act, 1956 ("SCRA") and the Rules made thereunder;
- The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder to the extent of Regulation 76 of Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018;
- Foreign Exchange Management Act, 1999 and the Rules and Regulations made thereunder to the extent of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowings, to the extent applicable;
- The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ("SEBI Act"):-

- The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018; Not Applicable during the period under review
 - The Securities and Exchange Board of India (Share Based Employee Benefits) Regulations, 2014; Not Applicable during the period under review
 - The Securities and Exchange Board of India (Issue and Listing of Debt Securities) Regulations, 2008; Not Applicable during the period under review
 - The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client to the extent of securities issued;
 - The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009; Not Applicable during the period under review
 - The Securities and Exchange Board of India (Buyback of Securities) Regulations, 2018; Not Applicable during the period under review
- (vi) The Management has identified and confirmed the following Laws as being specifically applicable to the Company:
- The Explosives Act, 1884
 - Hazardous Waste (Management, Handling and Trans boundary Movement) Rules, 2008
 - The Indian Boilers Act, 1923 and rules and regulations thereunder
 - The Petroleum Act, 1934
 - The Rajasthan Factories Rules, 1951 and The Himachal Pradesh Factory Rules, 1950
 - Indian Forest Act, 1927, Rajasthan Forest Act, 1953, The Rajasthan Forest Produce (Establishment and Regulations of Saw Mills) Rules, 1983



Annexure -A to Secretarial Audit report

We have also examined compliance with the applicable clauses/ Regulations of the following:

- (i) Secretarial Standards issued by Institute of Company Secretaries of India.
- (ii) SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

During the period under review, the Company has generally complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above.

We further report that:

The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors that took place during the period under review were carried out in compliance with the provisions of the Act.

Adequate notice is given to all directors to schedule the Board/ Committee Meetings. Agenda and detailed notes on agenda were sent in advance (and at a shorter notice for which necessary approvals were obtained, if any) and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.

All decisions at Board Meetings and Committee Meetings are carried out unanimously or with requisite majority as recorded in the minutes of the meetings of the Board of Directors or Committee of the Board, as the case may be.

We further report that there are adequate systems and processes in the Company commensurate with the size and operations of the Company to monitor and ensure compliance with applicable Laws, Rules, Regulations and Guidelines.

We further report that during the audit period following specific events/actions took place having a

major bearing on the company's affairs in pursuance of the above referred laws, rules, regulations, guidelines, standards, etc.

- (i) The Company has incorporated Greenlam South Limited, a wholly owned subsidiary in India as approved in its Board Meeting held on September 30, 2019.

For **Chandrasekaran Associates**
Company Secretaries

Dr. S. Chandrasekaran
Senior Partner
Membership No. FCS 1644
Certificate of Practice No. 715
UDIN: F001644B000355063
Date: 19.06.2020
Place: Delhi

Note:

- (i) This report is to be read with our letter of even date which is annexed as Annexure A and forms an integral part of this report.
- (ii) Due to restricted movement amid COVID-19 pandemic, we conducted the secretarial audit by examining the Secretarial Records including Minutes, Documents, Registers and other records etc., and some of them received by way of electronic mode from the Company and could not be verified from the original records. The management has confirmed that the records submitted to us are true and correct.
- (iii) This Report is limited to the Statutory Compliances on laws / regulations / guidelines listed in our report which have been complied by the Company up to the date of this Report pertaining to Financial Year 2019-20. We are not commenting on the Statutory Compliances whose due dates are extended by Regulators from time to time due to COVID-19 or still there is time line to comply with such compliances.

To,
The Members,
Greenlam Industries Limited
Makum Road, Tinsukia,
Assam 786125

1. Maintenance of secretarial record is the responsibility of the Management of the Company. Our responsibility is to express an opinion on these secretarial records based on our audit.
2. We have followed the audit practices and processes as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial records. The verification was done on the random test basis to ensure that correct facts are reflected in secretarial records. We believe that the processes and practices, we followed provide a reasonable basis for our opinion.
3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the Company.
4. Wherever required, we have obtained the Management representation about the

compliance of laws, rules and regulations and happening of events etc.

5. The compliance of the provisions of Corporate and other applicable Laws, Rules, Regulations, Standards is the responsibility of Management. Our examination was limited to the verification of procedures on random test basis.
6. The Secretarial Audit report is neither an assurance as to the future viability of the Company nor of the efficacy or effectiveness with which the Management has conducted the affairs of the Company.

For **Chandrasekaran Associates**
Company Secretaries

Dr. S. Chandrasekaran
Senior Partner
Membership No. FCS 1644
Certificate of Practice No. 715
UDIN: F001644B000355063
Date: 19.06.2020
Place: Delhi



Category of Shareholders	No. of Shares held at the beginning of the year [As on April 01, 2019]				No. of Shares held at the end of the year [As on March 31, 2020]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
ix. NBFCs registered with RBI	109	-	109	-	109	-	109	-	-
x. Employees Trust	14041	-	14041	0.06	25557	-	25557	0.11	0.05
Sub-total (B)(2):	7276212	15090	7291302	30.21	7110323	15090	7125413	29.52	(0.69)
Total Public Shareholding (B) = (B) (1)+(B) (2)	10908656	15090	10923746	45.26	10871259	15090	10886349	45.10	(0.16)
C. Shares held by Custodian for GDRs & ADRs	-	-	-	-	-	-	-	-	-
Grand Total (A+B+C)	24121284	15090	24136374	100.00	24121284	15090	24136374	100.00	-

B. Shareholding of Promoters & Promoter Group

Sl. No.	Shareholders' Name	Category	Shareholding at the beginning of the year			Shareholding at the end of the year			% change in share holding during the year
			No. of Shares	% of total Shares of the Company	% of Shares Pledged/encumbered to total shares	No. of Shares	% of total Shares of the Company	%of Shares Pledged/encumbered to total shares	
1.	Mr. Saurabh Mittal	Promoter	3206534	13.29	-	3206534	13.29	-	-
2.	Mr. Shiv Prakash Mittal	Promoter Group	506000	2.10	-	506000	2.10	-	-
3.	Ms. Parul Mittal	Promoter Group	478800	1.98	-	478800	1.98	-	-
4.	Ms. Santosh Mittal	Promoter Group	55180	0.23	-	55180	0.23	-	-
5.	Greenply Leasing & Finance Private Limited	Promoter Group	8966114	37.15	-	9003511	37.30	-	0.15

C) Change in Promoters & Promoter Group Shareholding

Sl. No.	Particulars	Category	Shareholding at the beginning of the year		Cumulative Shareholding during the year	
			No. of shares	% of total shares of the Company	No. of shares	% of total shares of the Company
1.	Mr. Saurabh Mittal	Promoter				
	At the beginning of the year		3206534	13.29	3206534	13.29
	Changes during the year		-	-	-	-
	At the end of the year				3206534	13.29
2.	Mr. Shiv Prakash Mittal	Promoter Group				
	At the beginning of the year		506000	2.10	506000	2.10
	Changes during the year		-	-	-	-
	At the end of the year				506000	2.10



Sl. No.	For each of the Top 10 Shareholders	Shareholding at the beginning of the year		Cumulative Shareholding during the Year	
		No. of shares	% of total shares of the Company	No. of shares	% of total shares of the Company
	At the end of the year			585421	2.43
5.	DSP Core Fund				
	At the beginning of the year	490021	2.03	490021	2.03
	Changes during the year	-	-	-	-
	At the end of the year			490021	2.03
6.	Akash Bhanshali				
	At the beginning of the year	396771	1.64	396771	1.64
	Changes during the year:				
	On 31.03.2020 acquired 12218 shares.	-	-	408989	1.69
	At the end of the year			408989	1.69
7.	Sundaram Mutual Fund				
	At the beginning of the year	395956	1.64	395956	1.64
	Changes during the year:				
	On 05.04.2019 acquired 10064 shares.	-	-	406020	1.68
	On 12.04.2019 acquired 5210 shares.	-	-	411230	1.70
	On 19.04.2019 acquired 3800 shares.	-	-	415030	1.72
	On 26.04.2019 acquired 3756 shares.	-	-	418786	1.73
	On 25.10.2019 transferred 4065 shares.	-	-	414721	1.72
	On 01.11.2019 transferred 710 shares.	-	-	414011	1.71
	On 08.11.2019 transferred 117 shares.	-	-	413894	1.71
	On 13.12.2019 transferred 2402 shares.	-	-	411492	1.70
	On 20.12.2019 transferred 1019 shares.	-	-	410473	1.70
	On 27.12.2019 transferred 920 shares.	-	-	409553	1.69
	On 10.01.2020 transferred 6567 shares.	-	-	402986	1.67
	On 31.01.2020 transferred 20000 shares.	-	-	382986	1.59
	On 14.02.2020 transferred 48 shares.	-	-	382938	1.59
	On 21.02.2020 transferred 1815 shares.	-	-	381123	1.58
	On 28.02.2020 transferred 1514 shares.	-	-	379609	1.57
	At the end of the year			379609	1.57
8.	Akhil Dhawan				
	At the beginning of the year	363926	1.51	363926	1.51
	Changes during the year	-	-	-	-
	At the end of the year			363926	1.51
9.	Jwalamukhi Investment Holdings				
	At the beginning of the year	357396	1.48	357396	1.48
	Changes during the year:				
	On 13.03.2020 transferred 11552 shares.	-	-	345844	1.43
	At the end of the year			345844	1.43
10.	Vallabh Roopchand Bhanshali				
	At the beginning of the year	319100	1.32	319100	1.32
	Changes during the year	-	-	-	-
	At the end of the year			31	



V. INDEBTEDNESS:

Indebtedness of the Company including interest outstanding/accrued but not due for payment.

(₹ in lakh)

	Secured Loans excluding deposits	Unsecured Loans	Deposits	Total Indebtedness
Indebtedness at the beginning of the financial year				
i) Principal Amount	20,120.39	3,000.00	Nil	23,120.39
ii) Interest due but not paid	Nil	Nil	Nil	Nil
iii) Interest accrued but not due	2.11	Nil	Nil	2.11
Total (i+ii+iii)	20,122.50	3,000.00	Nil	23,122.50
Change in Indebtedness during the financial year				
Addition	5,000.00	1,500.00	Nil	6,500.00
Reduction	4,238.22	3,000.00	Nil	7,238.22
Net Change	761.78	(1,500.00)	Nil	(738.22)
Indebtedness at the end of the financial year				
i) Principal Amount	20,882.17	1,500.00	Nil	22,382.17
ii) Interest due but not paid	Nil	Nil	Nil	Nil
iii) Interest accrued but not due	1.56	Nil	Nil	1.56
Total (i+ii+iii)	20,883.73	1,500.00	Nil	22,383.73

VI. REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL:

A. Remuneration to Managing Director, Whole-time Directors and/or Manager

Amount (in ₹)

Sl. No.	Particulars of Remuneration	Name of MD/WTD/Manager		Total Amount
		Mr. Saurabh Mittal, Managing Director & CEO	Ms. Parul Mittal, Whole-time Director	
1.	Gross salary			
	(a) Salary as per provisions contained in Section 17(1) of the Income-tax Act, 1961	2,40,00,000.00	1,20,00,000.00	3,60,00,000.00
	(b) Value of perquisites u/s 17(2) of the Income-tax Act, 1961	Nil	Nil	Nil
	(c) Profits in lieu of salary under Section 17(3) of the Income- tax Act, 1961	Nil	Nil	Nil
2.	Stock Option	Nil	Nil	Nil
3.	Sweat Equity	Nil	Nil	Nil
4.	Commission	Nil	Nil	Nil
	- as % of profit	2,55,00,000.00*	1,41,50,000.00*	3,96,50,000.00*
	- others	Nil	Nil	Nil
5.	Others (Contribution to Provident Fund)	24,48,000.00	14,40,000.00	38,88,000.00
	Total (A)	5,19,48,000.00	2,75,90,000.00	7,95,38,000.00
	Ceiling as per the Act	5,87,69,150.00^	5,87,69,150.00^	11,75,38,300.00

^being 5% of net profits of the Company calculated as per Section 198 of the Companies Act, 2013.

*not yet paid

Note: Mr. Saurabh Mittal, Managing Director & CEO and Ms. Parul Mittal, Whole-time Director of the Company have volunteered to reduce their annual commission for the financial year 2019-20 to 2.25% and 1.25% respectively.

B. Remuneration to other Directors



Annexure-VII

Information required under Section 134(3)(m) of the Companies Act, 2013 read with Rule 8(3) of the Companies (Accounts) Rules, 2014 pertaining to Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo

VII. PENALTIES/PUNISHMENT/COMPOUNDING OF OFFENCES

Type	Section of the Companies Act	Brief Description	Details of Penalty/ Punishment/ Compounding fees imposed	Authority [RD/ NCLT/ COURT]	Appeal made, if any (give Details)
A. COMPANY					
Penalty	N.A.	N.A.	N.A.	N.A.	N.A.
Punishment	N.A.	N.A.	N.A.	N.A.	N.A.
Compounding	N.A.	N.A.	N.A.	N.A.	N.A.
B. DIRECTORS					
Penalty	N.A.	N.A.	N.A.	N.A.	N.A.
Punishment	N.A.	N.A.	N.A.	N.A.	N.A.
Compounding	N.A.	N.A.	N.A.	N.A.	N.A.
C. OTHER OFFICERS IN DEFAULT					
Penalty	N.A.	N.A.	N.A.	N.A.	N.A.
Punishment	N.A.	N.A.	N.A.	N.A.	N.A.
Compounding	N.A.	N.A.	N.A.	N.A.	N.A.

For and on behalf of the Board of Directors

Place: New Delhi
Date: June 19, 2020

Saurabh Mittal
Managing Director & CEO
[DIN: 00273917]

Parul Mittal
Whole-time Director
[DIN: 00348783]

(A) Conservation of Energy

(i) Steps taken or impact on conservation of energy:

- Installation of hot water generator at Behror Plant, results in huge saving in ground water withdrawal to the tune of 3,000 KL/annum. This has a potential to enhance product quality and improving the environment as there will be a saving in fuel cost by 5 percent.
- Installation of VFDs at 45 kW compressors which saves energy by approximately 41,016 KWH per annum at Behror Plant.
- Installation of Auto CMD Controller of 11,000V at Nalagarh Staff Colony, which control the voltage fluctuation and power. It contributes in the annual power saving of 28,000 KWH Approximately.
- Reusing 360KL per annum RO reject water by softening.

(ii) Steps taken for utilising alternate sources of energy:

Installation of 60 lakh kcal thermic fluid heater run by using agriculture waste (biofuel) instead of coal fire at Behror Plant.

(iii) Capital Investment on energy conservation equipment:

- The expenditure incurred for installation of hot water generator is approximately ₹2.0 crore.
- The expenditure of VFDs is approximately ₹4.0 lakh.
- The expenditure on installation of biofuel thermic fluid heater is approximately ₹1.75 crore.
- The expenditure incurred on installation of CMD Controller of 11,000 V is ₹1.56 lakh.

(B) Technology Absorption:

i. Efforts made towards technology absorption:

- Installation of 60 lakh kcal thermic fluid heater using agricultural waste (biofuel) instead of coal fire at Behror Plant.
- New technology CNC machine installed in cubical section for development of new and

closed dimensions products.

- New textures; Subway Tile and Terra introduced for international customer and Crossline Vector introduced for capacity enhancement.

ii. Benefits derived like product improvement, cost reduction, product development or import substitution:

- Environment & Safety:
 - Wet scrubber installed on the flue gas emitted from thermic fluid heater for reducing air pollution at Behror Plant.
 - Wet scrubber installed on the flue gases emitted from thermic fluid heater. This will improve the quality of air exhaust to environment



- g. SEDEX 4 pillar certification acquired at Nalagarh Plant by matching the customer business ethics requirement.
 - h. Machines installed in Mikasa Door & Frames Plant to increase productivity:
 - Comeva Door milling machine: Door lock & hinge recessing for mass production
 - Linear profile sander: sealer sanding activity
 - Vacuum coating line: sealer application for mass production
 - Four side molder-6 spindles - REIGNMAC M33- planning and moulding activities for solid wood frames and components
 - CNC frame milling machine - EMINTOSUN: frame lock & hinge recessing for mass production
 - Spray booth: Painting/polishing activities for Frames, Doors and components
 - Cut off saw - SCS 600-Complement the existing machinery to enhance production
 - Tilting spindle shaper complete with auto feeder - HS735TS -solid wood moulding profiles including grooving and complex shaping activities
 - Four side moulder - REIGNMAC M16- flooring profiling, planning and moulding activities for solid wood
 - Automatic through feed edge bander - BIESSE-PVC edge banding activity introduced
 - L-shaped machine dished - HIZMET LMT 3520- for making L-shaped architraves
 - Profile wrapping machine - UNIMAC PW35 F65- EC-Paper/veneer wrapping concept on different variants of substrates.
 - Strapping & trimming machine - ST210- bundling/ strapping of L-shaped architraves during production
 - Straight line rip saw machine: ripping the RAW lumber to the desired sizes
 - Multiple rip saw with double surface planner - VH ML-9321- planning and ripping to convert to various components made of semi-finished lumber
 - Laboratory equipment for door testing
- iii. **Information regarding technology imported, during the last 3 years:**
- a. Details of technology imported: Technical Know-how for manufacturing and improving the product interior clads using Compact Laminate as cladding material from Frankonia Systems of Germany.
 - b. Year of import: 2017-18
 - c. Whether the technology been fully absorbed: Yes
 - d. If not fully absorbed, areas where absorption has not taken place, and the reason thereof: NA
- iv. **Expenditure incurred on Research and Development:**
- a. Capital: Nil
 - b. Recurring: Nil

C) Foreign Exchange Earnings and Outgo

The details of foreign exchange earned in terms of actual inflows during the year and the foreign exchange outgo during the year in terms of actual outflows are as under:

(₹ in lakh)		
Particulars	March 31, 2020	March 31, 2019
Earnings on account of:		
a) FOB value of exports	47,531.41	41,227.66
b) Others	71.38	83.35
Total	47,602.79	41,311.01
Outgo on account of:		
a) Raw materials	34,457.93	36,350.64
b) Capital goods	425.11	588.92
c) Traded goods	-	-
d) Stores & spare parts	346.18	386.48
e) Others	653.25	518.19
Total	35,882.47	37,844.23

For and on behalf of the Board of Directors

Place: New Delhi
Date: June 19, 2020

Saurabh Mittal
Managing Director & CEO
[DIN: 00273917]

Parul Mittal
Whole-time Director
[DIN: 00348783]

