

CENTURY PLYBOARDS (INDIA) LIMITED

April, 2025

Corporate
Presentation

COMPANY OVERVIEW



Company at a
Glance



One-Stop Shop
Solutions wood
panel company



CPII's products
and brands



Key Business
Moats



Pan India
Manufacturing
Prowess



Robust
Distribution
Network



Strong Brand
Presence



Key
Milestones



Our Leadership
Team



Management
Vision

COMPANY OVERVIEW

COMPANY AT A GLANCE

40 years of
Existence

12,000+
Employees

No. 1 Wood
Panel company
in India

Only wood
panel company
to be present
across value
chain

12
Manufacturing
Plants

Largest
Plywood
manufacturing
capacity

18,000+ SKUs

Stringent
marketing
policies

4,000+ Dealers

18,500+ Retailers
/ Touch
points

Market
Capitalization:
Rs 15,500 crore
(as on 15/04/25)

Strong Cash
Flow
Generating
Company
(Rs. 420.15
Cr in FY 24)

PAN-INDIA MANUFACTURING PROWESS

Manufacturing facilities

Plywood: 6 units

Laminate: 2 units

MDF: 2 units

Particle Board: 2 units

Plywood

- ① Bishnupur, West Bengal
- ② Chinnappolapuram, Gummidipoondi, Tamil Nadu
- ③ Taraori, Haryana
- ④ Kamrup, Assam
- ⑤ Bhachau-Kachchh, Gujarat
- ⑥ Roorkee, Uttarakhand

Laminate

- ⑦ Bishnupur, West Bengal
- ⑧ Badvel, Andhra Pradesh

MDF

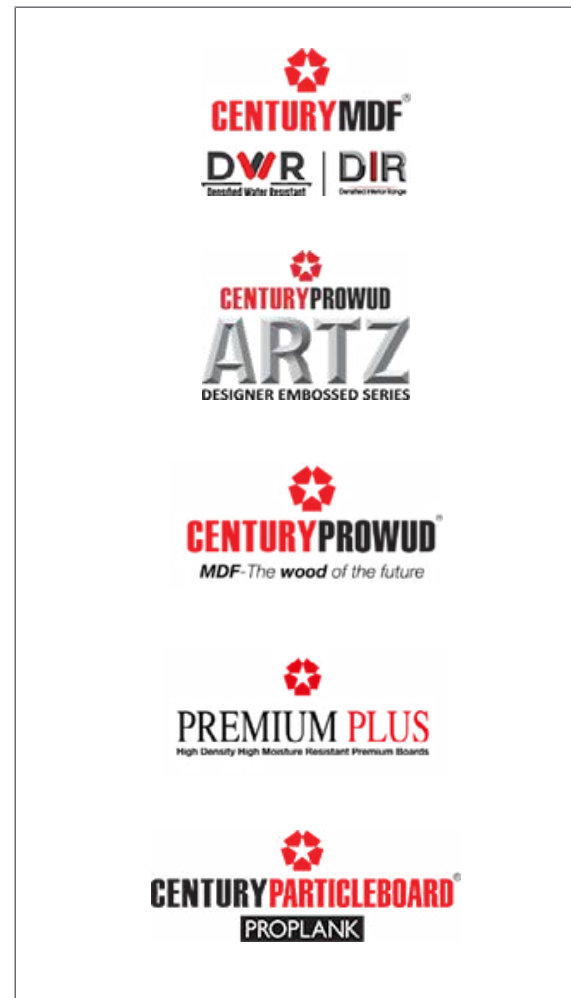
- ⑨ Hoshiarpur, Punjab
- ⑩ Badvel, Andhra Pradesh

Particle board

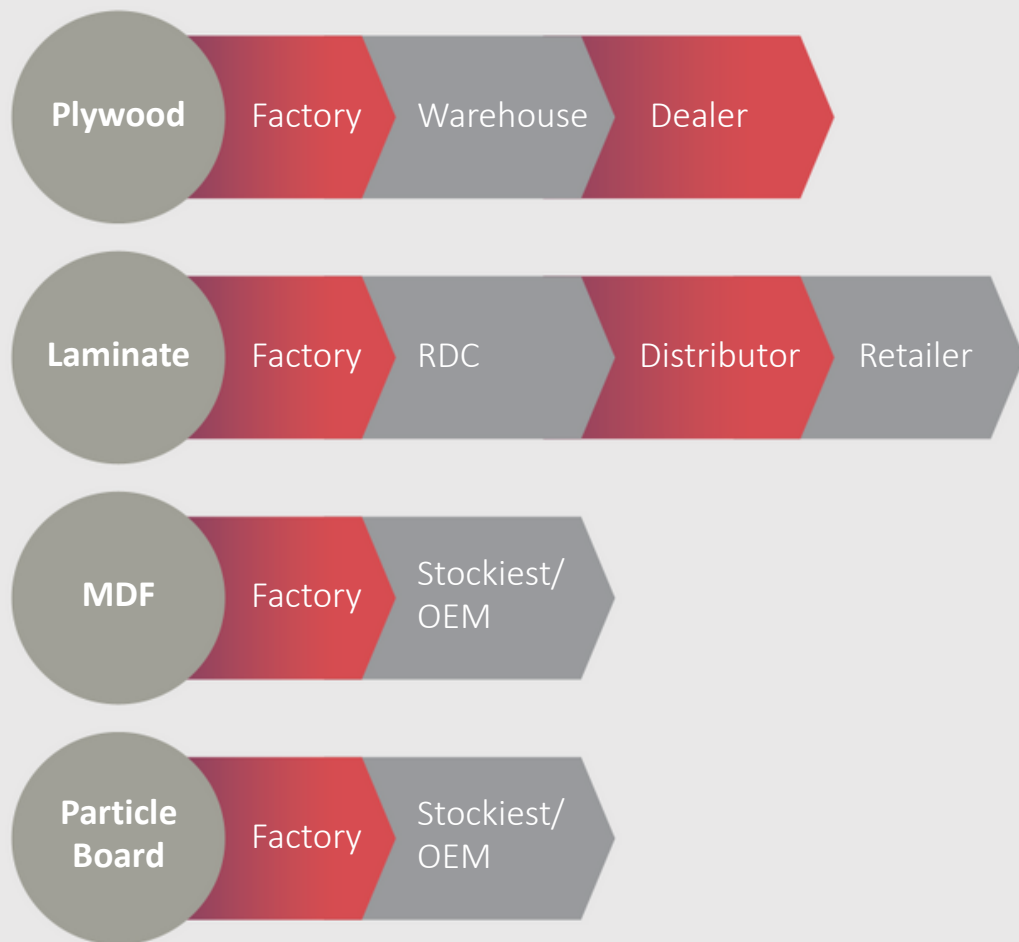
- ⑪ Chinnappolapuram, Gummidipoondi, Tamil Nadu
- ⑫ Thervoy Kandigai Sipcot, Tamil Nadu



KEY PRODUCTS AND BRANDS



DISTRIBUTION MODEL



ROBUST DISTRIBUTION NETWORK

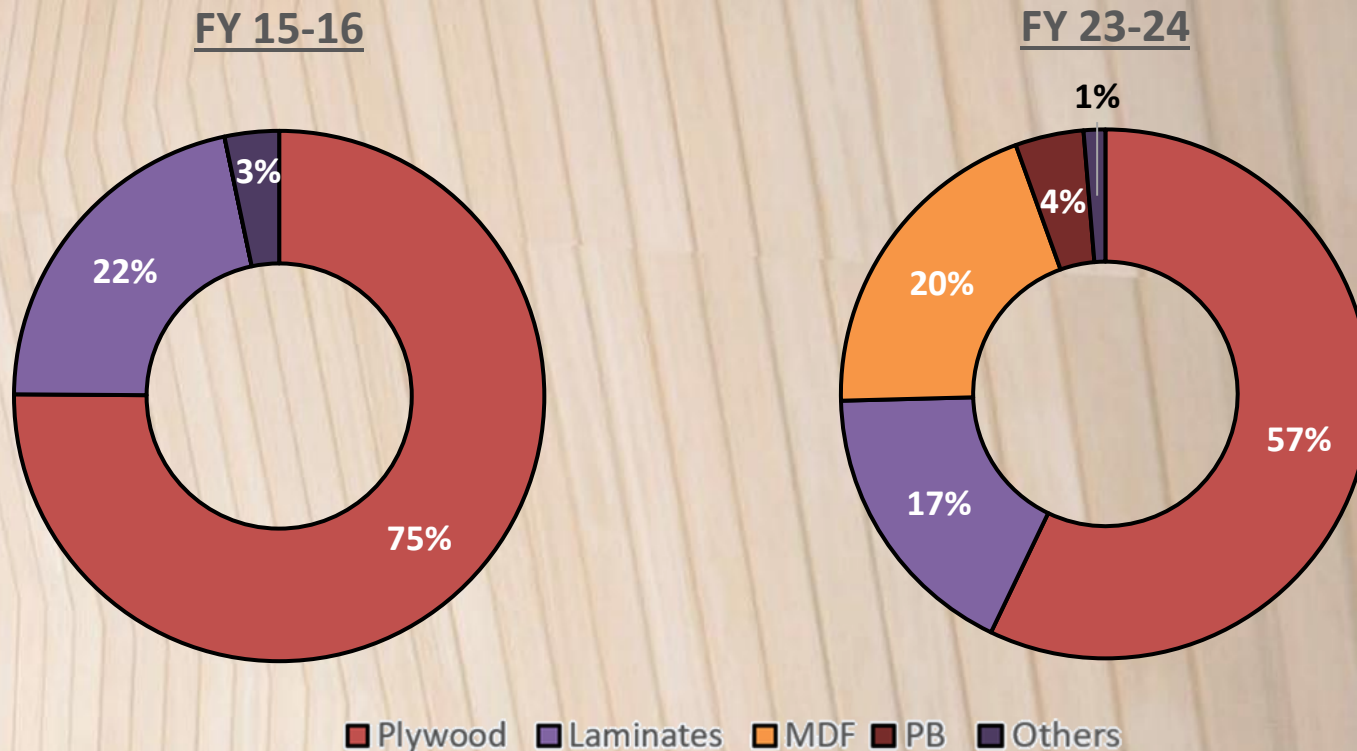


ONE-STOP SHOP SOLUTIONS COMPANY

Companies	Plywood & Block Board	Doors	Deco Veneer / Plywood	Laminate	Particle Board	MDF
	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✗	✗	✓
	✗	✓	✓	✓	✓	✗
	✓	✓	✓	✗	✗	✓
	✓	✓	✗	✓	✓	✗
	✗	✗	✗	✓	✗	✗
	✗	✗	✗	✓	✗	✓

ONE-STOP SHOP SOLUTIONS COMPANY

CPIL's evolution of business model over past 5 years



- Leading to:
- Diversification into allied wood panel products
 - Increasing contribution of higher margin products like MDF and Particle Board

MANAGEMENT VISION — ***“SARVADA SARVOTTAM”***

Our constant endeavour is to be ‘Sarvada Sarvottam – The Best Always’ in:



TRUST



QUALITY



INNOVATION



CUSTOMER
FOCUS



PEOPLE
DEVELOPMENT

BACKED BY STRONG LEADERSHIP TEAM

Promoters/Directors



Shri Sajjan Bhajanka Chairman & Managing Director Age: 69 years Experience: 42 years Background: Commerce Graduate



Shri Sanjay Agarwal CEO & Managing Director Age: 60 years Experience: 34 years Background: Commerce Graduate



Shri Vishnu Khemani Managing Director Age: 69 years Experience: 43 years Background: Science Graduate



Shri Prem Kumar Bhajanka Managing Director Age: 63 years Experience: 41 years Background: Commerce Graduate



Shri Ajay Baldawa Executive Director Age: 64 years Experience: 36 years Background: B.E. Engg., M.Tech



Shri Keshav Bhajanka Executive Director Age: 32 years Experience: 11 years Background: Graduate in accounting and finance from University of Warwick, U. K.

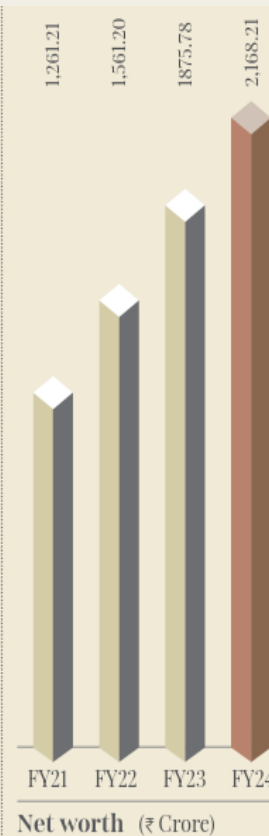
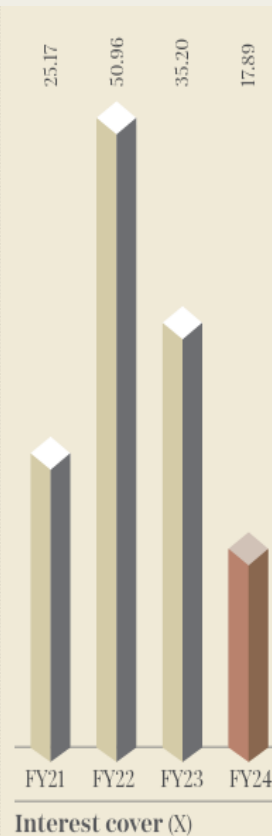
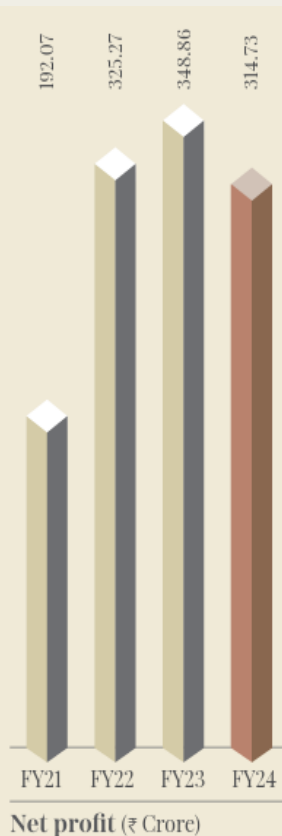
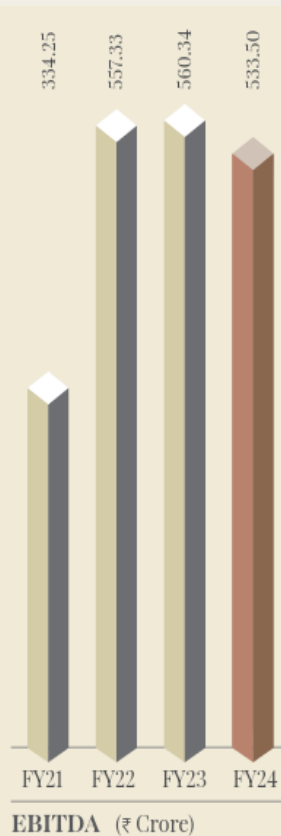
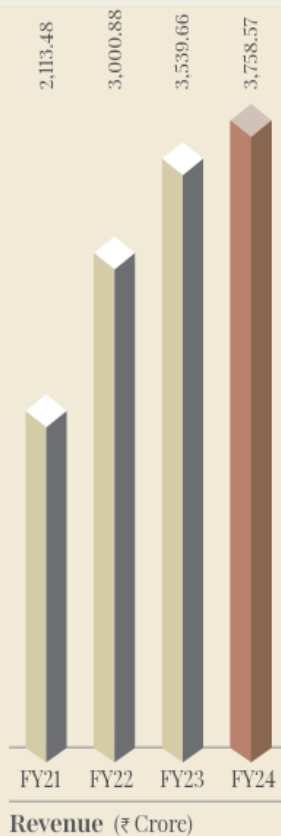


Smt. Nikita Bansal Executive Director Age: 32 years Experience: 10 years Background: Graduate in Economics; Minor in Business and Mathematics from New York University



Shri Rajesh Kumar Agarwal Executive Director Age: 51 years Experience: 30 years Background: Commerce Graduate

HOW WE TRANSFORMED IN THE LAST FEW YEARS



KEY BUSINESS MOATS

Resilient BUSINESS MODEL with presence across products	Unprecedented focus on QUALITY	Strong BRAND recall	Strong MANUFACTURING prowess	Proven EXECUTION Capabilities	Robust and widespread Distribution NETWORK
25% MARKET SHARE in the organised PLYWOOD space	Fast IMPROVING MARKET SHARE in MDF and laminates	India's Best Workplaces in Mfg. 2025 (Rs. 505.51 Cr Salaries Disbursed)	Invested 1500+ Cr in the last 3 FY for setting up new mfg. plants	Sound BALANCE SHEET	ROCE RESILIENCE (17.38% in FY24)

BENCHMARKING WITH BEST CORPORATE GOVERNANCE

I. Core Values

- Experienced and diversified professional board
- Single business focus of next generation promoters
- No compromise on product quality
- Transparent and detailed communication to shareholders
- No equity dilution since past 17 years

II. Capital Allocation Strategy

- Capex to be met largely from internal accruals
- Invest only in products/segments which fall within the building sector space
- Invest in products/segments which generate 20%+ RoCE

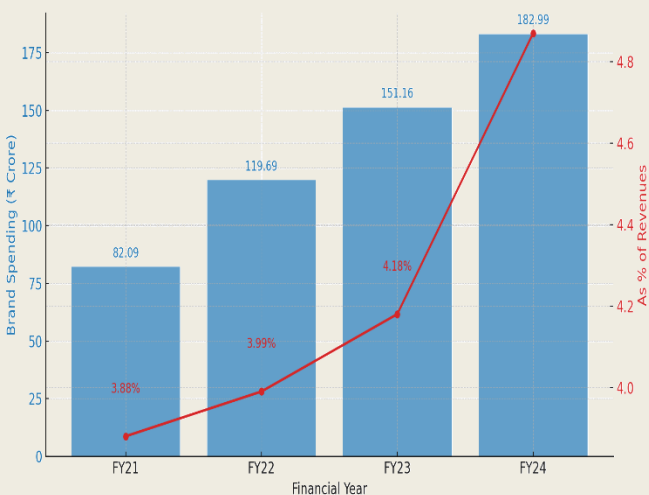
III. Deleveraging of Balance Sheet

- Lean balance sheet to accommodate growth and acquisitions
- Rated AA for L.T. facilities and A1+ for S.T. facilities by ICRA

STRONG BRAND PRESENCE

Recent TVC
campaigns driving
market disruptions/
innovations

Our Brand Spending – Absolute and as % of Revenues



ViroKill feature introduced



FireWall technology introduced



Club Prime TVC – Pratik Gandhi



Sainik Asli Waterproof Test



Century Laminates x Manish Malhotra



Sainik 710 Debut in IPL, 2025

GAME CHANGING INITIATIVES

Initiative	Year of Introduction	Positioning
Vector Consultants	FY 18	It has improved efficiency in supply chain management and distribution. It has also streamlined the allocation mix between plants and warehouses/stock points
ILP (Influencer Loyalty Program)	FY 18	The Company introduced Century Pro Club, a carpenter loyalty program, making it possible for carpenters to aggregate points by scanning the QR code on the plywood through a dedicated app in exchange for a commission. (Reach to over 1 Lakh + Contractors)
ViroKill	FY 21	Launched a unique nanotechnology-driven feature called Virokill (Anti-Viral, Anti-fungal and Anti-Bacterial) which was embedded into plywood, blockboard, laminate and veneer products with the assurance of killing viruses on 99.99% surfaces
FireWall	FY 22	Introduced Firewall technology in its Architect and Club Prime range to delay the spread of fire and enhance interior safety, reinforcing the Company's 'Raho befikar' promise.
BCG (Boston Consultancy Group)	FY 20 & FY 22	Hired BCG for cost optimization and throughput enhancement in Dec'20 for MDF division reporting better realization, enhanced production and SKU rationalization. The 2nd phase in the laminate division was initiated for cost optimization and Sales GTM strategy
HCM Nxt, & Other Organizations	FY 24	Reaffirmation of our Vision, Mission, and Values, coupled with a company-wide restructuring exercise
Professionalization	FY 24	The company embraced professionalization by appointing two dedicated CEOs to independently lead and scale its distinct business segments.
SAP – S4 Hana (RISE)	FY 25	SAP India is driving digital transformation by implementing SAP S/4HANA to enhance operational efficiency and support future-ready business processes.

KEY MILESTONES

1986

The Journey begins

1996

Introduced PF Plywood

1997

Introduced borer-proof plywood

1999

Introduced BWR grade decorative veneer

2002

Flexoply - India's only flexible plywood launched

2003

Fantasy range of flexible decorative veneer introduced

2004

Decorative laminate plant starts operation

2006

Merger of Cement and Ferro Alloys business with CPIL

2007

Merger of Sharon Veneers Private Limited, Sharon Wood Industries Private Limited and Century Panels Private Limited

2009

- Guwahati plywood plant commences operation
- First privately held Container Freight Station (CFS) at Kolkata Port starts

2013

Myanmar Commercial Veneer factory commences operations

2014

Laminate production capacity doubled to 4.8 million sheets

2015

- Launch of Century Doors -
Set up of Laos Commercial Veneer unit

2016

- Launch of new age products - wood polymer composite and fiber cement board

2017

- Particle Board unit in Chennai commences operation
- MDF unit commences operation in Hoshiarpur, Punjab

2018

- Pan-India launch of StarLine - 0.8 mm laminates category
- Laminate capacity increased to 7.6 Mn sheets

2020

- Launched ViroKill feature across its plywood and laminate variants

2021

- Engaged Boston Consulting Group for operational efficiency and GTM Strategy
- Introduced the Firewall technology and launched Century Promise

MARCH – 2024

COMMISSIONED BADVEL UNIT – RS. 1000 CR PLANT



APRIL – 2025

FIRST BOARD OF NEW PARTICLE BOARD PLANT IN CHENNAI – INVESTMENT OUTLAY OF RS. 550 CR



OUR CSR ACTIVITIES

Healthcare activities

Marwari Relief Society: It financed an institution offering free healthcare services to the underprivileged

Vision Mission Foundation: offered healthcare assistance to residents of slum areas.

Calcutta Centre Mahavir Sevasadan: contributed to the infrastructure of a specialized medical center

Indian Institute of Cerebral Palsy : supported individuals with neuromotor disabilities (cerebral palsy).

CanKids...KidsCan: operational support for the functioning of a child cancer hospital.

Educational support

Kalyan Bharti Trust: sponsored the modernisation and enhancement of educational infrastructure and laboratories, alongside providing scholarships to underprivileged students.

Friends of Tribal Society: The Company adopts Ekal Vidyalayas in tribal areas

Udayan Care: offered educational and vocational assistance to female students.

Morning Glory School: extended educational aid to children with conditions such as mental retardation, autism and cerebral palsy

Animal welfare activities

Calcutta Pinjrapole Society: contributed to the ongoing maintenance and operations of a cow hospital in Sodepur

Environmental support

- The Company supports farmers with the supply of eucalyptus clones under its Plantation Project

ANY QUESTIONS?

For further information, please contact:

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