



Like the genesis of many fine products, the conception of Kitply too, was the result of idle doodling, but today, plywood in India is referred to as Kitply and this association has only become stronger with time. Besides its quality products, Kitply is a relevant player in the market because of its constant effort towards innovation and research. Kitply is an environmentally conscious brand and has zealously worked towards preserving the forest cover and has transformed thousands of acres of barren land into lush green forests.

Market

The history of plywood is thousands of years old. Its earliest known occurrence can be cited to ancient Egypt, around 3,500 BC, this is when wooden articles were made from sawn veneers glued together, crosswise. Compared to this, the history of the plywood industry in India is fairly recent – about 75 years old, when the manufacturing of plywood began. The scale was modest, totalling ₹32 lakh. The vastly different current Indian plywood market was valued at US\$ 4.5 billion in 2019, but still with around 70% dominated by a multitude of motley players in the unorganised sector. Growing at a CAGR of 4.8%, it is expected to reach a value of US\$ 5.7 billion by 2024. Given the public shift towards buying brands in preference to commodities, the organised sector has been growing between 25% and 30% annually, against a nominal 10% for the unbranded segment (Source: industry data).

Another boost to the organised plywood industry in the last few years is the increased demand for quality furniture and interiors as a result of increasing incomes, urbanisation, investment in real estate and enhanced lifestyles. Introduction of new designs and diverse product ranges have further helped in creating demand among consumers. Expanding distribution network, exclusive outlets of plywood manufacturers and better consumer awareness has also helped in influencing the market for branded plywood products.

Since then, the unorganised sector has been shrinking with myriad problems. It is struggling to comply with GST laws; there are rifts between the players with irregular price hike, inconsistent pricing and increase in material cost being directly passed on to the consumer – which is eroding their trust. But Kitply being the pioneers, with strong practices believes that this strategy is quite shortsighted, given the volatility of the market. It is focusing more on ensuring that the company's volume growth continues even at the risk of sacrificing margins. Recent studies suggest that in the coming years the Indian plywood market will exceed in supply to the demand which will correct the industry and stifle out the weak competitors.

Another growing concern of the hour is ecologically sustainable business practices. Governments around the planet are doing more to reduce global warming and

promote ecologically ethical business practices. But sadly, plywood manufactures around the world, hold forest captive for their own gains, leaving lush green lands barren in no time. Fortunately, Kitply is ahead of the curve, as it is aware of its social duties. Kitply has always been passionate about conservation and has shaped its entire business model around it. Kitply has led the way by embarking on its own tree plantation schemes in Assam, Madhya Pradesh, and Chhattisgarh. It has selected Kadam as a suitable, fast-growing timber species for plantation on farmer's land, in ten and twelve-year cycles. The company has also set up six plywood factories – three in Assam and one each in Uttar Pradesh, Maharashtra, and the Andaman and Nicobar Islands.

Achievements

One of the proudest moments for Kitply was winning the prestigious national Indira Priyadarshini Vrikshamitra Award (IPVM) in the year 1997. IPVM Awards are given by Ministry of Environment & Forests, Government of India to individuals and institutions who have done pioneering and exemplary work in the field of afforestation and wasteland development. The awards have not we stopped since.

Kitply bagged the Top Export Award for four consecutive years for the periods 91-92, 93-94, 94-95 and 95-96 from Chemical & Allied

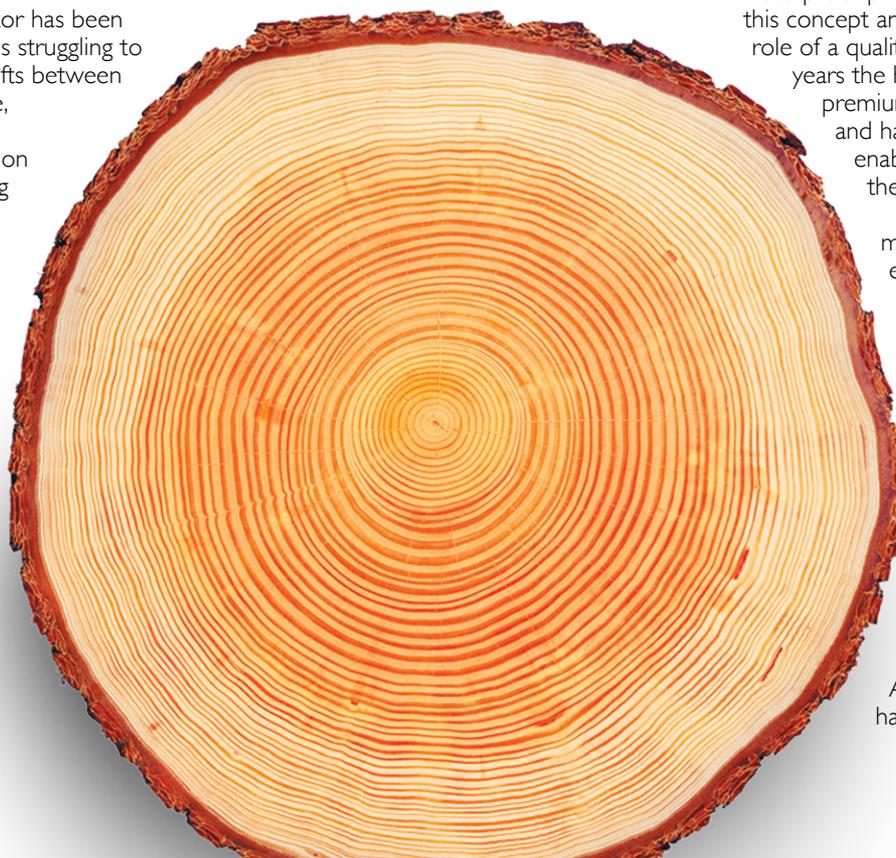
Products Export Promotion Council (CAPEXIL). CAPEXIL confers Annual Export Awards to its members in recognition of excellence in export performance during that financial year.

On 3rd June 2000, the Founder of the company S.P. Goenka had received the Outstanding Achievement in Agro Forestry by the Brihan Mumbai Centre of the Indian Institute of Architects (IIA) by the then Honourable Chief Minister of Maharashtra – Vilasrao Deshmukh. IIA is the national body of architects in the country which started in the year 1917 and today has more than 15,000 members. The Institute has a major role to play in promoting the profession of architecture. They organise and unite in fellowship the architects of the county to promote aesthetic, scientific and practical efficiency of the profession, both in practice and in education.

Kitply Industries Limited also holds the Corporate Annual Membership of the Indian Green Building Council (IGBC), since 2014. The IGBC is part of the Confederation of Indian Industry (CII) formed in the year 2001. The vision of the council is, "To enable a sustainably built environment for all and facilitate India to be one of the global leaders in the sustainably built environment by 2025".

But, what Kitply prides itself most on is its constant innovation and practices towards creating quality products for customers. The most innovative product was the line of boiling waterproof products. The company pioneered this concept and quickly arrogated for itself the role of a quality conscious entity. Over the years the brand's promise of delivering premium quality plywood that is durable and has stood the test of time, has enabled it to retain its identity amongst the customers.

In what is widely hailed as a major breakthrough in today's environmentally conscious world, Kitply has shattered the traditional stereotype of wood-product companies that plunder forests and wreck the environment. Kitply is extremely committed to conservation and the enhancement of this very fragile bio-resource base. Its rigorous reforestation efforts has mainly benefitted the states of Assam, Uttar Pradesh, Rajasthan, Madhya Pradesh, Chattisgarh and several other parts of the country. A satisfying spin-off of this initiative has been the rapid social and



economic development of backward regions that fall in the immediate vicinity of these areas.

History

Kitply was established in 1982. The founder S.P. Goenka was already a well-known entrepreneur supplying wooden boxes, chests, and other packaging items to leading tea companies in Assam. Like many successful enterprises Kitply, too, started as an idea rooted in common sense and everyday observation. One day, seated at his dining table, he found portions of the top layer of the table beginning to peel off at the edges. That was when the idea of making plywood first entered his mind. He began to focus on wood products for use in kitchens, where constant exposure to water had a harsh effect on them.

Thrown this new challenge, the entrepreneur in him resurfaced. He worked on perfecting the technology before launching the product with a groundbreaking marketing campaign. The brand name, Kitply, emerged from the words 'kitchen plywood'.

Kitply was listed as a Public Limited Company in 1985. In more than 25 years since, Kitply has grown organically and been taken to greater heights by S.P. Goenka's son, P. K. Goenka. It has set up several manufacturing facilities and acquired other wood-product companies. Amongst those, now sporting the Kitply logos are Himalayan Plywood, Assam Railway Timber Company, Asian Timber and Polymer Company and New Board Manufacturing Company.

Product

In the last few years, Kitply has introduced several innovative products including chequered, high-density boards, skid boards, and fire-retardant plywood. Special bullet-proof plywood introduced by Kitply has found extensive use in high-security zones.

To render its products boiling waterproof, Kitply uses only selected species of hardwood and specially formulated hot-set adhesives. Termite resistant properties are induced in a vacuum treatment plant by treating plywood under high pressure and temperature with copper-chromium boric compounds.

The relentless pursuit of value add-ons has resulted in the introduction of a wide range of innovative products. Ceiling tiles made of engineered chips, available under the brand name Kit Topline. Pre-laminated particle boards used in cabinets and commercial displays are available under the name Kit Lam.

Of its many products, Kitply Fireguard is, perhaps, the most popular. It was the first plywood that was fire-resistant and incorporated retarding bio-degradable properties. The pre-fab range have termite-resistant, moisture-proof flush doors under the Swastik brand. The Kitply's Swastik Concrete Shuttering Plywood finds extensive use in the construction of dams, flyovers, bridges, tunnels, and high altitude military barracks.



The top-of-line offering is Kitply Gold whose finish, handling characteristics and long-life have established it as the future of plywood in India. The decorative laminate, Kitvista, comes in a variety of finishes, textures, and designs while Kitply Curvy, made from selected hardwoods, is ideally suited for curvilinear applications. The products significant to the furniture industry are Kitply's Royale plywood and blockboard.

Recent Developments

After extensive research, it was found that one out of every ten major branded plywoods available in India was not genuine. To beat these counterfeit products, Kitply took a key initiative. Along with its technical team, Kitply developed a special hologram with a unique QR code that appears on all Kitply products. Consumers after purchasing Kitply products can download the Kitply App from the Apple App Store and Google Playstore and scan the QR hologram. The app confirms a genuine Kitply product. Kitply was the first plywood company in India to develop and implement this technology.



Promotion

Before Kitply entered the market, plywood was marketed and sold almost entirely as a commodity. Kitply changed the dull marketing practices and established new rules through its breakthrough advertising. It became the first company in its segment to develop brand communications and put in place marketing and promotion strategies.

Its first significant effort was focused on promoting its USP – boiling waterproof – in its communications. As the company waded deeper into the market it recognised the changing dynamics that were shaping it. To capitalise on this, Kitply introduced a new logo, symbolising its constant endeavor to innovate. Around the same time, it unveiled a new signature brand line that simply stated – Ply Mane Kitply. This had the desired effect of arrogating for Kitply the generic platform. It is a position Kitply has never vacated.

As market barriers continued to fall, further innovation followed. Kitply embarked on a mission designed to elevate the purchase motivation. The slogan – Homes are a reflection of your own personal style – captured this dynamic shift. All

new brochures, product stickers and sample covers were adapted to this communication strategy. The Kitply website was revamped to reflect an environment-friendly brand image. It included specific sections for consumers, architects and carpenters.

Between then and now, the company has successfully used cricket – once held by conventional wisdom to be inappropriate for wood product manufacturers – in its outreach strategy. Kitply Super Sixes, in successive international tournaments still echo in the minds of the viewers. The association with icons like Sachin Tendulkar, created a remarkable franchise for the brand.

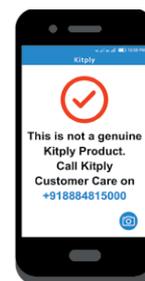
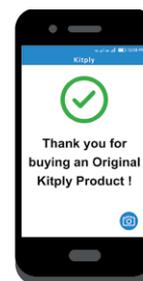
To further capitalise on this, Kitply strengthened the cricket card by sponsoring a tri-nation ODI series – Kitply Cup between India, Pakistan and Bangladesh to enhance its global visibility. The India-Pakistan final, which was telecast by Neo Sports, received 42.6 million tune-ins, estimated to be some 20% higher than the Indian Premier League (IPL) final. Peak ratings for the series among the core male audience were as high as 16 TRPs.

Kitply continues to closely watch the marketing trends evolve and actively aligns the brand with the need of the hour. Kitply remains to be a household name with its constant need of innovation and communication. As the markets continue to evolve, so does Kitply.

Brand Values

Kitply Industries Limited aims to leverage its expertise, to become the top plywood company in the world through innovation and sustained research and development.

The company intends to be completely self-reliant in timber procurement through agro-forestry and continue to develop alternatives for ply manufacture.



Things you didn't know about KITPLY

- * In India, waterproof plywood in the market is generically referred to as Kitply
- * The cumulative sale of Kitply, till date, could enable the construction of a 4 feet wide wooden bridge, between the earth and the moon
- * Kitply's bamboo-based products have been used extensively to construct houses in tsunami-affected areas of the Andaman and Nicobar Islands
- * Some of the more prominent projects where Kitply has been used are Palace on Wheels and the Indian Naval Shipyard

kitply.com

