

Avtar Singh Bhullar



CENTURYPROWUD[®]

The wood of the future

National Sales Head



Century Plyboards (India) Limited

MDF / Particle Board Industry Believes Good Days Are Ahead

*The world is not what it used to be. From the lifestyle of the people to the business, everything has changed and there is an atmosphere of uncertainty. Which direction will the business go? Such questions are there in front of every industrialist. In such a situation, PlyInsight has started a series of talks with industrialists. It is trying to understand as how the situation would shape. In the 'Talk to Industrialists' series, we had a conversation with **Mr. Avtar Singh Bhullar, National Sales Head, Century Prowud**, a leading name in the MDF Industry. Here are the excerpts from this conversation:*

Will sales be stable or likely to increase in June and July?

I think the work will definitely increase and business will also become normal in two-three months. In the last few days of May, we have done 30 percent of work. We hope that sale will come back on track to a large extent

by June. There may be a slowdown in July because the rainy season will start. But business is recovering at its normal and satisfactory speed and there won't be any problem in the coming months.

So will the prices also increase?

We have not changed the prices at all, neither they have decreased, nor increased. No one increased the rate in the MDF Industry. The way of working is more or less the same and we all decide the prices at our own level. Now, as not many manufacturers are here, there is no price war. Secondly, there is not much of difference in quality level in MDF industry as these boards are made on automatic machines. It is not labor intensive as in ply manufacturing and technically there is a continuity of quality. Yes, plywood and other producers are definitely increasing rates, but we are not doing so.

If there is a difference in the price of raw material (or wood), will there be a problem?

No. It's not like that. Because wood rates are generally the same. There is not much manipulation in this. The MDF industry run in a certain way. Raw material is often purchased from the surrounding areas. So there is usually no problem with the rate. To be honest, the way of running and working this industry is a bit different.

Do you think that MDF and Particleboard will be more popular among consumers than Plywood?

Yes, it can happen. Right now, because of the labour problem due to corona, it can cause problems in ply manufacturing. In such a situation, the only option is MDF, hopefully the time will be good. MDF will always have a better future.

What are the possibilities regarding export?

See, we are focusing all the attention in the domestic sector right now. We are not thinking of exports at the moment. As far as imports are concerned, it is not affecting us much. The quality of the board that is being imported right now is not up to the mark. So the rate is also lower. This is the reason why our product demand is high.

We are preparing the products according to the domestic requirement and the usage here. The imported MDF is such that you cannot rely much on its quality. Those who are using such low quality MDF boards, their target are customers who buy goods once. They are not interested whether the customers are coming again or not. They simply move ahead after selling goods. If attention is paid to improve the quality of the imported MDF, rates will certainly increase. So we are not too worried about imports. It Overall, we can say that we do not face much danger from imports.



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