

Interview

Creating A Niche

“With consistent investment in brand, products and technological innovations we have always brought the best to our customers.”

CenturyPly is a leading manufacturer and supplier of quality plywood, laminate sheets, fiberboard, marine wood, MDF boards, sunmica and veneer wood. *The Inside Track* in a conversation with Mr. Keshav Bhajanka, Executive Director, Century Ply, gained an insight into the innovations from the company that are creating a rage in India.

What makes the CenturyPly brand a leader?

Century Plyboards (India) Ltd. (CPIL), the first ISO 9002 Company in India for plywood and veneer, started its operations in 1986. In a very short span, it has created a niche for itself and is the market leader in this sector. It has manufacturing units at Kolkata, Chennai, Guwahati, Roorkee, Karnal, Kandla, Myanmar & Laos.

CPIL manufactures the entire range of commercial, marine, shuttering and decorative plywood. Other products are Laminates, Veneers, Doors, MDF, Pre-laminated Boards, Particle Boards, Faceveneers, Exterior Laminates, Fibre Cement Board, Wood Polymer Composite Panel and Flooring.



Mr. Keshav Bhajanka,
Executive Director,
Century Ply.

CenturyPly is a leading choice for architects and interior designers, What differentiates the product?

Adherence to top quality products offering minimal chance of complaints & quick resolution of complaints, is one of the biggest advantages of using products from CenturyPly. In the decorative section (Laminates, Veneers, Flooring, Exterior laminates, Prelaminated Boards, etc.) the designs and textures are top-notch and always in tune with the latest international trends.

This makes it an automatic and safe choice for architects and interior decorators, because they look forward to having happy and satisfied clients themselves.



Several national and international companies with innovative plywood and veneer solutions have entered the market. How do you stay ahead of competition?

CenturyPly has an expertise of more than 30 years in the plywood industry. With consistent investment in brand, products and technological innovations we have always brought the best to our customers. Our research and development team continuously works towards developing world class products, upgrading manufacturing technology and deliver highest value products.

Some of our recent innovative additions are Germ Free Laminates that has a unique Silver Nano Technology keeping interiors healthy and safe; and a borer and termite resistant Venlam product range.

As the pioneers in Borer Proof Plywood & Boiling Water Resistant

Decorative Veneers and Laminates, we have successfully created a niche in the highly competitive lifestyle segment. We provide a wide range of products to our customers and have earned immense trust due to unmatched product quality and customer service. With a strong network presence at more than 15000 retailers across India, we ensure easy availability and service to our customers.

What are the latest innovations from CenturyPly?

Our latest product introductions are a unique product range “VenLam” which provides aesthetic beauty of real wood and the ease of working with high pressure laminates in a single product. The Nature Plus Range of Laminates and Lucida Kitchen Pro - a scuff resistant high gloss laminate.

All our recent innovations are inspired by changing global home décor

trends as well as changing lifestyles and aimed at providing a wide choice of globally trending. Our Nature Plus laminates provide a soothing natural look to the home décor whereas Lucida Kitchen Pro High Gloss range is designed to give a fresh & vibrant look to kitchens with unique benefits like high scuff, abrasion resistance and variety of shades with best in class gloss to ensure long lasting shine to the kitchen.

Bond 710 is a new product offering from CenturyPly, it comes with loaded features at a very affordable price for the consumer. Its marine grade and comes with 7 years warranty against Borer and Termite.

What steps have you taken towards a sustainable future?

We have always taken proactive steps towards market trends and its changing requirements. We have always created synergy between demand and supply. We have kept exploring new supply sources to fulfil the market requirement and to present the range of products to choose from. Acquiring a majority stake in Laos based Huesoulin wood processing factory is one step towards it.

We take pride to state that we have always kept the consumer first in our business philosophy. We could sense the changing preferences of customers and proactively invested in various product segments. The biggest MDF plant is one such example. Fine-tuning the supply chain and expanding the existing capacity is helping us fulfil consumer demands in this growing market.

What is the international presence of the company?

CenturyPly is a key player in the Plywood and Decorative laminate Industry in India. Besides, we export to over 20 countries which includes markets such as the USA, Mexico, Canada, Saudi Arabia, UAE, Vietnam, Indonesia, China, Taiwan, Singapore and are continuously increasing our global footprint.

Contact

web: www.centuryply.com

tel : 033-39403950 /

033-30217900

