

*Dear Friends,
In an endeavour to move with the times, we constantly reimagine our business and identify opportunities to scale up. This quarter, yet again, we have taken initiatives to increase our business growth curve.*

THE HIGHLIGHTS INTRODUCED THE UPGRADED LOW EMISSION PREMIUM PLUS

The pandemic has made us change our ways and habits. From the last couple of years, most of the population has spent time at home to avoid dangers that lurk outside. But our customers barely pay attention to health hazards that exist in their homes in the form of impure air- the furniture emits poisonous fumes that are harmful for health. Therefore, we introduced Low Emission Premium Plus at no extra cost. It has been priced at the same level as its predecessor Premium Plus. The primary beneficiary of this upgrade is the consumer who gets all the features of Premium Plus that make it one of the best boards available in the market- along with being durable, moisture resistant, borer & termite resistant, versatile. The latest range also excels in being safe and healthy by conforming to E1 grade standards.



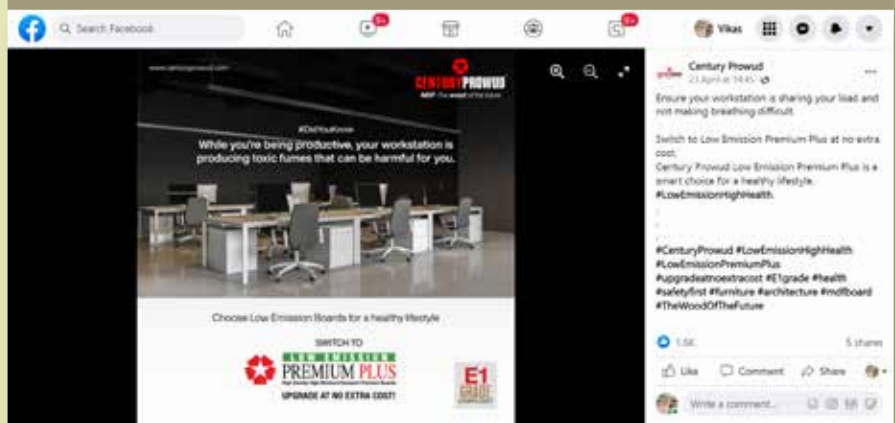
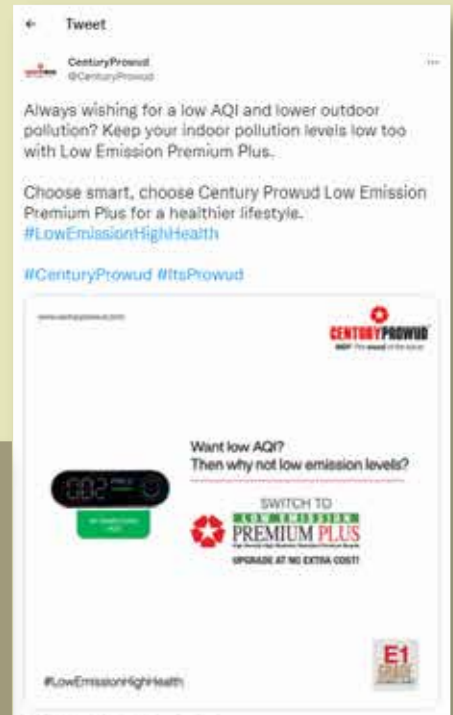
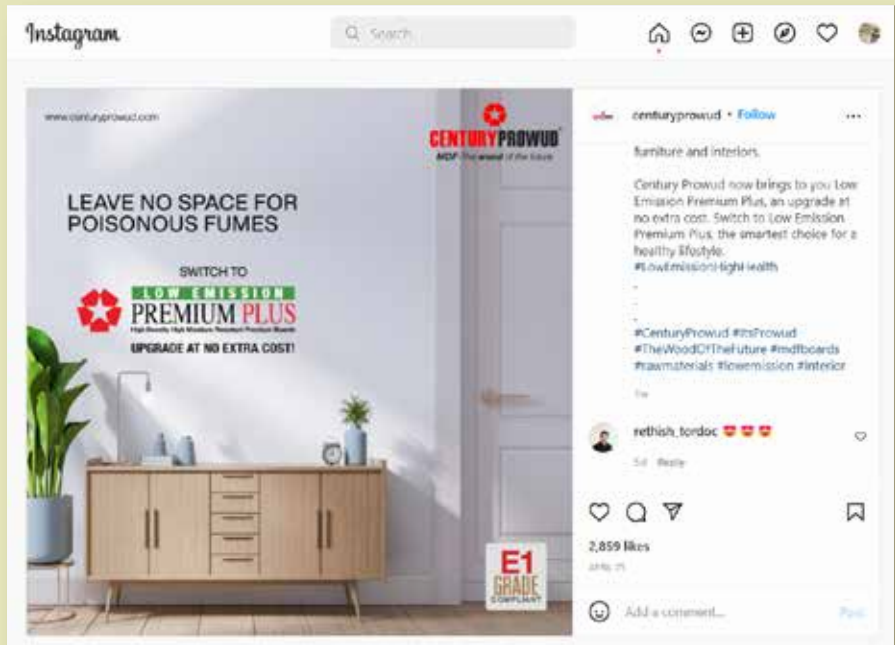
LOW EMISSION
PREMIUM PLUS
High Density High Moisture Resistant Premium Boards

PRINT MEDIA COVERAGE



LOW EMISSION PREMIUM PLUS ON SOCIAL MEDIA

The launch of Low Emission Premium Plus took to social media with a series of posts promoting #LowEmissionHighHealth, and highlighting product advantages in lifestyle situations.



In order to make the upgrade visible at every front wherever the latest Low Emission Premium Plus Boards are used, the branding was printed on the boards itself. It will help us achieve TOM recall amidst the builder, carpenter/ OEM community.

BRANDING ON BOARDS



THE FORMER PREMIUM PLUS CONTINUED TO RIDE THE WAVES ON TV, LAST YEAR

The COVID-19 pandemic had remarkably extended the average time spent watching TV last year. There was a sizable growth in ad volume across all genres with news witnessing the highest growth. We continued our Premium Plus TVC on the leading new channels at prime time slots.



HEADLINES | **BREAKING NEWS** | UPDATE | TOP STORY | EXCLUSIVE | FIRST ON ZEE | COMING UP

BREAKING NEWS पुलिस-उपद्रवियों में झड़प हालात तनावपूर्ण हालात

वैक्सीनेशन महाराष्ट्र 3 शहरों में उपद्रव हिंसा कई जगह तोड़फोड़ • पुलिस का लाठी चार्ज महाराष्ट्र 3 शहरों में उपद्रव हिंसा कई र

CENTURYPROWUD
MDF-The wood of the future

YEH HAI JAHAN, NO TENSION WAHAN!

MADE WAVES THROUGH PRINT CAMPAIGN

Along with print ads, we leveraged earned media and rolled out PR articles on Premium Plus. The positive brand stories appeared in the editorial section of Architectural Digest, Elle Decor, Ply Reporter and Ply Insight magazines

Follow us on | www.centuryprowood.com

CENTURYPROWOOD
MDF - The wood of the future

PREMIUM PLUS
The all-rounder.
YEHHA JAHAN NO TENSION WAHANI

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SUPERIOR QUALITY MDF | EASY WORKABILITY | QUICK AVAILABILITY

- Uniform & Higher Density
- High Moisture Resistance
- Borer, Termite & Fungus Resistant
- 5 Year Warranty
- 40% LESS price than Branded Plywood
- VIROKILL** Specially Developed for Indian Conditions

Scan this QR code to visit our website

T&C apply. ViroKill feature is available only on Premium MDF and Premium Particle Board.

PREMIUM PLUS
High Density High Moisture Resistant Premium Boards

WHAT MAKES CENTURY PROWOOD MDF - THE WOOD OF THE FUTURE?

MDF (Medium Density Fiberboard) is one of the most popular materials used in the furniture industry today, and with good reason. In fact, MDF has been the go-to choice for home and office furniture since the early 2000s. It has low expansion and contraction rates due to its homogeneous structure in comparison to wood, it is lightweight, and is incredibly durable thanks to its high density.

Made from various types of wood fiber compressed together with heat and pressure, MDF is more affordable than using solid wood and more durable than plywood. Let's understand why Century Prowood MDF is the true wood of the future.



AFFORDABILITY

More and more people are turning to MDF because it's affordable. Made from a combination of wood fibers, sawdust, glue, and other additives, MDF is an economical alternative to hardwood or branded plywood.

SUSTAINABILITY

Century Prowood MDF is a good choice for people who want a wood-like material that's easy to work with and environmentally friendly. Sustainability has become a massive buzzword in recent years, and Century Prowood MDF makes a strong claim as one of the most sustainable materials out there. It's made from sustainable resources, one of its biggest selling points. If you're going to use wood for construction projects, why not use something that grows back?

DURABILITY

One of Century Prowood MDF's biggest benefits is that it is highly durable, water-resistant, and can be used to create kitchen cabinets, bathroom vanities,

and furniture. You can be rest assured that your furniture or cabinets made from Century Prowood MDF won't crack, chip or splinter. In fact, if you take proper care of your furniture or cabinets, they may last for decades. Century Prowood MDF also offers a 5-year warranty on its flagship product - Premium Plus, the high-density, high-moisture resistant premium boards as an assurance of its durability and quality.



WORKABILITY

Century Prowood MDF is one of the best wood products when it comes to workability. Its ease of use has made it a popular choice for countless applications, including cabinetry and furniture. The compact, dense, and homogenous nature of Century Prowood MDF opens diverse possibilities to reinvent and bring your creative vision alive. The ultra-smooth surface of Century Prowood MDF makes it perfect for painting, polishing and provides high gloss.

It would be correct to say that Century Prowood MDF broadens one's horizon of innovative and exclusive furniture designs. Being versatile, adaptable, and flexible in use, Century Prowood MDF can be routed, cut, and perforated in any direction to create innovative masterpieces. It provides chipping-free edges and can be easily carved and moulded to create unique shapes and intricate designs.

WIDE RANGE OF SHADES

Century Prowood MDF comes in light and dark tones and a variety of textures. The wide range of different textures and shades of Century Prowood Pre-laminated MDF available makes it easier to find a style that fits your décor perfectly. Not only is Century Prowood MDF durable and easy to work with, but it also offers an affordable solution for homeowners who are looking for long-lasting furniture.

The world-class Century Prowood MDF comes with Virokill feature. Century Prowood uses specially designed nanoparticle-based self doctoring surface treatment against micro-organisms through AAAA (A-4) complete safety protection mechanism for manufacturing its Prelam MDF. The highly activated and energized nanoparticles physically rupture and kill microbes that come in contact with it, keeping the surfaces safe and hygienic.



CERTIFICATION

Century Prowood Premium Plus is trusted by experts and is certified by ISI, Indian Green Building Council, Carb Phase 2 Compliant, E1 Grade Compliant, FSC, and TSCA Title VI.

Century Prowood MDF is the true wood of the future in every sense. Certified by the experts, trusted by consumers, Century Prowood is on a mission to promote sustainable, responsible, and affordable living.

Disclaimer: Pictures shown are only indicative & representational in nature. Article issued in public interest by Century Prowood

CENTURYPROWOOD
MDF - The wood of the future

ROBUST GROWTH WITH DIGITAL MARKETING

Premium Plus #YehHaiJahanNoTensionWahan

Through the campaign #YehHaiJahanNoTensionWahan on digital, the brand showcased that Premium Plus is highly rugged and can withstand daily exposure to unfavourable situations. Its superior technical features provide strength and durability even under harsh conditions, highlighting how it is an all-rounder in terms of its application, features, and benefits it offers.

Campaign ran on Facebook & Instagram

Over 5,44,133 Campaign Reach

Over 31,857 Engagement

Youtube Views 7,374,370



#RangeenGhar Contest

The brand intends to accentuate the beauty of spaces and create something wonderful & eye-catching with its offering of a wide range of shades and colors to choose from. Therefore, on the occasion of Holi, Century Prowud encouraged people to celebrate their #RangeenGhar via a contest where we asked people to share the most colorful corner of their home with the most vibrant furniture to win a surprise gift voucher from Century Prowud.

Contest on Facebook & Instagram

Over 319,648 Reach

Over 50,760 Engagement

Participation Entries 260+

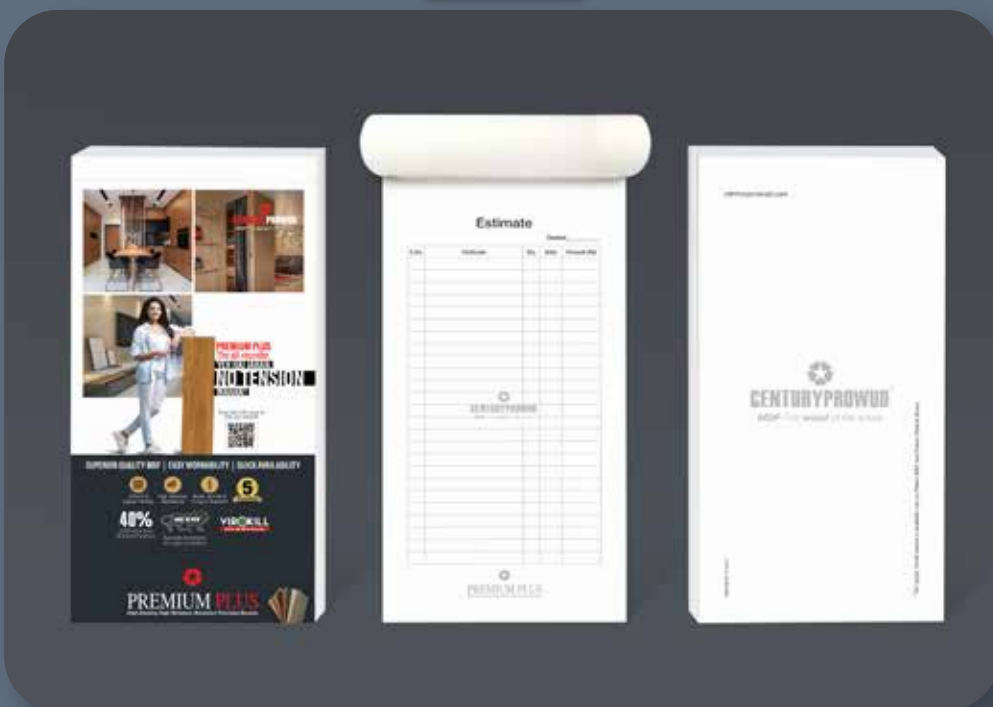
RAMPED-UP VISIBILITY AT RETAIL

We believe dealers possessing branded material can engage with the company and its customers more. To increase brand visibility at ground level and motivate our dealer network, we distributed following merchandise:

Pocket Calendar



Writing Pad



New Year Calendar



Transportation



Flanges



Installed 250 Flanges at premium locations all across India

ENGAGED THE CARPENTERS

Organised a Carpenters' Meet in North India to keep them updated about the Century Prowud products, so they are well equipped to sell our products.

