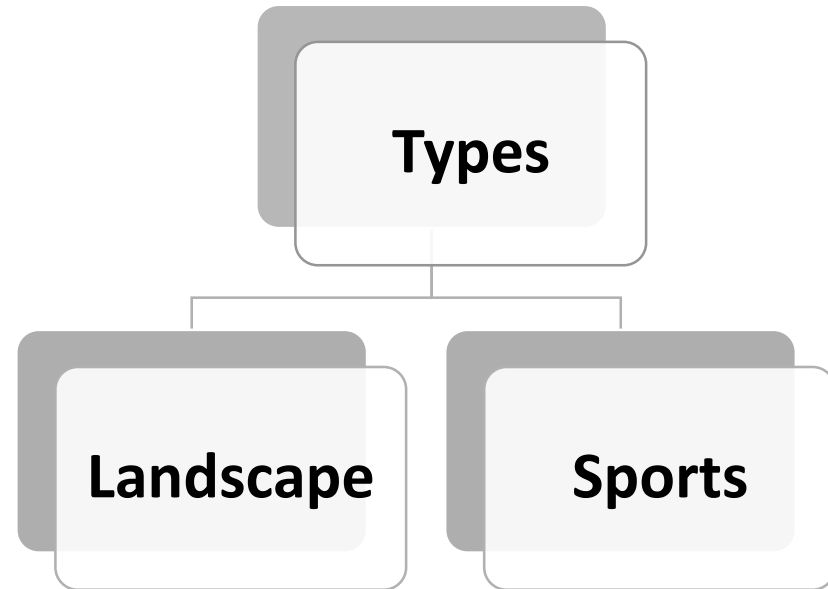


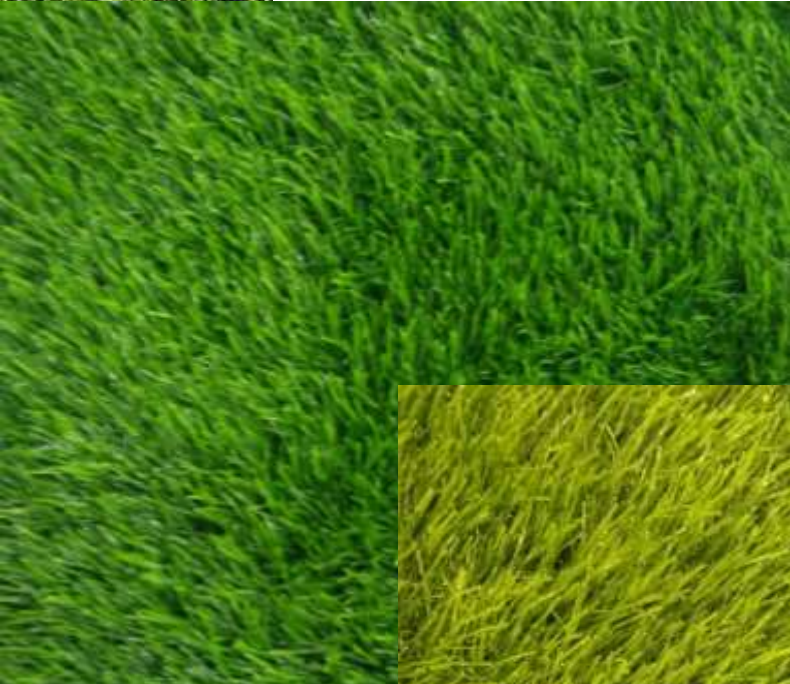


WELSPUN GREENS

What is Artificial Grass ?

Artificial grass is material that is made of synthetic, man-made fibers that look like real *Grass*. The synthetic grass blades are green and come in different pile heights.





GREENS

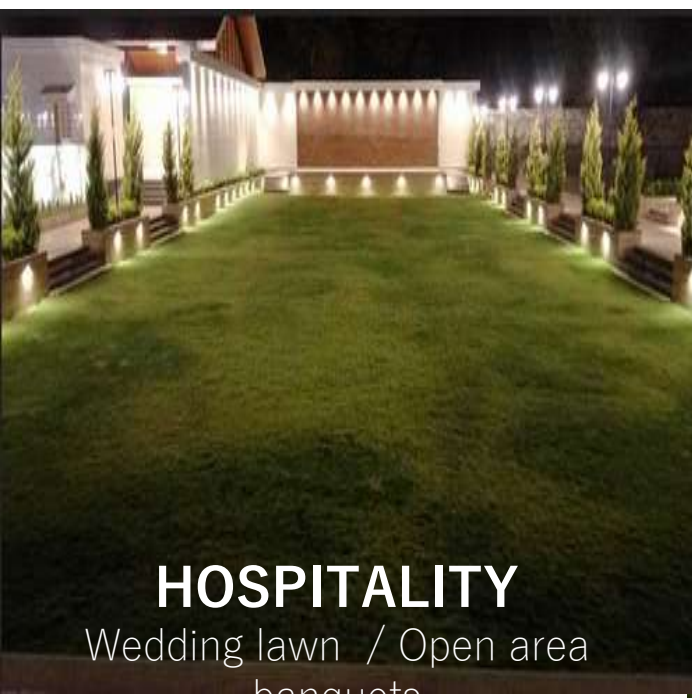
(Landscape)

Benefits of Grass

Maintaining a healthy thick **lawn** has many **benefits**, unlike hard surfaces such as concrete, asphalt, and wood.

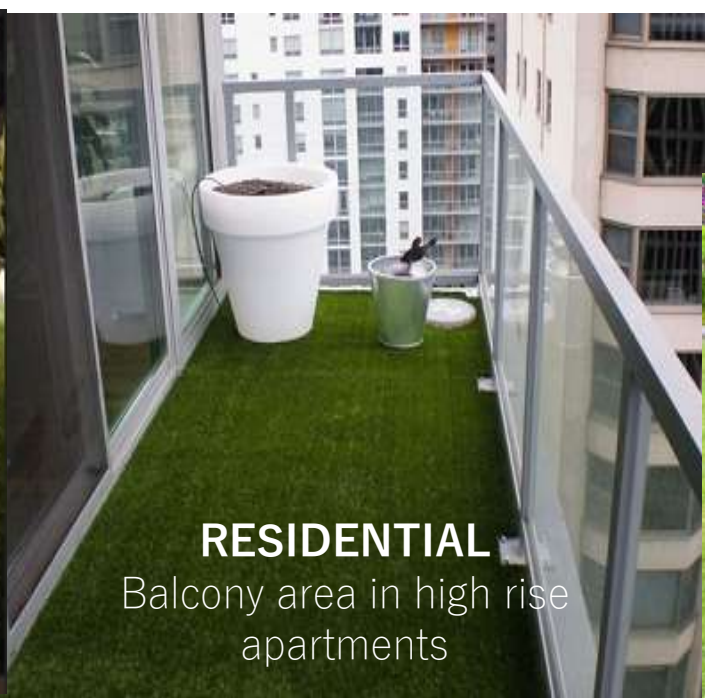
- Looks always spectacular, having positive effects on people. Well kept lawns strengthens social connection.
- Provides natural backdrop for other landscape elements.
- Less need of water and low maintenance
- No fertilizers or pesticides; No need for weeding, mowing, patching
- Reduces noise pollution up to 50% by absorbing and deflecting sounds.
- They reduce glare and light reflection.
- Improves Air Quality - acting as traps for dust, carbon dioxide and other airborne particles.
- Prevents soil erosion by stopping soil particles from blowing around and being carried to another area and reduces storm water runoff.
- Provides cushion under feet making it ideal and Safe for Children and Pets love it.
- Durable and benefits the Environment.

Where Landscape Greens can be used?



HOSPITALITY

Wedding lawn / Open area
banquets



RESIDENTIAL

Balcony area in high rise
apartments



Patio area for big residence



Commercial spaces – Breakout
zones



Greens from Welspun Flooring

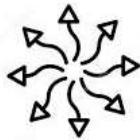
- A unique range of artificial Grass collection that's soothing to the eyes and the environment.
- Looks always spectacular and strengthens social connection.
- Provides natural backdrop for other landscape elements.
- They reduce glare and light reflection compared to hard surfaces such as concrete, asphalt, and wood.
- Provides cushion under feet making it ideal and Safe for Children and Pets love it.

Greens is Highly Durable



- Greens will not wear down due to heavy foot traffic or weather change.
- No more bare patches
- It is non-toxic and safe for pets and children.
- Prevents soil erosion
- Reduces storm water runoff.

Greens offers Versatility



- Greens are ideal even in harsh climate or on rough terrain.
- Artificial grass are virtually impervious to in drought conditions, muddy areas, steep slopes, or hard-to-grow terrain.
- The icing on the cake? Your lawn will look great year-around.



Greens is Low on Maintenance



- Ideal low-maintenance natural grass for your landscape is impossible.
- Constant watering, weeding, fertilizing, mowing, and patching of natural grass is extremely time consuming.
- Greens provides a waterless, low-maintenance solution without sacrificing the beauty, function, or look of the real grass. No need of lawn equipment.

Low Maintenance cost @ Landscape

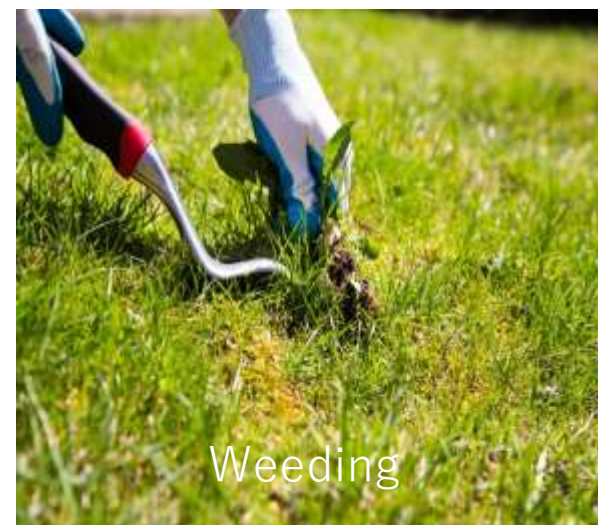
- Save up to 50% on Soil on maintenance per Sq Meter and zero cost on Manure.



1. **CAPEX:** Total Lawn Development cost/m² @ Rs. 522 (Natural) vs Rs. 963.5 for Artificial grass.
2. **OPEX:** Lawn Maintenance cost/m²/10 years @ Rs. 1199 for Natural grass vs Rs. 376 for Artificial grass.

- Cost impact - save appx. 383/sq. meter on Capex + Opex expenses combined

- **22% lower cost than Natural grass.**



Assumptions : Total lawn development initially is 261 rupees/sq.m and final lawn development cost for over a period of 10 years comes around Rs 522, taking a multiplier of 2, as natural grass requires soil supply, rotovator etc. over its lifetime

Cost Impact

For Bungalows

Average grass area requirement = 50 sq.m



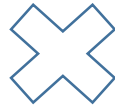
Average cost savings/sq.m =Rs. 383



Total savings =Rs. 19,150

For Office Spaces

Average grass area requirement = 250 sq.m



Average cost savings/sq.m =Rs. 383



Total savings =Rs. 95,750

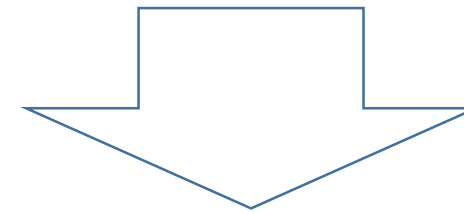
Natural Grass

Vs.

Artificial Grass

Total natural grass cost for 10 years/per sq. m = Rs. 1,722

Total artificial grass cost for 10 years/per sq. m = Rs. 1,339



Average cost Savings/Sq.m = Rs.383

Greens are Sustainable



- Greens allow you to conserve water, while eliminating often-toxic fertilizers and pesticides.
- You'll also see reductions in your maintenance and lawn equipment expenses.
- You can rest easy knowing you won't be releasing any harmful emissions into the atmosphere.
- Reduces noise pollution up to 50% by absorbing and deflecting sounds.
- Improves Air Quality - acting as traps for dust, carbon dioxide and other airborne particles.
- Greens are durable and benefits the Environment.
- **Upto 80% water saving in case of artificial grass will help from shortage of water for human consumption.**

Assumptions :

Average area of grass requirement is estimated based on average size of bungalows and office spaces, and roughly how much area they will install grass in Outdoor consumption, water irrigation is not required during rainy seasons, hence irrigation days count only 265 days, as 100 days rain water is sufficient Indoor water consumption will require water irrigation facility for whole year – 365 days

Water Usage data / Household



DELHI

Daily water consumption: 377 lts
Yearly water consumption: 1,37,605 lts



MUMBAI

Daily water consumption: 406 lts
Yearly water consumption: 1,48,190 lts



HYDERABAD

Daily water consumption: 391 lts
Yearly water consumption: 1,42,715 lts



KOLKATA

Daily water consumption: 443 lts
Yearly water consumption: 1,61,695 lts





Water Usage @ Landscape



Average consumption per household per day (in liters) = 404
Average consumption per household per year (in liters) = 147551

Indoor & Outdoor - Water consumption for Natural Grass



Target Group	Avg. area of grass requirement (sq.m)	Water required per year, based on total area (in litres)		Water Saved in litres	Saved water used for human consumption
		Natural Grass	Artificial Grass		
Indoor					
Bungalows	50	91,250	18,250	73,000	1 household for 186 days
Offices (Tier 1 cities)	200	3,65,000	73,000	2,92,000	2 households for 361 days



Target Group	Avg. area of grass requirement (sq.m)	Water required per year, based on total area (in litres)		Water Saved in litres	Saved water used for human consumption
		Natural Grass	Artificial Grass		
Outdoor					
Bungalows	50	66,250	13,250	53,000	1 household for 135 days
Offices (Tier 1 cities)	200	2,65,000	53,000	2,12,000	1 households for 524 days

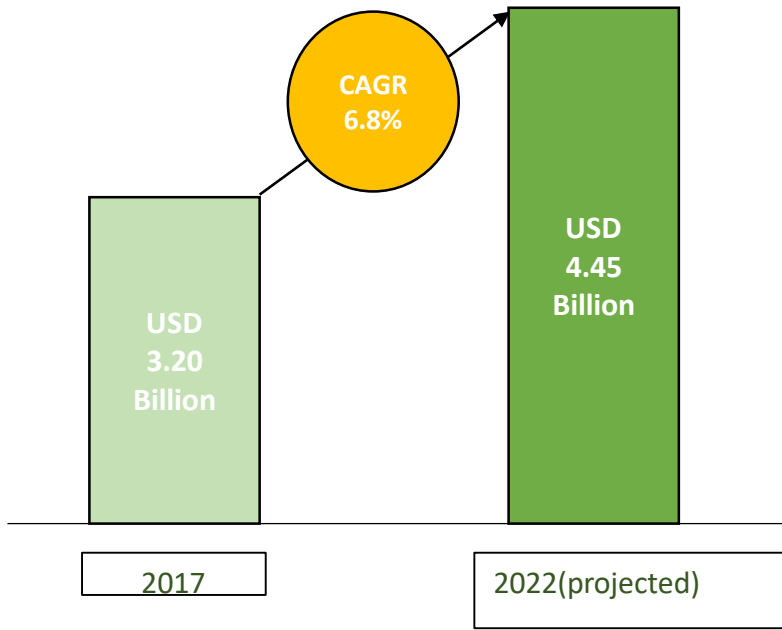
Greens Appearance



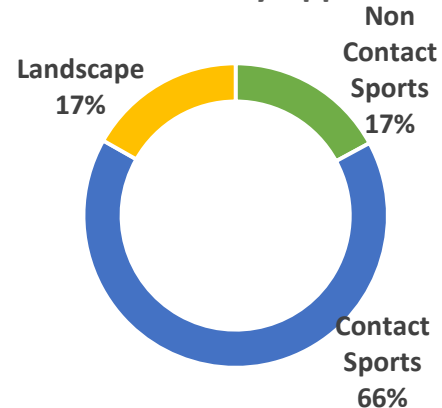
- Greens is low maintenance, durable, and sustainable, but it is also downright beautiful.
- After all, many golf courses and football fields are finding synthetic turf to be a functional and beautiful solution for their greens.
- A high-quality artificial turf product should have a soft, lush natural-grass appearance.
- Just imagine a lawn that looks great year round with no weeding, mowing, fertilizing or patching.



MARKET SHARE and COMPETITION SCENARIO



Market Share by Application



- The artificial grass market value @ USD 3.20 Billion in 2017
- Projected to grow at 6.8% from 2017 to 2022
- Roughly 17% landscape artificial grass
- Around 540 million dollars in 2017 and 756 million dollars by FY 2022
- Expansions, new products and acquisitions were the dominant strategies
- Large benefits with respect to natural grass, as water saving, overall cost saving, less hassles, no color fading, and beautification
- In office spaces, artificial grass is well substituted by natural grass due to its ease and convenience

Greens Competition scenario

	35 mm		25 mm	
Source	Market	Welspun greens	Market	Welspun greens
Purpose	Landscape	Landscape	Landscape	Landscape
Origin	China	India	China	India
Golden yarn	No	Yes	No	Yes
Total GSM	2200	2300	1950	2048
Pile height(mm)	35	35	25	25
Gauge	3/8"	3/8"	3/8"	3/8"
Dtex	8000	9300	8000	9300
Density	16800	16800	16800	18900
Stitch/10cm	16	16	16	18
Fiber	PP+ PE	PP+ PE	PP+ PE	PP+ PE
Backing	PP cloth+ SBR	PP cloth+ SBR	PP cloth+ SBR	PP cloth+ SBR

Dtex or Decitex is a unit of measurement that indicates the linear mass of yarn in decigrams, per 10,000 metres. It relates to the weight, or density, of the yarn used to make **Artificial grass**

New Additions

Purpose	Landscape	
Article code	GL000200	GL000203
Pile height(mm)	35	45
Gauge	3/8"	3/8"
Stitch/10cm	10	10
Dtex	9300	9300
Density	20997	20997
Total GSM	1635	1864
Fiber	PP+ PE	PP+ PE
Backing	PP cloth+ SBR	PP cloth+ SBR
Golden yarn	Yes	Yes
Straight and twisted yarm mix	Yes	Yes
Roll Size	25 x 2 mtr	25 x 2 mtr
Net distributor price/sqft	56	66
Origin	India	India

Market Grass



Only green yarn
Artificial looks

Less dtex
Low density
Leads to
Lower resilience



Welspun Greens



Golden yarn: For
much natural looks



Higher dtex
Higher density
Offers improved
comfort and
structure stability



Welspun Greens winning features



- High resilience
 - Keeps the upper surface raised for comfortable and cushioned walk
- Inclusion of golden yarn
 - For a natural weathered grass looks
- Higher density, GSM
 - Improved longevity
- Natural looks
 - Real like all season greenery, both indoor & outdoor

INSTALLATION PROCEDURE

Part 1

PREPARING THE AREA

- **Remove Weeds and Spray Area with Weed Killer**
- **Remove 3" to 4" of Top soil to make space for new Base**
 - Let rain-soaked soil dry for a few days before you excavate, to prevent slumping.
 - While the remaining surface doesn't need to be perfectly graded, walk over it or use a hand tamp to compact any obviously loose soil. A slight slope is recommended to improve drainage.
- **Plan Draining System**
 - If there is no drain near the lawn, install a drainage system
 - If your area only experiences light rainfall, it may be enough to leave small drainage gaps every 6" (15 cm) around the perimeter
- **Install a Border**
- **Install Geotextile layer (Optional)**

Part 2

INSTALLING THE BASE

- **Add the Base Material**
 - Crushed rock, gravel, or decomposed granite, with particles under $\frac{3}{8}$ " (10 mm)
- **Grade the Base**
 - Grade flat surfaces to a 2–3% slope (a 2–3 foot drop per 100 feet), sloping down to the drainage system or curb
- **Moisten and Compact the Base**
- **Roll out the lawn on the side while the base dries**

Part 3

INSTALLING THE LAWN

- **Lay out the Turf**
- **Cut the Turf wherever necessary**
- **Seam the turf strips together.**
- **Fasten the turf perimeter**
 - Use 4–6 inch (10.2–15.2 cm) galvanized stakes or landscaping anchor pins to fasten the turf around the perimeter, at 6 inch (15 cm) intervals. Hammer them flat, but avoid excessive hammering, which can cause dips in the lawn
- **Add Infill**
- **Brush the turf in between infill applications**
- **Water the Lawn**
- **Installation time is depended upon the size of the area, 30-40 sq.m area takes around 1-2 days, however for 100 sq.m, it might take 3 days**

Greens Category Portfolio (WIP)

Residential channel



Bliss (China yarn)

- Greenish tone with golden yarn
- Natural look
- UV-resistant
- Higher yarn count 9300 (+1300 Vs import)

Commercial & Hospitality channel



Eden (Tenkarte Yarn)

- Variety of tone- greenish, olive
- More natural look
- More natural feel
- UV resistant
- Compact & denser structure

Commercial & Hospitality channel



Aristo

- Variety of tone
- Special features- Mosquito repellent, cockroach repellent (TO BE EXPLORED)
- UV resistant
- Natural look
- Compact & denser structure



Greens Features

THE NATURAL LOOK

Anyone can mistake our artificial grass for real grass. That's how close it is to natural grass. Ideal for sports arenas, commercial applications, residential terraces and gardens, it is easy on maintenance too. No watering, weeding, mowing or even patching up needed. It's easy to install and drains out rain water easily.



Provides The Look
Of Natural Grass



Hassle Free
Maintenance



Fire
Retardant



Fit For Horizontal &
Vertical Landscaping



Inbuilt Easy
Drainage System



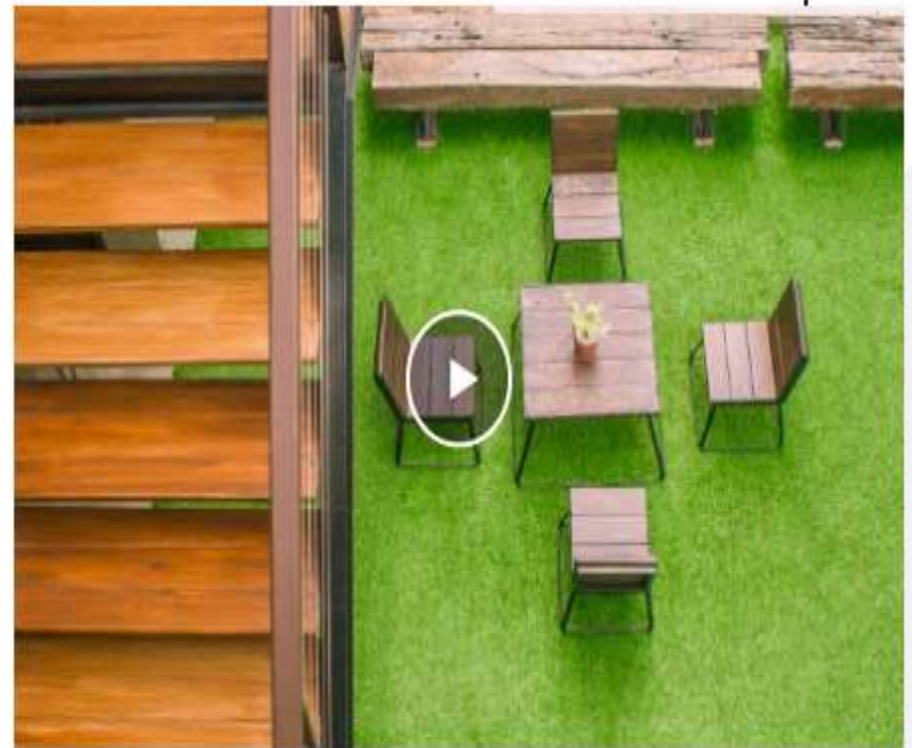
Water
Resistant



Fade
Resistant



Easy To
Install



THANK YOU

