

RMC Switchgears Ltd.

Investor Release-LAMINA

We are pleased to inform that Company has started production and marketing of LAMINA products which have been dubbed as the best substitute of marble/wallpaper/ wood and comes in a variety of colors and textures.

Presently there are few manufactures in India & mostly it is imported from China and European Countries. Company has already developed 60 designs. Moreover number of new designs and textures are under development by the R & D Division of RMC, total designs would go upto 100 in the near future.

The Company has appointed Distributors/ Stockists/ Dealers for LAMINA products in Jaipur, Jodhpur, Kota, Bhilwara & Guwahati. The channel partners are located in the heart of the cities and are leading firms in the Industry. The channel partners are creating application centres dedicatedly for LAMINA products in order to provide live experience to architects and final consumers.

APPLICATIONS OF “LAMINA” PRODUCTS

“LAMINA” finds application in Residential houses, Hospitals, Drug stores, Clinics, Schools, Universities, Restaurant, Coffee shops, Halls, Shopping centres, entertainment centres, libraries Offices, Subways, Train stations, Airports etc.

ADVANTAGES OF “LAMINA” PRODUCTS OVER MARBLE, WALLPAPERS AND WOOD

Over Marble

1. Cost effective- Due to low installation cost, low transportation cost and zero scrap.
2. Lamina products can be customized / tailored according to the client’s requirement.
3. Easy to install than marble it requires just 1/10 of the time required for marble fixing
4. Less weight - It is lighter than marble.
5. Lamina sheets are recyclable which makes it an eco-friendly & cost effective product
6. Lamina have better acoustic properties than marble therefore they are suitable for places where quite environment is required. eg. Hospitals, Libraries, meeting rooms etc.
7. Moulding is easy & possible whereas in marble usually it is not possible or requires very high cost.

Over Wallpapers

1. Lamina sheets don’t tear whereas wallpapers do.
2. Lamina sheets are self-extinguishable (fire resistant) but not wallpapers.
3. Lamina sheets can be cleaned with water but not wallpapers.
4. Lamina sheets are damp proof but not wallpapers.
5. Lamina sheets can be pasted on most of the surfaces whereas wallpapers require the walls to be plane.

6. No profiles available in wallpapers i.e. they can only be used on walls and not on skirting, counter tops etc. Usage of profiles gives depth to the wall/ highlighted area whereas, wallpaper does not offer that.
7. In Lamina sheets, moulding will be available which is not available in case of Wallpapers/Mica.
8. Lamina sheets are maintenance free whereas wallpaper requires proper maintenance.
9. Eco friendly

Over wood

1. Our Wood Series Lamina sheets give wood like feel at fraction of the cost.
2. Eco friendly- Lamina sheets are eco friendly & contribute to the eco greenery
3. Lamina sheet is termite proof whereas wood is not.
4. Lamina sheet is fire proof but not wood.
5. Lamina sheet is damp proof but not wood.
6. Lamina sheet is moisture repellent but not wood.
7. Lamina sheet can be installed in washrooms, toilet etc. but not wood.
8. Easy to install.
9. Maintenance free.

LAMINA V/S CHINESE IMPORTS AND OTHER MANUFACTURERS:

1) In Lamina we have 100 Plus designs on offer which no other importer or manufacturer has. With Lamina the customers are spoilt for choice. Other manufacturers and importers are limited to 25-30 designs.

2) We plan to spread our Distributors/ Stockists network to 24 centres by March 2018. And scale that up to 70 centres by FY 2019. These will be direct supplies. Under these Distributors and Stockists we plan to appoint around 100 dealers by March 2018 and more than 400 dealers by March 2019. This will be the largest network in the trade and no other player has the wherewithal for the same.

3) We plan to support the network with back up service and plan to make service dealers in all the major centres by FY 2019. In addition to that we plan to educate the trade on installation of the same with a patented programme specially designed around the same. These programs will be done on a regular basis in all the centres that we open. This is an 'Industry first' initiative and is going to go a long way in establishing the category in future.

4) Lamina will be the first in the country to promote the product with Interiors and Architects directly through a dedicated team on a pan India basis. The team will be responsible for all the business development work and will closely work with the influencers

of the trade in promoting and educating them. This is going to be the clear differentiator for Lamina amongst other competing players in the market.

5) The manufacturing capacity and faster TAT will be a clear winner for Lamina when it comes to larger and faster supplies. Barring a few manufacturers no one has the ability to scale up supplies for Projects.

6) Our capacity also holds us in edge over others when it comes to being an OEM for various other players who today import and sell and land up with huge unsaleable stocks.