



Century Plyboards (India) Ltd. has declared that it will strengthen its high-margin laminates vertical by increasing its presence and double sales to Rs 1000 crore in the segment over the next four years. The company aims to reach aRs 5,000 croretopline by FY'26.

According to a senior company official, the corporation introduced a new mass brand called "Sainik" to target the about 8,000 crore rupee laminate market's untapped 80 percent.

"We were previously catering only premium market with our existing Century brand laminates which is only 20 per cent of the industry, but with the new economy brand, we will be able to address a larger portion of the market," Century Plyboards executive director Keshav Bhajanka said.

Backed by the same quality commitment, the company expects revenue from its laminates to double to Rs 1,000 crore in the next four years, up from about Rs 500 crore currently, driven by its new mass segment laminate brand 'Sainik'.

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