

NATURAFLEX (P) LIMITED BANGALORE

A New Ventures Finalist

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NATURAFLEX (P) LIMITED

- Naturaflex (P) Limited manufactures Biowood and Mattresses products using natural fibers such as coir and jute.
- A licensee of Coir Board, Ministry of Agro & Rural Industries, Government of India
- The Venture was initially supported by
 - World Bank
 - UNDP
 - Department of Science & Technology, Govt. of India
- Profitable proposition for Investors which will generate good economic returns and also help in environment protection.



Vision

- To be the industry leader in Biowood application in terms of profitability.
- To grow and deepen the market for biowood by undertaking turnkey projects.
- Grow an economically profitable and ecologically sustainable enterprise.
- Be an innovator in developing wood alternatives through coir based produce.

NATURA - A SOCIALLY RESPONSIBLE INVESTMENT

- Conserving forest cover by adopting Biowood as an alternate to tropical forest timber
- Biowood products are made from coir a rapidly renewable natural raw material.
- The company vision in the global scenario is to partner and offer a better alternative to forest timber.
- Act as a Catalyst in increasing large scale rural employment

Social and Environmental benefits

- Coir Board, Government of India promotes these projects that have a direct impact on Rural Employment
- These projects would provide socially desirable and environmentally preferred products
- These technologies can also be adopted for various other natural fibres such as Sisal, Oil Palm etc.

PRODUCTS



- Wardrobe in a House



Mattresses

BIOWOOD – ATTRIBUTES

- Abundant availability of raw material as against timber – nature's scarce resource
- Has all properties of Coir – Strength, Durability, Natural resistance to termite and insects, Water resistance etc.
- Meets the criteria for the following
 - Eco Housing
 - ISO 14000
 - LEED Certification.

BIOWOOD - APPLICATIONS

Ideal for

- Cupboards
- Wardrobes
- Kitchen cabinets
- Partitions
- Wall Paneling
- Furniture
- False Ceiling



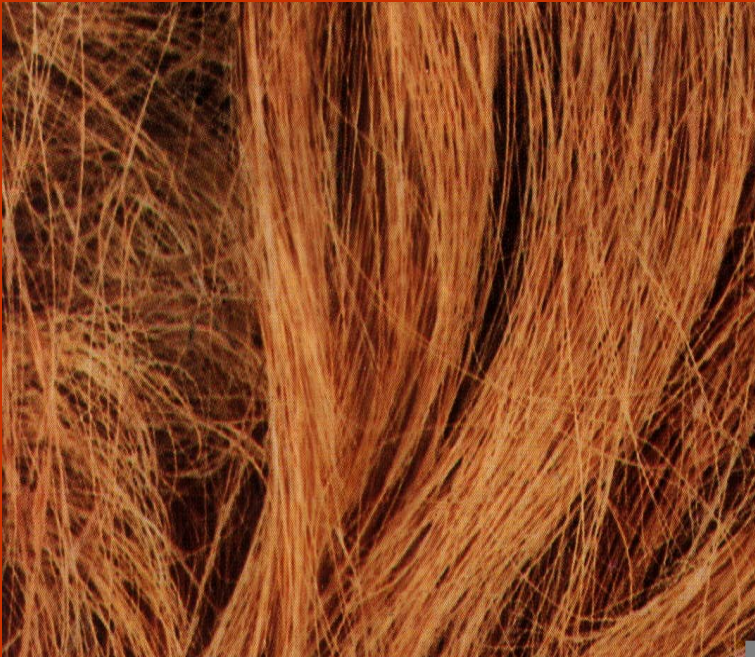
NATURA PRODUCTS – COMPETITIVE ADVANTAGES

- Is an Environment Friendly substitute to tropical forest timber.
- Strong
- Naturally Termite and Insect Resistant
- Waterproof
- Flame Retardant
- Carpenter Friendly - Excellent Nail and Screw Holding Properties

NATURA PRODUCTS – COMPETITIVE ADVANTAGES

- India- the largest producer of coir
- Estimated output of 1.15 Million Tons of fiber per year.
- No tropical forest timber available
- Minimizes Deforestation
- Available in abundance –
 - Currently only 30% is processed for value addition
 - Rapid Renewable material in 45 days

COIR – TROPICAL FOREST TIMBER ALTERNATIVE



- Coir has 45.84% lignin as against 39.84% in Teak.
- Coir is more durable than TEAKWOOD

Operations

- The Coir fibres are sourced out from Rural Village Industries. These fibres are formed into mats, impregnated with binders, pressed and finished for the Market requirements as Furniture and Mattresses.
- As the Demand Increases the Company is capable of implementing Turnkey Projects.
- The scope for development of various value added products with better design and finish from the R & D.

Organization and Personnel

- The Company is closely held with whole time professional Directors and Managers.
- The Company's operations are mainly divided into
 - Finance & Admin
 - Production
 - Marketing
 - Research & Development

NATURA – COMPETITIVE ADVANTAGES

- **Biowood**

- Setting the Product Parameters
- Formulation of Standards - 4 BIS Specifications
- Introduction of the Products among Institutional / General / Specilised Product Markets
- Conversion of Biowood into Furniture

- **Coir Mattresses**

- Improved quality through New Technology Developed
- Anti Sag – better comfort
- Increased Durability
- Cost effective Products

ANTI-SAG MATTRESSES -

- Uses Needle felting method as against conventional de-curling of rope that reduces the possibilities of sagging to negligible levels
- Minimum use of latex
- Increased Coir content – Makes mattress extra firm
- Offered with latex foam toppings – a 100% natural product

MARKET ANALYSIS

- There is a National & International Market for Environment Friendly Products made from Natural Fibres.
- National Market for over Rs.400,000 Million and the International Market is over a Trillion Rupees.
- The Company is competitive with the existing Products of Tropical forest timber.
- The National Market for the growth of Housing Sector is about 12 – 15%

MARKET ANALYSIS

- Furniture, Mattresses and Capacity Building Turnkey Projects are key products and services.
- Most of the technologies are perfected with Bureau of Indian Standards
- Lack of product and properties awareness is the challenge.

MARKET ANALYSIS

- Biowood
 - Estimated market size at Rs. 400,000 million
 - Market growing at 15-20% per annum
 - Shortage of Timber / Decreasing Forest Cover
 - Product Price Range Rs 120-4500/sq meters
- Mattresses
 - Estimated market size at Rs. 10,000 million
 - Demographic Growth 9-15% PA
 - Product Price Range Rs.800- Rs.15,000
 - Better Value for the Market Chain when Both Products are offered.

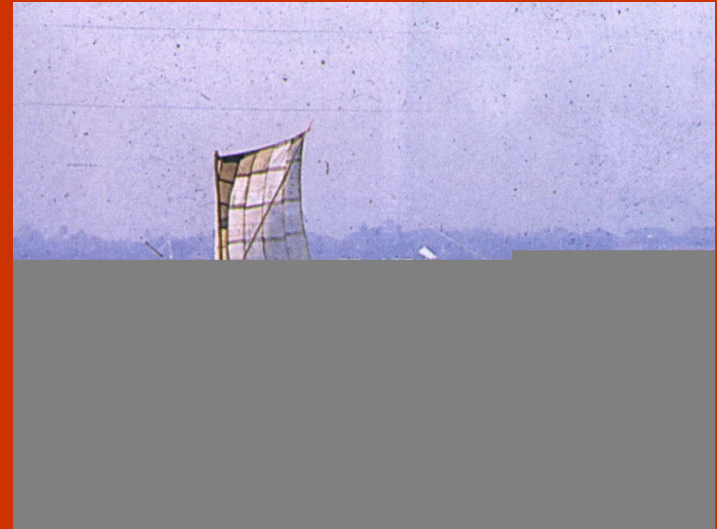
Road map to tap Market opportunities

- The Company plans to build retail outlets and Distribution Network for National Market.
- International Market would be addressed through Furniture chain stores and Do It Yourself Stores.
- The combined sales of biowood applications, mattresses and turnkey projects is projected at Rs.1500 Million in next five years.
- Standardized Products with better qualities would succeed in this competitive environment with satisfied customers.

SCALING UP OPERATIONS

- Biowood Furniture
 - Install separate Needle felting plant for additional capacity
 - Setting up facility to convert boards into furniture
 - Opening Display unit at Bangalore and later on in other cities
 - Brand building and Creating awareness for furniture
- Mattresses
 - Setting up of facility to manufacture latex foam toppings
 - Open up 40 company owned depots (in all major cities / towns)
 - Appoint distributors in other areas
 - Brand building and creating awareness

COIR - CENTURY OLD PROVEN FIBRE



Thank You