

A QUARTERLY NEWSLETTER FROM THE HOUSE OF CENTURY PROWUD

LAUNCHED: New TV ad for Premium Plus!

Taking forward the momentum from the successful launch of Century Prowud's flagship product a few years ago, a new tv ad for Premium Plus was launched on October 11, 2021 with the campaign line **'Ye hai jahan, no tension wahan'**

With the focus on the product's water resistance, a slice of family life narrative with a big dose of fun and humour, the ad, edited to a range of durations including 30 seconds, as well as 20- and 10-second versions, was exposed to a mass audience across many national news channels watched by decision makers. These included channels like Republic Bharat, CNBC TV18, CNBC Awaaz, NDTV India, Times Now, ET Now, Navbharat and Times Now Swadesh.

If you have not seen it yet, just head to our YouTube channel.



The campaign made waves offline and online

A well-integrated 360-degree strategy is what makes a campaign successful. The campaign #YehHaiJahanNoTensionWahan was launched with a brand film on leading news channels; and was further amplified through offline and online ads, sponsored articles on India's renowned home styling publishers like Elle Décor, Architectural Digest, Ply Reporter and Ply Insight.

Within a few weeks of the launch, the campaign also got covered in Campaign India, Brand Equity and Exchange4Media, garnering commendable reach, and building the brand story stronger. The media blitz exposure on the digital medium garnered over **4 million views!**



Modern homes are looking for lasting elegance, decor and furniture that align with their dynamic lifestyles. From the softness of white marble to the warmth exuded by wall-to-wall carpets, here's a material that does it all. Premium Plus, the trusted alternative to wood that seamlessly does the magic. Their unique wood-like look complements and completes all of your home's corners with grace and a touch of sustainability. Unwind more about its age-old excellence before you begin planning your room's look.

The sustainable barks make a mark.

Century Prowud MDF, the wood of the future, is an innovative manufacture of engineered wood that has gained a world-class reputation, owing to what it delivers - quality and looks. It is a part of the CenturyPly group, India's leading integrated wood panel company founded in 1956. And to keep up with a contemporary home and its demands, the group has made an impressive beginning in high-quality MDF and Particle board manufacturing.

In the line of environmental friendliness, engineering was required to develop a better alternative to wood - one that benefited the environment and one that met the consumer's needs. That's when MDF and Particle Board were manufactured with advanced technology and excellent aesthetics. Although it's

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Century Prowud shows its all weather resistance in new ad

With this, the brand wants to highlight the need to switch to sustainable and environment-friendly furniture and decor...

17th February | Chennai, India | 12:30 - 1:45 PM

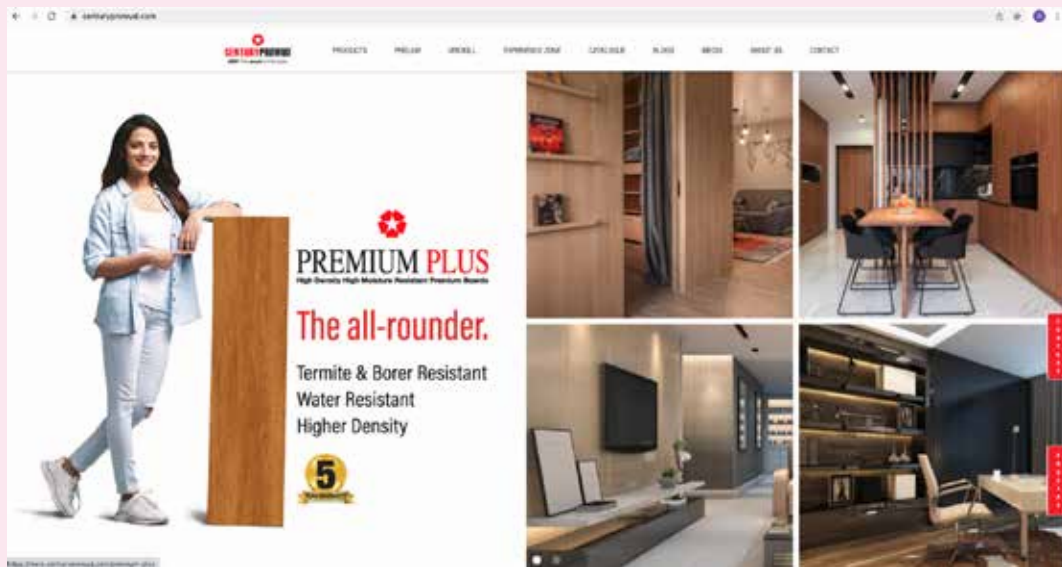
The latest campaign by Century Prowud, 'Yeh Hai Jahan No Tension Wahan' is a part of the brand's 'Premium Plus' range. The campaign features a woman in a white uniform, symbolizing the brand's commitment to quality and durability.

Century Prowud MDF assures tension-free durability for its Premium Plus range

While working to meet customer and changing use home interiors, the two most important things we look for are sustainability and durability. Looks and design are essential, but durability is a far more critical criterion. It is in these Premium Plus by Century Prowud range in and provide its customers with almost every standard element could ask for. It is the new addition to our Furniture is however, from being heavy, sturdy and capable resistant to high structure moisture, this is an advanced ready-to-use product made with a higher density and higher strength. It is perfect

The website upgrade

The campaign #YehHaiJahanNoTensionWahan was updated on the Century Prowud website, educating users on the features of Premium Plus and its attributes that make it the all-rounder. Banners on the home page brought the Premium Plus campaign into the limelight and led interested users to the Premium Plus page.



Activated the campaign on-ground

The brand also invested in creating and placing **over 20,000 posters** and **15,000 danglers**, and distribution of **over 40,000 estimate pads** to the trade channels.

With the higher visibility that will ensue from this media impetus, expect the Premium Plus brand to become even more attractive for consumers as 'The wood of the future'.



Recognition for our stockists

Taking a small step forward towards formalising our distribution agreement and for the reassurance of our customers and trade partners, Century Prowud has issued certificates to authorised partners across the country. In terms of numbers, nearly 400 Stockist certificates were given to our recognised MDF trade partners, and 8 certificates were handed to those who stock our ProPlank particle boards.



New branded wrapping keeps our products pristine!

A great new value addition to our products has been the addition of a protective cover of poly-wrapping on our products. Whether it's the flagship Premium Plus, or our DIR or DWR products, Century Prowud MDF now reaches stockists and customers in totally impeccable condition since it's wrapped in sheets of poly-wrapping – all branded, and all as pristine and gorgeous to look at as they were when they rolled off the manufacturing line!



Diwali gets lit with gifts!

The festival of lights brought a sparkle to the eyes of over 1500 of our stockists, OEM partners and architects, when they received a pleasant surprise from Century Prowud in the form of a thoughtful gift. We hope they will cherish the association with us for a long time to come, as much as we do with them. Together, we look forward to revolutionising the furniture and interiors of India with MDF's excellent aesthetics, and its eco-friendly, durable properties.

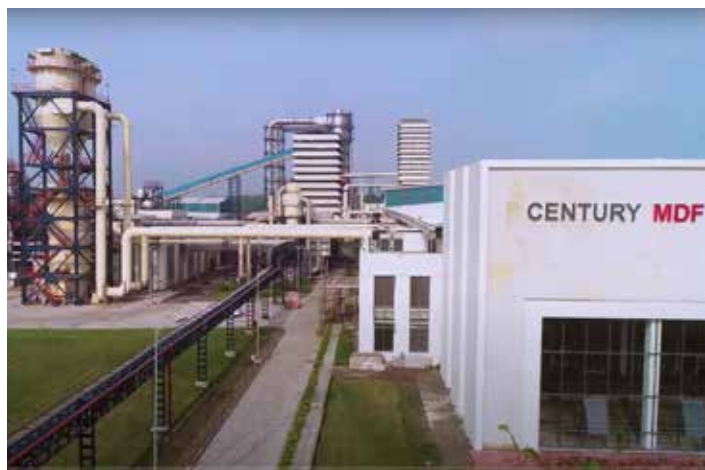


The latest corporate AV earmarking Century Prowud's growth

Century Prowud's corporate presentation has been a key tool for us to communicate with business partners. It gives viewers a wonderful glimpse into our state-of-the-art manufacturing facilities at Hoshiarpur, and the

excellent equipment and processes we use. However, it was time now to refresh it with new information on our expanded offerings and range as well as include messages from the top management of the company to

project our intent and vision for MDF. Keeping these factors in mind, the audio visual was revamped and the updated version re-edited and shared with our stockists, for further dissemination as required.





'Kitchen of the Future' contest is a hit!

Century Prowud's popular kitchen makeover contest that ran on Facebook and Instagram came to a close with the lucky winners being declared recently. In the final analysis, the numbers that were clocked up are quite impressive.

We received **over 4,700 entries** from people who shared pictures of their current kitchens with a line explaining why they deserved a makeover for their kitchen. The contest was viewed by as many as 280,051 unique users, and the site received a total of 348,772 visits. But more than all that, we're pleased that our message about MDF being the wood of the future, and great to build kitchens with, has reached the minds of so many more people!

Our efforts and the makeover was quite appreciated by Karen Noronha, one of our winners from Mumbai. She said, "We are overwhelmed with the final product. It is beautiful and exquisite with unbelievable quality. We are grateful to Century Prowud for giving us this kitchen makeover."

CONTEST WINNERS



Niyati Satsangi
New Delhi



B. Bagya Lakshmi
Chennai



Karthik S Dalabjan
Bangalore



Karen Noronha
Mumbai

CENTURY PROWUD
MDF: The wood of the future

#MehnatTumhariTableHumari
Contest winners
Excited to receive their gifts.

PREMIUM PLUS
High Density High Moisture Resistant Premium Boards

Table toppers get their rewards

Our quick contest #MehnatTumhariTableHumari was a great success too. It attracted over 39,600 visitors and we received over 3,900 entries for this contest, which is quite commendable a response for a campaign such as this. 20 lucky people won the study tables on offer and we even posted their selfies, with their well-deserved reward of a spanking new table, on our social media channels. It pays to follow Century Prowud on social media and entering our giveaway contest. So do spread the word among your friends to look out for the next contest opportunity to win with Century Prowud.