

Our marketing will move decisively from category communication to solution storytelling: Parul Mittal, Greenlam Industries

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Greenlam Industries, is a surface solutions brand. Mikasa has evolved into a single, unified identity that brings diverse interior solutions under one umbrella – One Mikasa.

As interior design and material selection become increasingly holistic, Mikasa has transitioned from individual product categories to an integrated interior ecosystem. Today, the Mikasa portfolio spans a wide range of surfacing and substrate solutions including designer laminates (0.70mm to 1.25mm laminates), exterior panels (Mikasa FX), real wood engineered floors, pre-matched doors and frames, decorative veneers, and high-performance plywood, all designed to deliver coordinated aesthetics, performance, and quality across residential and commercial interiors.

Medianews4u.com caught up with Parul Mittal, Director Greenlam Industries.

Q. What prompted Mikasa to evolve into a unified identity?

Over the years, Greenlam Industries has evolved from being a one-stop surface solutions provider to offering a comprehensive and holistic portfolio that includes both substrates and surface solutions. This strategic expansion reflects our long-term vision to emerge as a leader in the surface and wood panel industry.

As our product portfolio expanded across multiple categories and brands, we recognised two key challenges. First, customers were finding it increasingly difficult to recall and differentiate between several individual brands and product lines. In a competitive marketplace, simplicity and clarity in brand architecture are critical for stronger recall and preference.

Second, from a strategic investment and ROI perspective, nurturing and promoting multiple independent brands required significant marketing resources and long-term capital allocation. This fragmentation diluted brand equity and limited our ability to build a single, powerful identity that could represent the full strength of our offerings.

Today's customers seek integrated, end-to-end solutions delivered under one trusted umbrella. They prefer a seamless brand experience where all relevant products – substrates, surfaces, and allied solutions – are available within a unified ecosystem.

Recognising this shift, we made a thoughtful and strategic decision to consolidate our offerings under two strong brand pillars – Greenlam and Mikasa.

This unified identity not only simplifies our brand architecture but also strengthens recall, enhances market positioning, optimizes investments, and enables us to build deeper trust and long-term value with customers.

The evolution into a unified Mikasa identity is therefore not just a branding change – it is a strategic move aligned with our growth ambitions, customer expectations, and long-term leadership vision in the wood panel and surface solutions industry.



• How does Mikasa's identity align with contemporary design thinking, coordinated material planning, and modern execution needs?

Contemporary design is no longer about isolated hero elements; it's about material harmony and performance intelligence.

This is precisely where Mikasa finds its relevance.

Mikasa's unified identity is built around the philosophy of coordinated material planning. Rather than offering fragmented solutions, it brings together a complete ecosystem – from laminates and veneers to flooring, doors, and plywood. The goal is not just to supply materials, but to enable cohesion. Surfaces are designed to align tonally with furniture and doors. Structures are strengthened with dependable plywood. Flooring solutions complement and elevate the overall interior narrative. Every element works in sync, creating spaces that feel intentional and refined.

However, contemporary design is not driven by aesthetics alone. Execution efficiency has become equally critical. Architects, designers, and contractors today demand predictability, compatibility, and reliability on-site. Delays, mismatches, and sourcing challenges can compromise even the most thoughtfully designed spaces.

By developing materials within one integrated ecosystem, Mikasa enhances compatibility across categories. This reduces friction during execution, simplifies sourcing, and ensures consistent quality. When materials are engineered to work together from the outset, outcomes become more predictable and dependable.

Ultimately, the real value lies in the alignment between design intent and on-site execution. Mikasa bridges this gap – transforming design from a conceptual vision into a seamlessly executed reality.

• How will this be reflected in marketing focus areas for this year?

Our marketing will move decisively from category communication to solution storytelling.

You will see campaigns that showcase complete spaces kitchens, workspaces, hospitality environments rather than standalone products. We are investing in immersive retail experiences, digital visualisation tools, and deeper architect engagement to reinforce Mikasa as a cohesive solutions brand. The focus is not louder communication, it is sharper narrative clarity.

• Will the goal of marketing revolve around sharpening brand positioning?

Absolutely. In a market crowded with functional claims, clarity of positioning becomes a competitive advantage.

For Mikasa, that positioning is anchored in coordinated design thinking, material intelligence, and execution reliability. We want stakeholders to associate the brand with integrated interiors, not just individual SKUs.

• Will Greenlam continue to split its marketing budget evenly between the B2B and B2C segments in 2026?

Rather than an even split, we believe in strategic calibration. The B2B ecosystem remains critical architects, interior designers, OEM, builders, contractors, dealers influence early-stage specification. However, the Indian consumer today is far more design-aware and digitally empowered than before.

Our investments will reflect influence points across the decision chain. The objective is to ensure continuity of narrative from design table to retail counter.



• What marketing tactics will be used to build strong connections with key stakeholders like carpenters and contractors?

Carpenters and contractors are not just installers, they are custodians of execution quality.

We are deepening engagement through skill development initiatives, on-site demonstrations, loyalty programs, and recognition programs that elevate craftsmanship. Importantly, we are also making technical knowledge more accessible through regional language content and mobile-first modules. Our goal is to move from transactional relationships to capability partnerships.

• How will Greenlam Industries build upon its 'Lunch and Learn' sessions?

'Lunch and Learn' began as a brand engagement platform; it is now evolving into a design dialogue forum.

Going forward, sessions will explore in fostering deeper material and design understanding for customers and designers, focus on organisations sustainability practice and its importance, and discover gaps between the want and execution realities. We also intend to expand to more cities and introduce curated thematic editions that encourage deeper discourse rather than one-way presentations.

• What marketing campaigns and innovations can consumers expect in the coming months?

Consumers today don't just want assurance, they want inspiration and validation.

Our upcoming initiatives will focus on helping them visualise cohesive spaces through digital configurators, immersive retail displays, and content that demystifies material selection. We are also exploring storytelling formats that highlight real-life transformations because aspiration is strongest when it feels attainable.

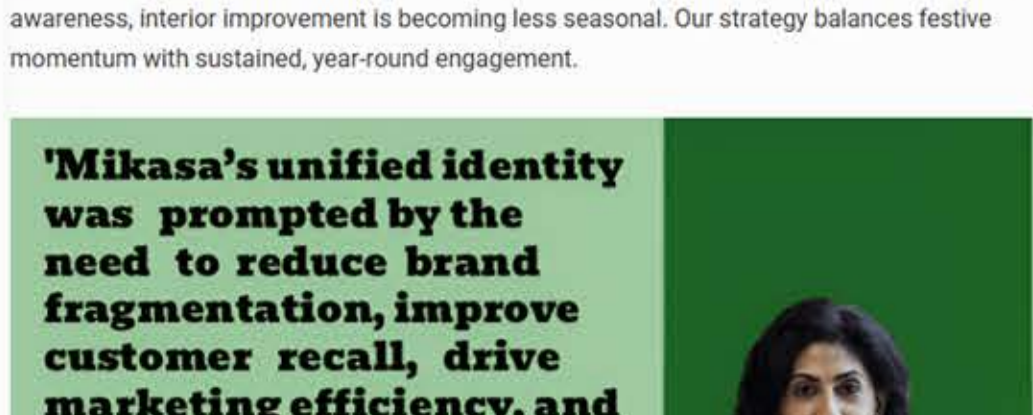
• How will Greenlam Industries leverage the creator economy in tier two and three towns?

The creator economy allows us to speak in culturally relevant, hyper-local narratives.

Instead of national campaigns alone, we are collaborating with regional home improvement creators, architects, and even contractor-influencers who command trust in their communities. Vernacular content and short-format education-led videos will play a key role in expanding consideration in emerging markets.

• Is the pre-festive season important for Greenlam Industries?

The pre-festive season remains a strong demand catalyst, especially for renovation-led upgrades. However, with rising home ownership, hybrid workspaces, and increased design awareness, interior improvement is becoming less seasonal. Our strategy balances festive momentum with sustained, year-round engagement.



• What is the biggest challenge in ensuring coherence and performance across spaces?

The complexity lies in balancing aesthetic continuity with technical performance across diverse applications.

A kitchen demands moisture resistance. A commercial workspace demands durability. A living space demands warmth and texture. Achieving coherence across these varying needs requires integrated R&D, strict quality benchmarks, and cross-category coordination.

That is precisely where a unified Mikasa ecosystem becomes an advantage.