



VINTAS PLY & LAM

(A PRODUCT OF VENUSCLUB)

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INTRODUCTION



Vintas Plywood specializes in authentic Mid-Century Modern plywood, delivering timeless aesthetics and durability. Catering to architects, designers, and homeowners, we blend quality and sustainability through family-owned operations, meeting modern construction needs with iconic designs.





VISION & MISSION



Vision

To lead the organization to the highest performance levels in the region and beyond, while maintaining a strong focus on quality, efficiency, and customer service.

Mission

To lead, inspire, and empower the Mid-Career Modern player, ensuring consistency, customer excellence, and continuous growth. We empower customers with up-to-date information, and support our projects, ensuring our goals through innovation and efficiency.





Problems



Limited availability of authentic Mid-Century Modern interiors

Due to historical preservation efforts and limited production runs, authentic pieces are scarce and often expensive.



High maintenance of traditional design

Traditional designs often require specialized cleaning and repair techniques, which can be costly and time-consuming.



Environmental concerns

Traditional materials and production methods may have a higher carbon footprint compared to modern, sustainable alternatives.



Generic designs lack uniqueness

Mass-produced furniture often lacks the craftsmanship and attention to detail characteristic of Mid-Century Modern design.



Costly custom solutions

Customizing furniture to match a specific style or color scheme can be significantly more expensive than buying off-the-shelf pieces.



Durability issues

Some modern materials used in contemporary furniture may not have the same long-term durability as traditional materials.



Solutions

Offer authentic Vaidler, Thuring, and Waidling plywood replicating original designs.

Use fire-resistant Okoume veneer for low-maintenance, long-lasting siding.

Source sustainable wood with FSC certification for eco-friendly production.



Provide unique grooved patterns for standard aesthetics.

Deliver cost-effective, ready-to-use panels for quick installation.

Engineer durable products with ship lap edges for weather resistance.



BUSINESS MODEL





Product Portfolio





Competitor Analysis

Parameter					
Authentic 19th Century Design	✓	✗	✗	✗	✗
Sustainable flooring	✓	✓	✓	✓	✓
App-Resistant (No stains or odors)	✓	✗	✗	✗	✗
Custom Milling Services	✓	✓	✓	✓	✓
Full-service Installation	✓	✓	✓	✓	✓
Unique distressed patterns	✓	✗	✗	✗	✗

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USP



Available in 100+ countries, meeting global demand.



Our products are safe and secure for your business.



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SWOT ANALYSIS

STRENGTHS:

- Niche expertise in Mid-Century Modern plywood 
- High-quality, durable Plywood veneer 
- Sustainable and customisable products 



SWOT ANALYSIS

WEAKNESSES:

- Limited brand recognition outside niche markets.
- Higher pricing than generic plywood.
- Small-scale production capacity.



SWOT ANALYSIS

OPPORTUNITIES:

- Growing demand for retro-modern designs.
- Expansion into global markets.
- Partnerships with green architecture firms.




SWOT ANALYSIS

THREATS:

- Competition from mass-market plywood suppliers.
- Fluctuating raw material costs.
- Economic downturns affecting construction.





Data & Unit Metrics

Average order
size: 500 sq. ft.


Production cost
per sq. ft.: ₹45.

Net profit
margin: 40%.

Annual production
capacity: 180,000 sq. ft.

Customer retention
rate: 80%.

Average selling price
per sq. ft.: ₹120.





Future Milestones





TARGET MARKET

TARGET MARKET

Opportunities

Challenges

Value Proposition

Architects

Professional designing
and modern materials

Strong aesthetic
needs

Ability to create both Classic
Modern styles

Homeowners

Individual remodeling
for their properties

High importance of
personal living

Low cost, simple, and modern
styles

Interior Designers

Expert creating unique
work of art

Latest and
design options

Committed to provide
additional services

Contractors

Quality of
workmanship,
service

Clear, honest
pricing

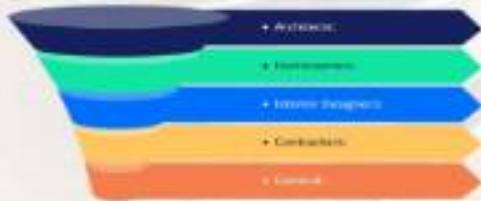
Cost efficient, ready to use
panels

Analysis: Virtus Plywood addresses specific pain points with tailored solutions, ensuring high value for niche markets.





GTM Strategy



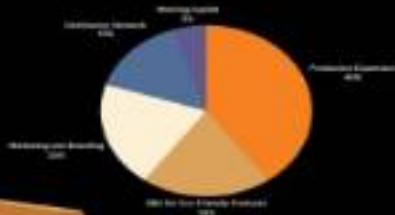
- All content, all content, all content, all content, all content.
- Target your content, all content, all content, all content, all content.
- Effective design, all content, all content, all content, all content.
- Branding, all content, all content, all content, all content.
- Content, all content, all content, all content, all content.





Fundraising Amount and Breakup

Total Fundraising: ₹5 Crore



Category	Percentage (%)	Amount
Production Expenses	40%	₹200
HR for Non-Charity Products	30%	₹150
Marketing and Branding	20%	₹100
Marketing Events	10%	(₹50 included)
Marketing Materials	10%	(₹50 included)

Market Size and Industry Analysis (India, 2024-2030)

2024

₹22,306Cr

2024-2030



2025

₹23,979Cr

2025-2030



2027

₹25,777Cr

2027-2030



2028



₹27,759Cr

2028-2030



₹26,700Cr

2029



₹21,000Cr

Total Revenue by Division (2024-2030)
₹1,75,75,00,00,000 (2024)

Market Size (2024): ₹22,306Cr (₹2.58 Bn) (2024)



Product Segment Ratio



7.5%
CAGR Annual
2024-2030

Product category: (Total value: ₹100,000)

Market share: 10% of total product category (2024)

Average price per cubic meter

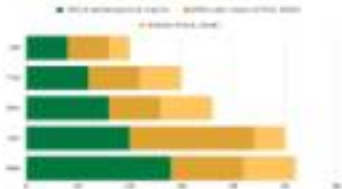


Production capacity

- 1. Production capacity (20%)
- 2. Production capacity (80%)
- 3. Production capacity (100%)

Unit/Data Metrics:

Employee Engagement Score





Industry Growth Drivers:



Demand for affordable housing (20M units by 2030, NITI Aayog, 2024)

Commercial construction growth (16% CAGR, India, 2024)

Sustainable material adoption (30% rise, Green Building Council, 2024)

Urbanisation: 20% urban population by 2030 (UN India, 2024)





Government Initiatives:



Pradhan Mantri Awas Yojana

₹1,00,000 for housing by 2025 (Ministry of Housing, 2024).



Make in India

Tax incentives for wood manufacturing (Ministry of Commerce, 2024).



National Green Mission

Subsidies for sustainable materials (MoEFCC, 2024).

Source: Ministry of Housing, Ministry of Commerce, MoEFCC, Green Building Council, IIT Bombay, CERS 2024, IAF India, Ministry of Housing, Ministry of Commerce, MoEFCC 2024.

Analysis: India's proposed initiatives, valued at ₹1,00,000 crore (2024), aim to reach ₹1,00,000 crore by 2025, driven by housing demand and sustainability goals. These initiatives address environmental and economic growth while supporting a growing sector in the domestic market.



THANKYOU



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