



***WELSPUN GREENS***



# Greens from Welspun Flooring

Significantly better performance than market artificial grass in tuft withdrawal test.

*Tuft withdrawal test measures the force required to withdraw a single tuft from the carpet/artificial grass.*

- Test conducted on multiple artificial Grass samples collected from Delhi, Hyderabad, and Mumbai markets. *Tuft withdrawal force (lbs) varied from 12.24 to 16 in market samples.*
- Big Advantage over competition's product.
- Welspun Greens outperformed all the samples - tuft withdrawal force of 17.4 (lbs) – the highest.

## Greens is Highly Durable

- Greens will not wear down due to heavy foot traffic or weather change.
- No more bare patches
- Highly resilient fibers used, don't flatten easily.
- Cushioned feeling throught the year.
- It is non-toxic and safe for pets and children
- Prevents soil erosion
- Reduces storm water runoff.

## Greens offers Versatility

- Ideal in harsh climate or on rough terrain.
- Virtually impervious to in drought conditions, muddy areas, steep slopes, or hard-to-grow terrain.
- Great year-around grass





# Greens are Low on Maintenance



- Low-maintenance.
- No more watering, weeding, fertilizing, mowing, and patching.
- Beautifies and looks like real grass.
- No need of lawn equipment.
- Saves up to 50% on Soil on maintenance per Sq Meter and zero cost on Manure.
- **CAPEX:** Total Lawn Development cost/m2 @ Rs. 522 (Natural) vs Rs. 963.5 for Artificial grass.
- **OPEX:** Lawn Maintenance cost/m2/10 years @ Rs. 1199 for Natural grass vs Rs. 376 for Artificial grass.
- Cost impact - save appx. 383/sq. meter on Capex + Opex expenses combined
- **22% lower cost than Natural grass.**



**Assumptions :** Total lawn development initially is 261 rupees/sq.m and final lawn development cost for over a period of 10 years comes around Rs 522, taking a multiplier of 2, as natural grass requires soil supply, rotovator etc. over its lifetime

# Maintenance Costs

For grass (both natural and artificial) two variable costs are important , i.e. – water and soil which are geographically dependent



Water



Soil

## Natural Grass

V.S

## Artificial Grass

Resources	Cost (in INR)
Rate of water/per meter (Tier 1 cities)	120
Rate of Soil/per meter	500
<b>Total</b>	<b>620</b>

Resources	Cost (in INR)
Rate of water/per meter (Tier 1 cities)	120
Rate of Soil/per meter (low quality soil can be use)	250
<b>Total</b>	<b>370</b>



vs



N o.	Constituents/Process	Natural Grass (Rate In Rs.)	Artificial Grass (Rate in Rs.)
1	Soil supply @ 6" layer	75	37.5
2	Spreading of soil with JCB	9	9
3	Levelling with rotovator	9	9
4	Manure @ 1:8 v/v	17	0
5	Mixing of manure and levelling	9	0
6	Supply and Planting of grass	35	750
7	Cost of irrigation installations	108	108
8	Drainage Pipes	0	0
9	Installation	0	50
	<b>Lawn Development cost/m2</b>	<b>261</b>	<b>963.5</b>
	<b>Total Lawn Development cost/m2</b>	<b>522</b>	<b>963.5</b>

N o.	Constituents/Process	Natural Grass (Rate In Rs.)	Artificial Grass (Rate in Rs.)
1	Cost of Garden Maintenance p @ 1.25 person per per month	4.0	1.9
2	O and M cost of irrigation system pr month	0.26	0.26
3	Cost of water( excluding 100 rainy days per annum) per month	5	1
4	Cost of manures and fertilizers/ pesticides etc/ month	1	
	<b>Lawn Maintenance cost/m2/year</b>	<b>120</b>	<b>38</b>
	<b>Lawn Maintenance cost/m2/10 years</b>	<b>1199</b>	<b>376</b>

Total Cost	Natural Grass (Rate In Rs.)	Artificial Grass (Rate in Rs.)
<b>Capex + Opex</b>	<b>1,722</b>	<b>1,339</b>

*Assumptions :Total lawn development initially is 261 rupees/sq.m and final lawn development cost for over a period of 10 years comes around Rs 522, taking a multiplier of 2, as natural grass requires soil supply, rotovator etc. over its lifetime*

# Cost Impact

## *For Bungalows*

Average grass area requirement = 50 sq.m



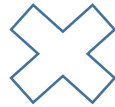
Average cost savings/sq.m =Rs. 383



Total savings =Rs. 19,150

## *For Office Spaces*

Average grass area requirement = 250 sq.m



Average cost savings/sq.m =Rs. 383



Total savings =Rs. 95,750

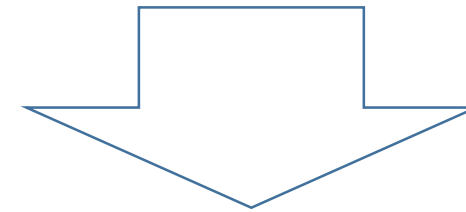
*Natural Grass*

*Vs.*

*Artificial Grass*

Total natural grass cost for 10 years/per sq. m = Rs. 1,722

Total artificial grass cost for 10 years/per sq. m = Rs. 1,339



**Average cost Savings/Sq.m = Rs.383**



# Greens are Sustainable



- Conserves water
- Eliminates often-toxic fertilizers and pesticides.
- Reductions in maintenance
- Lawn equipment expenses saved.
- Harmful emissions into atmosphere reduced.
- Greens are durable and benefits the Environment.
- Upto 80% water saving in case of artificial grass will help from shortage of water for human consumption.

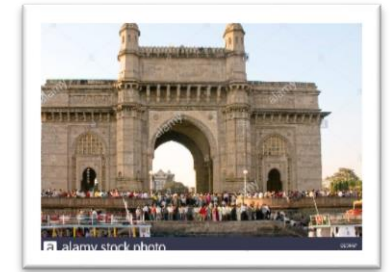
***No cropping, mowing, or watering, saving up to an average of 73000 litres of water annually, as compared to real grass.***

## Water Usage data / Household



DELHI

Daily water consumption: 377 lts  
Yearly water consumption: 1,37,605 lts



MUMBAI

Daily water consumption: 406 lts  
Yearly water consumption: 1,48,190 lts



HYDERABAD

Daily water consumption: 391 lts  
Yearly water consumption: 1,42,715 lts



KOLKATA


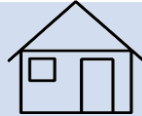
Daily water consumption: 443 lts  
Yearly water consumption: 1,61,695 lts

### Water Usage @ Landscape


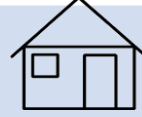
Average consumption per household per day (in liters) = 404  
Average consumption per household per year (in liters) = 147551

# Indoor & Outdoor - Water consumption for Natural Grass



Target Group	Avg. area of grass requirement (sq.m)	Water required per year, based on total area (in litres)		Water Saved in litres	Saved water used for human consumption
		Natural Grass	Artificial Grass		
<b>Indoor</b>					
Bungalows	50	91,250	18,250	73,000	1 household for 186 days
Offices (Tier 1 cities)	200	3,65,000	73,000	2,92,000	2 households for 361 days



Target Group	Avg. area of grass requirement (sq.m)	Water required per year, based on total area (in litres)		Water Saved in litres	Saved water used for human consumption
		Natural Grass	Artificial Grass		
<b>Outdoor</b>					
Bungalows	50	66,250	13,250	53,000	1 household for 135 days
Offices (Tier 1 cities)	200	2,65,000	53,000	2,12,000	1 households for 524 days



# Present Collection

Purpose	Landscape		
Article code	GL000201	GL000200	GL000203
Pile height(mm)	25	35	45
Gauge	3/8"	3/8"	3/8"
Stitch/10cm	14	10	10
Dtex	9300	9300	9300
Total GSM	1644	1635	1864
Fiber	PP+ PE	PP+ PE	PP+ PE
Backing	PP cloth+ SBR	PP cloth+ SBR	PP cloth+ SBR
Golden yarn	Yes	Yes	Yes
Straight and twisted yarm mix	Yes	Yes	Yes
Roll Size	25 x 2 mtr	25 x 2 mtr	25 x 2 mtr

**Dtex or Decitex** is a unit of measurement that indicates the linear mass of yarn in decigrams, per 10,000 metres. It relates to the weight, or density, of the yarn used to make **Artificial grass**