

Group Profile



THE DECCAN
GROUP

Group Philosophy

All Deccan Group companies share a common objective – to harness the infinite strength and glory of nature and in the process enrich lives of millions. This makes the group stand on an ecologically & ethically sound footing.

Wood is much more than just a raw material; it adds warmth and character to interior decoration and can take a multitude of shapes, limited only by one's imagination.

Wood is the only renewable building and renovation material. It takes a great deal to ensure that the legacy left to us by our forefathers remains productive to our future generations as well.

All our facilities encourage the preservation of their surroundings, and conform to the most stringent environment protection laws.

Group has been duly accredited by ISO 14001 certifications.



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GROUP



The Deccan Group

A Group where quality has been a tradition; it's past and its future. Broadly, the activities of the Deccan Group Centre

Deccan Veneers Pvt. Ltd.
Maxworth Plywoods Pvt. Ltd.
Alpine Panels Pvt. Ltd.
Truwoods Pvt. Ltd.
Ozurt System pvt. Ltd.
Indus Tropics Ltd.
Ananta Promoters and Fincom Ltd.

Good products and good sales alone are not enough. We believe in building a relationship with our customers. Our business is based on our customers & the ways in which we can offer them a better experience, in terms of both the product and the service. Our customer's needs determine our production, and all our activities starting from procurement of raw material. These values form the platform and the tools to shape & implement the group's strategy.



THE DECCAN
GROUP

Deccan Veneers Pvt. Ltd.

Deccan Veneers Pvt.Ltd. is where this journey began. With a dedicated and skilled workforce, and access to state-of-the-art equipment, its small wonder that in just 12 years since inception, we have come to be recognized as a major player in the veneer industry. Credit for this largely goes to our almost obsessive quality control and b

Maxworth Plywoods Pvt. Ltd.

Maxworth Plywoods Pvt.Ltd. was set up in 1995 to cater to the growing needs of the customers, who sought plywood of a higher grade than presently available. Figures prove that they have been satisfied, and a soaring growth rate testifies to that, also.



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GROUP



Alpine Panels

Alpine Panels was set up in 1997. The primary idea was to supplement production from our existing facilities and to penetrate new market segments. The move paid off handsomely and the feedback has been highly encouraging, prompting us to step up our production by a few notches.

Truwoods Pvt. Ltd.

Truwoods Pvt.Ltd. Truwoods Pvt.Ltd. is the 4th addition to the Deccan group. With the most advanced facilities and Veneers from selected global players, Truwoods, manufactures most exclusive range of Plywood in India. A quality control lab monitored by highly trained technicians and a premium, sophisticated marketing strategy has enabled us to set a scorching pace of growth.



THE DECCAN
GROUP





Indus Tropics Ltd.

In its continuous endeavor to respond timely to customer needs, a Greenfield venture in the name **Indus Tropics Ltd.** was established at the western port of Gandhidham. This venture allows the group to be close to the vast customer base in North India. A modern, state of art manufacturing facility backed by a strong marketing network, has the unit being on a roll ever since inception.

Ozurt Systems Pvt. Ltd.

Ozurt System Pvt. Ltd. is the 5th addition to the Deccan Group's illustrious seven. With its aim to give the word furniture a completely new meaning, the "**Truzo**" range of exclusive finely crafted furniture has been sourced from European and South East Asian markets. The furniture is being sold through company owned showrooms and franchise outlets spread all over India. "Truzo" showrooms display a range of only the rarest furniture available anywhere.



THE DECCAN
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Diversification

Steel Division – DECCAN TMT Bars

In order to reduce its dependence on the wood industry, the group has decided to diversify into the manufacturing of TMT rebars. TMT rebars is technologically superior to the normally available CTD bars & reduces the steel required during construction by over 10% while adding to the strength. With the country witnessing a construction boom, this sector has an extremely healthy forecast for the coming years.

Deccan Ispat Ltd., proposes to set up a Steel re-rolling mill at Askapalli village, Visakhapatnam, is envisaged to manufacture 1,50,000 tpa of TMT rebars. Proximity to the Vizag Steel plant gives a competitive advantage to the proposed unit.



THE DECCAN
GROUP



The Deccan Team & Team Work

State of the art machinery is only as good as the people operating it. We have employed the best available machines and the most advanced facilities, but these form only one half of the story. Our dedicated & enthusiastic team forms the other half of our quality initiative. The team comprises of the entire chain from workers to suppliers to customers.

We have the people to provide the right amount of personal touch required to take care of the uniqueness of each individual customer.

Harnessing of every individual's competence, taking genuine pride in each other's success & internalizing the importance of team-work across every level creates a competent & committed workforce, making them a cornerstone of our success.

We pride ourselves in saying that people are our competitive advantage.



THE DECCAN
GROUP

Demand Chain Management

At DECCAN GROUP, management of the demand chain means understanding the needs of customers and their customers and channeling this understanding all the way from wood procurement to production. Managing information and communication plays a key role – it is not possible to effectively separate products and information. Logistic arrangements and demand chain management help the company fulfill the promises that it has made to its customers.



Brand Building

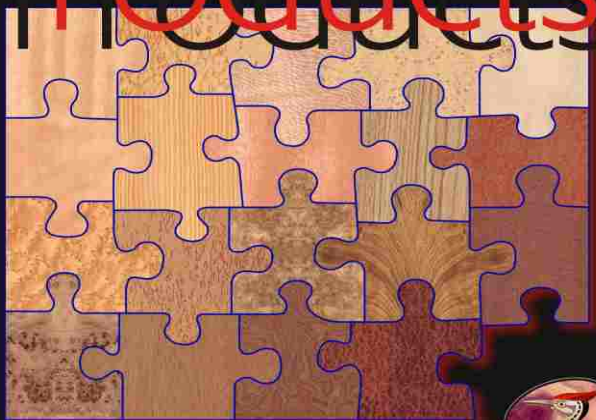
DECCAN GROUP'S aim is to make itself the leading wood products brand in its main market areas. A one-name structure makes it easier for the customers to make decisions and signals all interest groups that they can count on the dependability of the services and activities in all business areas.

Deccan Group currently enjoys good name-recognition among its existing clientele. The significance of a good brand and reputation will in future become even more pronounced and Deccan Group is focusing resources on improving its reputation management with respect to all interest groups. A strategy of adopting one powerful brand has proved to be the right way forward and Deccan Group intends to follow this path also in the future.

PLY GAZETTE

Monthly Review of the Indian Industry and Trade

Products



Beauty and resilience.
Specifically, decorative plywood made from the most exotic veneers you'll find anywhere.
Natural and reconstituted veneers, burls, dyed veneers, you name it, we've got it.



AUGUST 2004

PLY GAZETTE

Monthly Review of the Indian Plywood Industry and Trade



As distinct as you
You are what you wear. What
you drive. What you eat. Who
you live and work with. To be
more precise, you are what
you choose. So, you put in a
lot of deliberation in making
such choices. Because these
things stay with you, for years.
Just like the veneers on your
wood-works.

At Truwood, we appreciate
your discernment and
uncompromising nature.
Which is why we create
quality veneers with an
equally uncompromising
attitude. Veneers that are as
distinct as you.

Knotty Oak

Choosy



When you're buying veneers, it helps to be a little choosy.

How are Truwood veneers used?

Ask a Truwood dealer for veneer samples and choose from more than 128 distinct species and designs. These veneers are available as ready-to-use plywood of various thickness. And can be used to create furniture, paneling and other great looking woodworks.

Conserving the Environment

While we try and capture the infinite glory of nature, we also ensure that the balance of nature is not upset. The wood for Truwood Veneers comes from reserves set aside for logging, which have a systematic process of conservation. Call us or email us for a free booklet on veneers.

Visit a Truwood dealer to see, feel, smell and know our veneers. Our rare collection has veneers to suit every taste and personality. We are sure you'll find one that meets yours.



Truwood

a matter of taste

An ISO 9001 & 14001 company

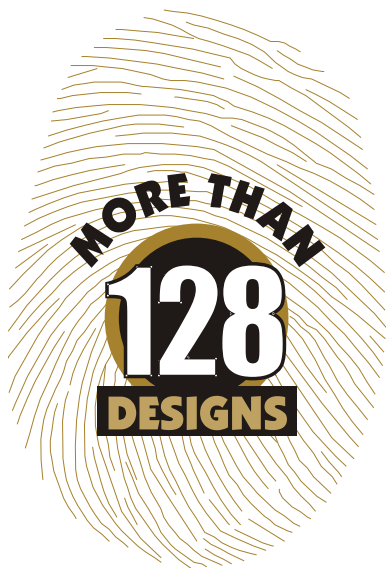
| BWR Plywood | MR Plywood | Block Boards | Veneers |



THE DECCAN GROUP



Product Range



Plywood Division -The Truwood Range of Plywood

Plywood DIVISION-The Truwood range

Truwood is a range of Decorative Veneers sourced from round the globe. These include Natural Veneers, Dyed Veneers, Rare & Exotic Burls, and Reconstituted Veneer & Burls in myriad designs. The Truwood range also includes various other complementing products such as Edge Bandings, KD Lumber & Marquetry Door Skin.

Truwood-PF in the powder free PF plywood segment, is our answer to the needs of the industry. Truwood-PF is a perfect example of durability and resilience. State of the art techniques and stringent quality control, from the pressure and temperature treatment, to the PF bonding, ensures that Truwood-PF conforms to the highest standards in the industry. The superiority of the product also stems from the fact that it is manufactured solely from hardwood, making it virtually indestructible and ideal for any application. The range of products also includes block boards, Marine PF, Shuttering & Film Faced PF and fireguard PF, each of which has no equal in terms of strength, stability, and resistance to moisture, temperature and micro organisms.

Truwood Commercial – is a unispecies Commercial Plywood unparalleled strength. All the plies are composed from Tropical hardwood core. The finished plywood, by virtue of its characteristics and Anti warp & dimensionally stable and conforming to MR Grade.



THE DECCAN
GROUP

Face Veneer -The Deccan Face Range

Veneer Division – *Deccan Face*

Historically, Commercial Veneer has been an industrial use product, with branding considered as an unnecessary expenditure. This concept was radically changed with the introduction of a cohesive brand ***Deccan Face***, an industry first. Imitation is the best form of flattery, they say, and we have been flattered, to say the least. In spite of numerous “me-too’s” launched, Deccan Face still enjoys a premium in the highly competitive market. We can take pride in stating that almost every brand of plywood, worth its salt, has uncompromisingly used Deccan Face, at some point in its lifetime.



Furniture Division -The TRUZO Range & Outlets.

Truzo aims to bring in the finest products from European and South East Asian markets, and make them available to the quality conscious Indian consumer. The company is sure of succeeding in three key areas – economy, craftsmanship and customer satisfaction.

Truzo has been able to establish a chain of showrooms across 29 cities in India apart from a network of retailers & dealers in the major part of the country. Truzo's showrooms are getting very popular with the Top bracket of the society.

Truzo's store across the country have most modern & contemporary in looks, world class services & foremost in ultimate customers satisfaction.



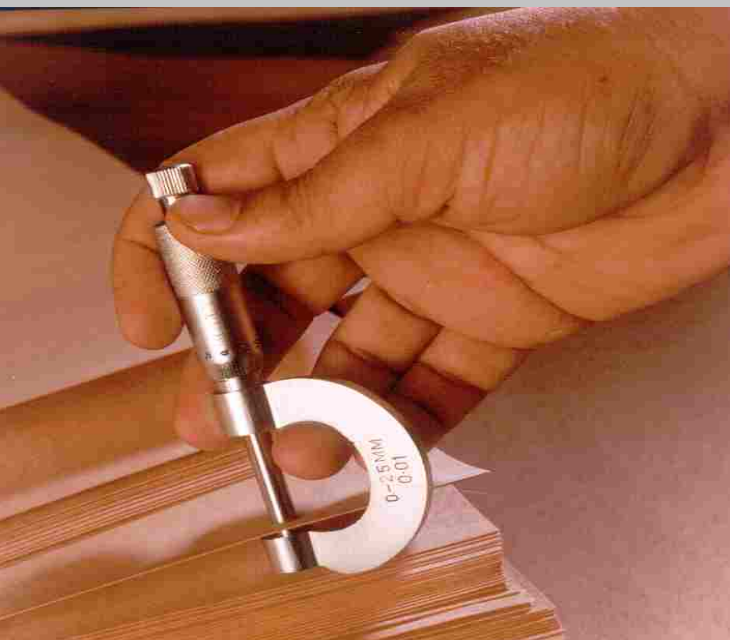
The Quality Certification of the Deccan Team

Qualitative production is our motto & we strive to achieve it.

The experience of the group & the expertise of a dedicated workforce along with a state of the art technology have optimized this quality production.

Highly trained personnel closely monitor the available resources to minimize the waste allocation.

Our quality policy also has the distinctive advantage of covering all areas of activities, right from logs up to the stage of the finished product being delivered. ISO 9001 certification is a testimony to our commitment towards this end.



R & D

THE FULFILMENT of the needs of the chosen customer segments forms the goal of Deccan Group's research and development efforts. Constant development of existing products and services together with the creation of new solutions are the prerequisites for deepening customer relationships. Successful R & D work rests on a continuous dialogue with customers.

