

The Aryavarth Express

Greenlam Industries launches its exclusive display showroom for Mikasa Floors in Mysuru, Karnataka

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Mysore, (Aryavarth) :

Greenlam Industries, among the top 3 manufacturers in the world for surfacing solutions, recently inaugurated its first exclusive display showroom, Karnataka Pipe Centre at Kuvempunagar, Mysore. The display will feature an exclusive range of Mikasa Floors, making it the first store in the city offering such a diverse collection in the flooring segment.

Greenlam Industries Limited has been beautifying spaces for years by infusing creativity into every piece of work and turning it into sheer pieces of beauty and brilliance. A name to be reckoned with in surfacing products in more than 100 countries, Greenlam Industries Limited is standing tall with its guiding philosophies - innovative technologies and creative solutions.

The wooden flooring brand of Greenlam Industries, Mikasa Floors offers an extensive selection of engineered wood flooring, featuring a symphony of shades, textures and species that provide the authentic beauty of real wood, without any of its drawbacks. Mikasa floors comprise of three layers composed of real hard wood, a stabilizing core, and a balancing layer, providing solidity and stability to every plank. Put together using modern technology, this engineered wood flooring embodies resilience



that stands the test of time and climate. With the largest variety of real wood floors, Mikasa floors serve to illuminate and perfectly blend into the artistic vision one holds for their venues. The showroom was inaugurated by Mr. Bhoomith & Mr. Nikhil (Karnataka Pipe Center Owners), Ar. Mobin, Ar. NM Bhat, Ar. Nayan (VM Associates) along with architects and interior designers, dealers, and customers.

Commenting on the launch, K Mohan Babu, Regional Sales Head - Karnataka & Tamil Nadu, Decorative Veneers & Engineered Wooden Flooring at Greenlam Industries said, "We are delighted to bring our first-ever exclusive display center to the beautiful

city of Mysuru.

With the display center launch, our objective is to transform the way customers perceive and choose surfacing products making the purchase more immersive and setting a fresh benchmark for the industry. These centers are meticulously crafted to offer a hands-on experience of our Mikasa Floors range, enabling consumers to make an informed choice that matches their needs and aesthetics for their spaces. With this center, customers can experience a variety of products all available under one roof, hence enabling them to enjoy a seamless and immersive shopping experience."