

# Teak

## - Perception and Usage in India

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# History of Teak Usage

Teak has been widely used in India for more than **2,000** years. -

Source: <http://www.britannica.com/EBchecked/topic/585216/teak>



# KANNIMARA TEAK

KANNIMARA TEAK IS ONE OF THE LARGEST AND OLDEST LIVING TEAK TREE IN THE WORLD. IT IS BELIEVED TO BE AROUND 450 YEARS OLD. IT HAS AN AMAZING GIRTH OF 7.02 M. AND HEIGHT OF 39.98 M. AS ON 05.01.2011.

ACCORDING TO THE LOCAL TRIBAL BELIEF WHEN THE TREE WAS TRIED TO CUT DOWN, THE BLOOD OOZED OUT FROM THE PLACE OF CUT. THIS TREE WAS SINCE THEN WORSHIPPED AS "VIRGIN TREE" BY THE LOCAL TRIBALS. THUS THE NAME KANNIMARA IS GIVEN AS THE WORD 'KANNI' MEANS 'VIRGIN'.

AT PRESENT THE MARKET VALUE OF THE TREE IS AROUND 3.80 CRORE RUPEES. THE INTANGIBLE AND ECOLOGICAL VALUE OF THE TREE DURING THIS PERIOD WOULD COME AROUND 6.0 CRORE RUPEES TO THE HUMAN ECOSYSTEM, STILL IT IS GROWING.....



# Perception

**Logs**



**Roughs**



**Sizes**



**Colour**

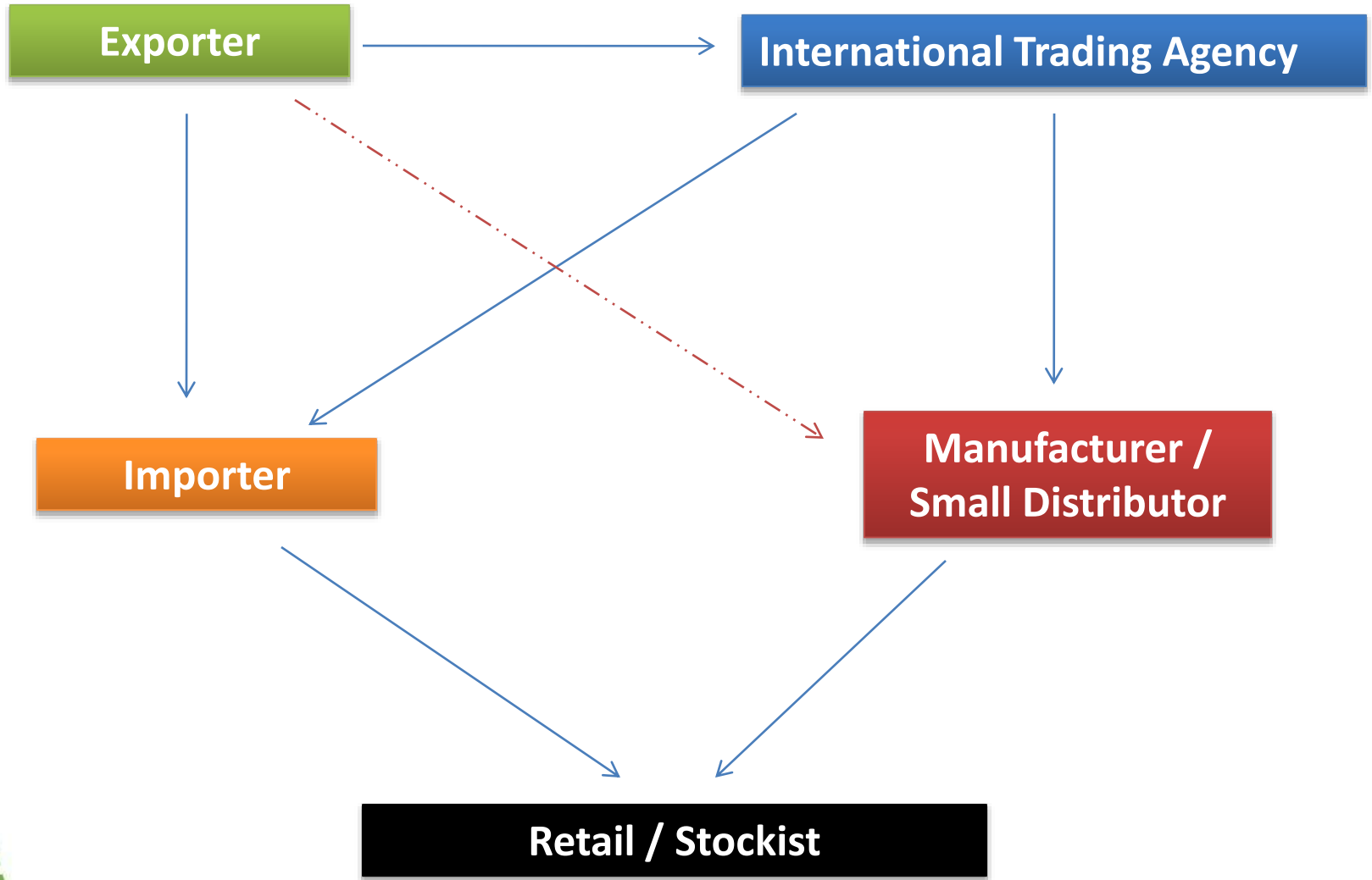
**Grains**

**Formation of logs / square**

**Types of sizes and lengths**



# Distribution Channel



# Traditional Usage



## Historical Usage

- Shipbuilding
- Beams
- Doors, Windows
- Frames / (Jams)
- Flooring
- Panels
- Blinds
- Furniture
- Mouldings and Margins



# Economic Forecast for India

## The Good

- IMF raises India's growth to 7.5% from 6.3% for 2015-16
- India to emerge as the fastest growing economy in the world for 2015-16
- More than 100 smart cities. Upgrading of existing cities, adding new infrastructure
- Growing furniture industry with the emergence of online market place in furniture market like [pepperfry.com](http://pepperfry.com), [fabfurnish.com](http://fabfurnish.com), [urbanladder.com](http://urbanladder.com) etc
- Inflation falling below 6%, helping consumers with higher net disposable income
- Falling crude prices helps in bringing down current account deficit



# Economic Forecast for India

## The Bad

- Interest rates are still high
- Infrastructure bottlenecks still remain
- Banking sector is exposed to infra lending which can turn NPA (Non Performing Assets)
- International demand is not very robust
- A bad monsoon can cause havoc with Agriculture, putting pressure on inflation





## Major Ports – Market for Teak



# Usage of Teak in India

## Doors & Frames

Traditional



Present & Future



# Usage of Teak in India

## Doors & Frames



# Usage of Teak in India

## Doors & Frames



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# Usage of Teak in India

## Furniture

### Traditional



### Present & Future



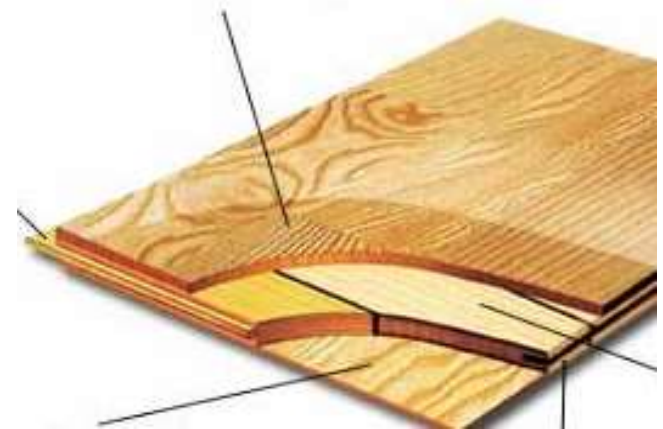
# Usage of Teak in India

## Flooring

### Traditional



### Present & Future



# Usage of Teak in India

## Cladding/ Panelling

**Traditional**



**Present & Future**



# Thank You

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