



FIELDTURF TARKETT

Next-generation Artificial Grass & Sports Surfaces

“Please keep ON the Grass!”

An innovation that is revolutionizing landscapes and sports areas in India.

Synopsis:

FieldTurf Tarkett introduced a next-generation artificial grass in India and very quickly has completed 1,100 installations! This grass is maintenance-free (no watering, fertilizing, weeding etc) and has a life of 20-25 years. It is an ideal solutions where natural grass does not grow or impossible to maintain. Ideal for rooftops and balconies. Clients in India include Reliance Industries, Infosys, Hero Honda, National Stock Exchange, RBI, Microsoft, Vodafone, Coca Cola etc., and of course, hundreds of homes, children’s play areas, restaurants, offices etc.

SAARC region’s first FIFA standards artificial grass football ground has been installed for Chowgule College in Goa. An indoor cricket facility (M L Jaisimha Cricket Academy) has been using FieldTurf for close to 4 years with the top international teams also practicing here.

With this platform, FieldTurf Tarkett India has launched the entire spectrum of sports surfaces of international standards for Indoor and Outdoor sports (Synthetic Athletic Tracks, Sports surfaces for Basketball, Volleyball, Tennis, Badminton etc). This marks the transition into offering comprehensive and single-point Sports infrastructure.

For more details, call 0402776 4900 or 098490 46060 or visit: www.fieldturfindia.com or email: info@fieldturfindia.com.

FIELDTURF TARKETT

Imagine a lawn that never needs watering, fertilizing, weeding, mowing. ..

If your kids could play on it as much as they want and yet not "kill" it...

Lush, soft and silky all year round...and lasting 20-25 years!

If this sounds impossible, ask any of the 1,100+ proud owners of the FieldTurf lawns in India.

FieldTurf is a next-generation artificial grass that's so close to natural grass that people walk barefoot on it and don't realize it is artificial. You could touch it and still be unsure. No wonder FieldTurf is referred to as "looks like grass, feels like grass".

In 2004, when Anil Kumar (now the Managing Director of FieldTurf Tarkett India) was planning to move back to India from the USA after 7 years there, he was actively exploring for a suitable product to introduce in India. With an Engineering & MBA background and a career of 11 years in Sales, Marketing and Business Management in the IT industry, Anil was at that time the Business Unit Head for North America, for a leading software company.

While the underlying business potential was of course the primary focus, the idea was to identify something that could have a meaningful purpose for consumers, and also be eco-friendly and "cool".

With a clear "go-to-market" strategy suitable for introducing such a product in India, it was launched through architect focused trade-shows (such as Inside-Outside) in 5 metros in late-2004. The idea was that once architects understand the technical aspects and recommend it in their projects, acceptance by a home-owner would be easier. By end 2004, just 3 clients had signed up for small areas and just 1 distributor. But the strategy seemed sound enough to be persisted with...just the typical resistance to a new concept.

As installations began in early 2005 and architects were able to see how a finished site actually looks like, the confidence began to grow in them to recommend to their clients. Mr. Kishore Pradhan, arguably India's most accomplished Landscape Architect was an early supporter. Says Mr Pradhan, "*FieldTurf is almost 90 per cent as close as it can be to natural grass. And the best artificial lawn in India.*" He should know. Being in the profession for almost 4 decades, Mr Pradhan has seen it all.

FieldTurf was also addressing real-life business issues, many of which have their revenue source primarily from the use of this artificial grass:

- Now restaurants could offer a lush green lawn ambience on the rooftop or even *inside* an enclosed area.

FIELDTURF TARKETT

- A cricket academy could now offer a round-the-clock grassy surface for bowling and fielding practice indoors with floodlights– it didn't matter if it was dark or rainy or hot outside.
- The Indian football team could have its coaching camps in the monsoon without worrying about the rain flooding the field (FieldTurf was installed with an underground drainage system).
- Infosys could have a 50,000 sft rooftop, angled at 45°, covered with “grass”.
- A school installed FieldTurf on its 5,000 sft rooftop and instantly had a playing area for various sports!
- A private helipad with artificial grass for a prominent national figure.
- A garden-like ambience for a multi-national where many work areas had zero ventilation or outside view.

A typical “before-after”:



FIELDTURF TARKETT

By mid-to-late 2005, FieldTurf was launched in an additional 5 cities and distribution network covering 7 of the total 10. By end 2005, there were close to 100 installations.

Marquee clients, some innovative use of the products where natural grass could not have been the solution, many first-of-its-kind installations in India, all these led to a good momentum building up. Wider distributions, more clients, more cities and by end-2006, the concept was getting a life of its own, with over 270 installations.



With land becoming more expensive and open spaces almost impossible, rooftops and balconies became the new socializing and playing areas! Barren rooftops became lush green lawns. These once-forgotten areas became the location for kids' birthday parties, grown-up entertaining guests. Balconies became ideal morning-coffee spots in a relaxing environment. Signs that earlier said "Please keep off the grass" disappeared. And yet, No watering, No fertilizing, No weeding, No mowing...basically NO Maintenance! Interestingly, over the years, it works out less expensive to own a FieldTurf lawn (on a rooftop) than a natural grass one.

On the sports side, the typical hard dustbowl "grounds" in India are changing to lush, injury-free and world-standards playfields. Even rooftops and indoor areas are now top-class play surfaces.

FIELDTURF TARKETT



What also helped was that FieldTurf is a member of the US Green Building Council. The product is made from recycled plastic, does not need the use of a precious resource like water, or fertilizers etc. When installed on a rooftop, the heat is absorbed in the grass layer and cools the rooms under it by over 5°C, thereby reducing energy needs! A truly eco-friendly product that is in line with the global trend of Green Buildings. Usage of FieldTurf accrues points for a building to be LEED (*Leadership in Environmental & Energy Design*) certified.

Currently there are over 1,100 installations.

During this period, there were some major achievements that FieldTurf India can be proud of:

- *First and only FIFA standards artificial grass football field in the SAARC region, (Goa) inaugurated by Union Minister and President, All India Football Federation, Mr. P R Dasmunshi. Many coaching camps of the Indian national team, Indian Junior team and top clubs like Salgaocar, Dempo, Vasco etc., are regularly held here.*
- *First Indoor cricket academy, with an all-grass surface, where VVS Laxman practices regularly as also Ranji teams. India "A" comprising Robin Uthappa, Piyush Chawla, R.P.Singh, Rohit Sharma, Venugopal Rao and the rest had a coaching stint here under*

FIELDTURF TARKETT

Coach Robin Singh. Australia A, New Zealand A are some of the other teams who practiced at this facility.

- *Synthetic track obstacle course (Military Pentathlon) for World Military Games, Hyderabad (2007). First of its kind worldwide for this special sport.*
- *Basketball courts for Indian Navy*
- *Indoor Sports flooring for Reliance*
- *Dozens of premier clubs and restaurants use this for their “lawns”*
- *Many international and highly reputed schools use this for their play areas*



(Before – After) SAARC’s region’s first (and only) FIFA standards artificial grass football ground (Goa).

Professional sports fields like the FIFA standards football ground needed months of complex sub-base preparation, with an underground drainage system. Suddenly the Mechanical Engineer had to brush up and become half a Civil Engineer in double quick time. And no one to turn to in India for help...after all this was the first-of-its kind project in the SAARC region!



FIELDTURF TARKETT



Clients with just about every type of installation were praising the product, its installation quality and more importantly, how it provided a solution to their challenges.

Mr. Umaji Chowgule, Director, Chowgule Group, Goa, who single-handedly pushed for the first such FIFA standards field in the SAARC region had these comments after using the field for 18 months: *"The FieldTurf field being the first of its kind in India and the SAARC countries adds to our pride. I must thank you for introducing this wonderful product, which truly "looks like grass and plays like grass". I must express my appreciation of your Company's handling of the project in the most professional manner. The engineering skills and expertise utilized by you to achieve the results were remarkable."*

Mr. Vidyuth Jaisimha, former Ranji player, coach and Director of the M.L. Jaisimha Cricket 365 Academy in Hyderabad says this after 3 years of using FieldTurf: *"Our objective is to provide a world-class training facility, but with the added advantage of the facility being usable 24*7, 365 days a year. So it had to be an indoor facility. Which means natural grass was just not an option. Even if we did manage to grow grass, how would it survive the pounding by hundreds of budding cricketers playing on it everyday? FieldTurf came as the ideal solution. Not only does it provide the most ideal surface to practice, it is practically injury-free and kids can learn their diving and the slide-stop technique right at an early age, without scraped knees and elbows. Bowlers don't bust their ankles and knees like they do on hard surfaces. FieldTurf is integral to the advanced*

FIELDTURF TARKETT

concept of cricket training that we provide. No wonder this facility is popular across young school cricketers, Ranji teams, Test & India “A” players as well as Corporates and social groups who use it for fun cricket as well”.

Looking back over the last 4 years, Anil Kumar says, “We are really happy with the way the concept has worked out in India. Not only providing site-specific solutions for homes, businesses and sports, but also the fact that plastic waste is recycled, water is conserved and there are injury-free play areas for kids. It is satisfying to see this product open up new business avenues and new revenue streams for our clients. 65 people now directly employed in the FieldTurf business across all our associates”.

FieldTurf in current times has been aggressively on the radar of media.

- Recently, FieldTurf Tarkett India was listed among the Top-30 in the India’s Hottest Start-ups by TATA National Entrepreneurship Network.
- Anil Kumar - M.D. FieldTurf Tarkett India, was felicitated with ‘STAR ENTREPRENEUR’ award by 2nd Indira International Innovation Summit.
- India’s prominent business channel CNBC TV-18 covered the journey of FieldTurf Tarkett in India talking to Anil Kumar – M.D, FieldTurf Tarkett India on ‘Young Turks’ program.

The potential for the use of FieldTurf is vastly more: Home rooftops / balconies, children’s play areas, sports fields, traffic islands, road medians, sunlight or water deficient areas etc....wherever growing natural grass is difficult or impossible to maintenance.

- 1,100+ installations across 81 cities & towns in India
- Distributor network covering 18 states and even Sri Lanka
- Profitable every year (except the first partial year).
- Zero-Debt company.
- Cumulative Brand revenue: 20 Crores (end-client billing).
- Total employment: 65 (Direct & Distributors)
- Unique installations include:
 - Reliance Industries (Mukesh Ambani’s office)
 - Infosys (a world-wide first-of-its-kind installation of a 50,000 sft rooftop angled at 45°)
 - Chowgule College (88,000 sft FIFA standards football field)
 - M.L.Jaisimha Cricket Academy (first all-weather / round-the-clock cricket facility)
- Over 6,00,000 sft installed in India! *(That’s 8 crore litres of water*

FIELDTURF TARKETT

The future looks pretty bright and “green” with more and more architects and clients seeing the benefit of using these maintenance-free lawns. Soon the coverage should extend to over 100 cities & towns and other remaining SAARC countries.

With this platform, FieldTurf Tarkett India has now launched the entire range of sports surfaces:

INDOOR SPORTS RANGE

Suitable for: Volleyball, Badminton, Basketball and all indoor sports & games.

Standards: FIBA and other respective sports governing bodies.

Available in: *PVC, Wood, Linoleum, Polyurethane and Textile.* Over 10 colours.

Product: **OMNISPORTS:** Vinyl sports surfaces floor covering over fiberglass mat with PVC foam backing. Sanitized (anti-bacterial coating). Protected with Top Clean (dirt-resistant treatment that reduces need for polishing). Available in 3 grades: **Training, Pro and Competition.**



OUTDOOR SPORTS RANGE

- a)** Tennis: Synthetic Acrylic Coating; Artificial turf and Synthetic Clay and Indoor Tennis Range.
- ITF and non-ITF standards
 - Used for practice and competition at the highest level as well as in schools and clubs.

FIELDTURF TARKETT



b) Synthetic Tracks: IAAF and non-IAAF standard tracks. Sandwich and full-pour EPDM / SBR rubber athletic running tracks.



FIELDTURF TARKETT

PROMINENT INSTALLATIONS IN INDIA



For more details, visit: www.fieldturfindia.com or email: info@fieldturfindia.com.