



Believe



**The Best Time To Plant A Tree
was 20 Years Ago,
The Second Best Time is
Now.**



GREENLANDS[®]

Creating a Greener World since 1940

THE LEGACY



SHRI P.M. GAYWALA, Masters in Agriculture worked as a consultant with the government of Shillong and gained immense practical knowledge.

In the year 1940, he started his firm - Horticulture Services Centre and started Horticulture contracting & consultancy for factories & industries for their requirements. There were a select few knowledgeable people in the field of Horticulture & we feel proud that we are one of them.

His son Mr. Sanjiv Gaiwala, continued the legacy of this green business for construction companies, big mills, institutions & HNIs in & around Maharashtra. His 1st celebrity client was Shri. Amitabh Bachchan and he was personally involved in beautifying his bungalow in Juhu, Mumbai.

MISSION

MISSION

To carry on the legacy that we have created since 1940 in Landscape & Horticulture services like beautifying every nook and corner of the cityscape. Vertical Gardens for space deprived places & Urban Farming across the country. Setup Garden Centres and promote Green living in every home. To promote Green gifting for every occasion possible and place a plant in every hand.

VALUES

The core value of GreenLands is to serve all our clients well and complete all projects within the time lines.

We greet each project with enthusiasm our success is build upon lasting client relationships.



Being a part of this beautiful Green Endeavour, our vision is to create awareness about the benefits of having plants in your surroundings and contribute our bit to make Mother Earth a better place to live.

To promote Miyawaki planting (Dense planting of trees) in cities. Urban Farming for a healthier future. Reduce, Reuse & Recycle for a sustainable living.

VISION

VISION



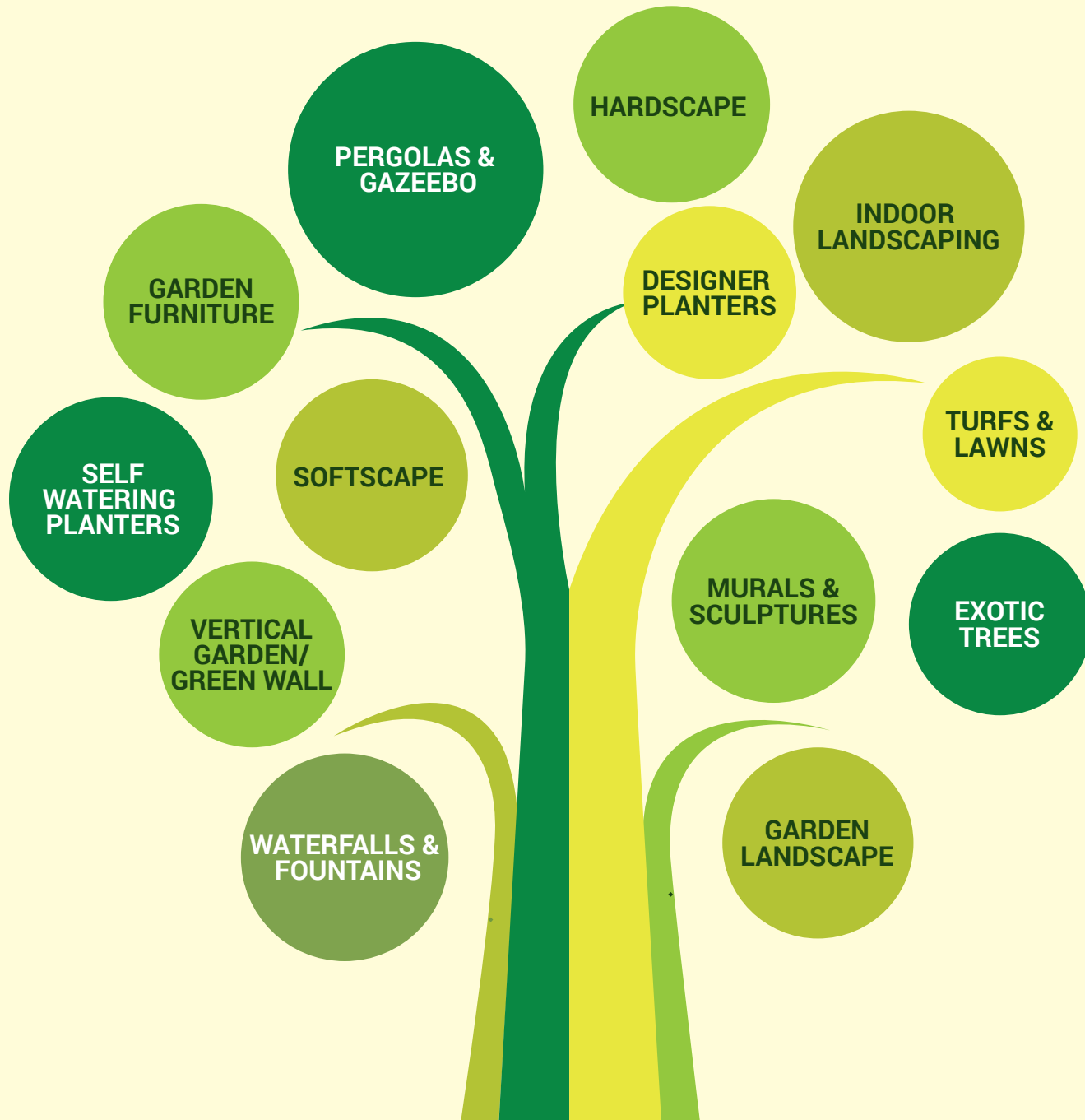
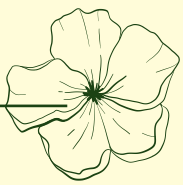
Mittesh Gaiwala

He is the 3rd generation in the family business, Nature has always been close to his heart, from a tender age of 15, he used to spend most of his holidays in nurseries or on sites practically gaining knowledge under the able guidance of his father and mentor Mr. Sanjiv Gaiwala.

GreenLands started undertaking Landscape projects on turnkey basis which includes Hardscape & Softscape to meet project schedule and budget parameters. GreenLands strives to serve all area landscaping needs through dedicated, professional services and a guarantee of client satisfaction.

To cater to the growing demand & taking gardens to space-deprived homes in cities, he started his retail venture in 2009, specialising in high-quality Exotic indoor plants and home gardening accessories in Malls & Super Markets. GreenLands has set a new trend in Green Gifting & Garden Décor in the country. He also introduced a unique service called "Book my Mali" to maintain your plants, green walls & gardens at your door step.

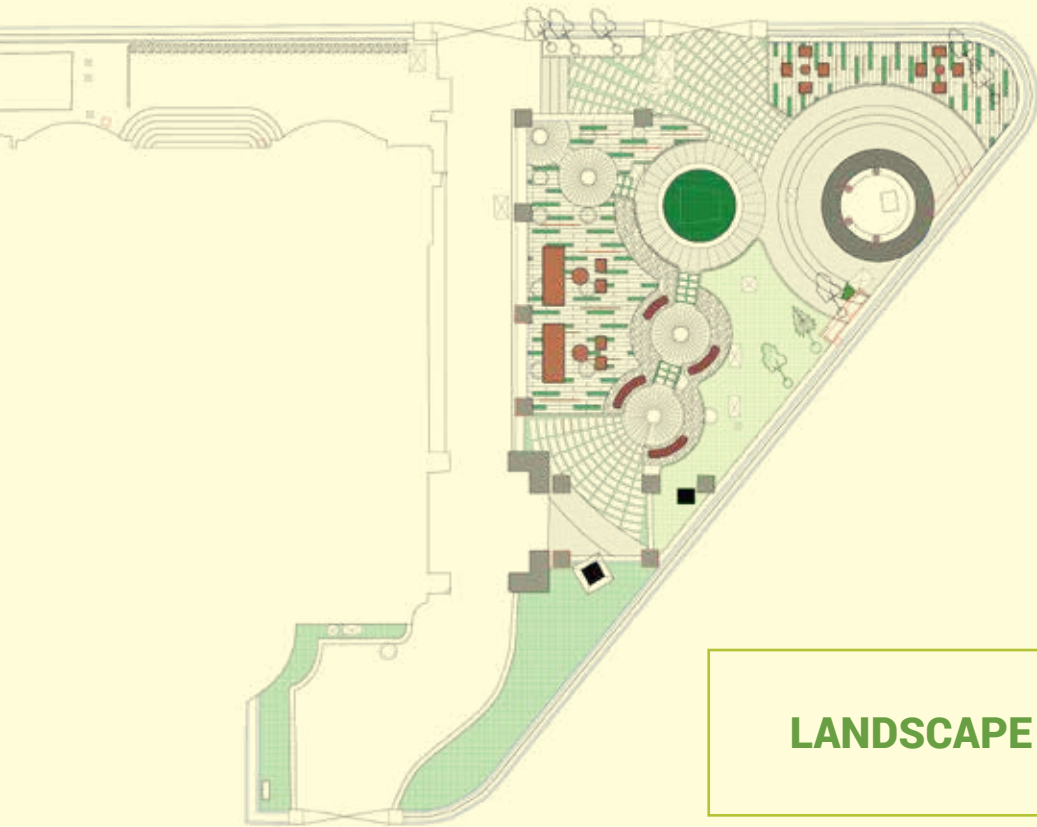




SERVICES

LANDSCAPE DESIGN

LANDSCAPE DESIGN



LANDSCAPE LAYOUT



3D DESIGN

Our team of experienced designers and draftsmen, design a barren land into a beautiful green zone, keeping the site and taste of clients in mind.

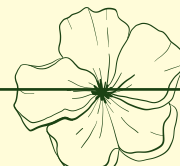




DEUTSCHE BANK, MUMBAI

ONE GREEN MIILE

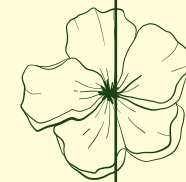
ONE WORLD CENTRE



LANDSCAPE DEVELOPMENT

Once the design is approved, our team starts with the execution of the project like hardscape, fabrication, plumbing, lights, water bodies or any civil work required at the site. Softscape development and drip irrigation is the last thing to complete the project.





LANDSCAPE CONSULTANCY

We undertake consultancy services across India. From designing to tendering to selection of the vendors and execution of work, we make sure that the work is completed within the given time frame & budget.





LANDSCAPE MAINTENANCE

Our expert team of Horticulturists, Supervisors, and Gardeners maintain & nurture the garden areas in lush green condition throughout the year, using latest tools & equipments available.



BAJAJ FINSERV - PUNE



Our team makes sure your area is planned and executed for a long-term green effect. Creating green spaces on any surface is what we specialize in.

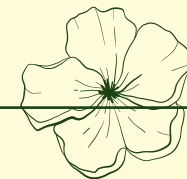
TERRACE & PODIUM LANDSCAPES





VERTICAL GARDENS & LIVE MOSS WALL

Our team will make your walls green and growing. Installing live Moss walls (Indoors) and Vertical gardens (Indoors and Outdoors) in spaces ranging from a few meters to giant open spaces in the sky.

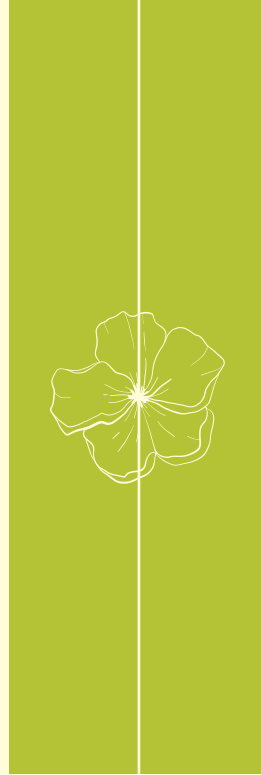


PLANTS ON HIRE



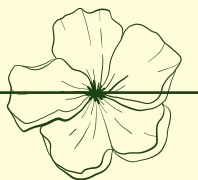
Well-maintained office plants offer multiple benefits to the people who work around them. These include people feeling healthier {physically and spiritually}, breathing clean air with less toxins, and offering a more aesthetically pleasing workplace.





Fall protection surfaces for Children's Playgrounds, Jogging Tracks, Rubberized Play Areas, Gym Flooring, Sports Courts, Football Fields, Cricket, Hockey, and Amusement Parks.

EPDM & CHILDRENS PLAYING EQUIPMENTS



ARTIFICIAL GRASS, GREEN TILES & TREES

We develop natural-looking lawn areas without using any soil, sunlight, and water. With our expertise we can install artificial grass, green tiles, and trees anywhere you want.



"ONE CALL DOES IT ALL"

GARDEN & PLANT
MAINTENANCE
AT YOUR
DOORSTEP

Book Now
+91 8454 99 6945



OUR SERVICES

- Balcony/Terrace plants maintenance
- Vertical Green wall maintenance
- AMC of Gardens / Flowerbeds
- Plants on Vacation
- Plants on Hire
- Gift a Plant - Gift a Life
- Kitchen Gardening / Hydroponics
- Festive Floral Decor

₹999/-
ONWARDS



BOOK MY MALI™



 bookmymalinow

 bookmymali

INDIA'S BIGGEST GARDEN CENTRE IN A MALL

RETAIL OUTLETS

To cater to the growing retail demand and take gardens to space-deprived homes in cities, we started our retail division specializing in high-quality exotic plants and garden accessories.



INORBIT MALL, MALAD WEST



KORUM MALL, THANE WEST



STAR BAZAAR, ANDHERI WEST



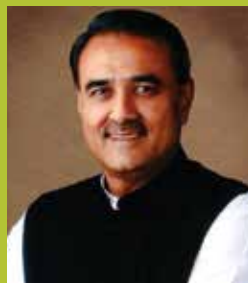
OUR CLIENTS



MR. ADITYA THACKERAY
Minister of Tourism and Environment
Government of Maharashtra



MR. RAMDAS KADAM
Minister of Environment Maharashtra



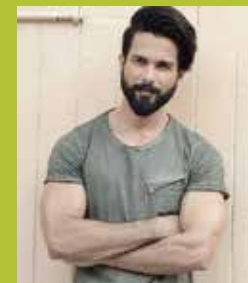
MR. PRAFUL PATEL
Indian Politician and Businessman



MR. AMITABH BACHCHAN
Actor



MR. KARAN JOHAR
Director



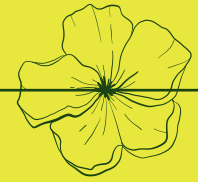
MR. SHAHID KAPOOR
Actor



MR. SAIF ALI KHAN
Actor



MR. RONNIE SCREWVALA
Director



RECOGNITION & AWARDS

THE FRANCHISING WORLD - AUGUST 2011

RETAIL
Open Up! MITTESH GAIWALA



With a challenge of converting a 1,500 plus sq.ft plant nursery into a limited space of 150 plus sq.ft retail outlet that sells plants and accessories at a reasonable cost is a brainchild of a third generation entrepreneur Mitesh Gaiwala, Creative Head and Proprietor, Greenlands. He tells Anupreet Kaur about the idea of selling nature's impulse product by venturing into franchising.

THE RISE OF GREENLANDS

How did you get the idea of venturing into landscaping business?
We saw into landscaping and horticulture field since 1988. With our strong position. In this field, now we want to create a greener world and contribute our bit against global warming.

It was all started by my grandfather the late P.M. Gaiwala. After him, my father Sanjay Gaiwala started developing gardens for construction companies, institutions, banks, housing societies and film celebrities too. After striving for almost 30 years, I have learnt a lot from my father in terms of practical and onsite knowledge. It took me over 10 years to get into the roots of my green business. In 2009, we entered into the retail industry. Our main aim was and still is to satisfy all our clients.

What kind of services do you offer?
We undertake projects on turnkey basis and meet project schedule and budget parameters. Our success is built upon lasting client relationship. Greenlands strives to serve all areas landscaping needs through dedicated, professional services and a guarantee of client satisfaction.

Tell us something about your products.
The Garden Boutique is specially designed to cater to all home gardening needs of the masses and so a complete range of indoor plants, garden facts, accessories and new products, which are appreciated by all plant lovers are sold in all our outlets.

Why do you want to strengthen your business through franchising model?
This green business is like digging gold from mud. Once you manage to operate one outlet, you will want to open more such outlets. Also, it requires personal involvement, maintaining inventory, managing staff and investments like (Greenhouse or open place to stock plants and other products, deposits and rents). We believe all this can be smoothly managed through franchising. We have designed our outlets in such a way that we can set-up and start operating within 15-20 days after completing all formalities.

What training and support do you offer to franchisees?
We train our sales staff and franchisee in terms of taking care of plants and products, guiding consumers about buying products and offering maintenance tips for their existing plants. Greenlands will also provide its brand name, expertise in setting-up outlet and merchandise management expertise. We provide such and every aid/in to their requirements so that a franchisee does not have to run from pillar to post.

Where do you see your company five years down the line?
Presently, we have four outlets. Our target is to open around 150 outlets in India through franchising with a turnover of Rs 18-20 lakh each.



64 | THE FRANCHISING WORLD | AUGUST 2011

THE FRANCHISING WORLD - SEPT 2012

35 BEST SPECIALITY RETAIL FRANCHISES

GREENLANDS

Heading for greener pastures

Greenlands The Garden Boutique, started in 2009, is a specialty retail concept concentrating on home gardening requirements of the masses. Though there are age-old nurseries which sell outdoor plants, the brand caters to indoor plants and allied accessories like tools, plant food, planters and imported garden-related products. Greenlands holds a good share in the concept as the brand introduced it in malls across Mumbai.

With the fresh and unique concept of garden boutique, Greenlands has left its mark on specialty retail in India.

Franchisable opportunity
It was in 2011 that the brand planned to expand through franchising. Through its four outlets in different parts of Mumbai the brand realised that plant lovers require its products in other cities and areas across India.

Spreading footprints
The brand is all set to market its products in metros, mini-metros, tier-I and II cities. The brand's target is to open about 150 outlets in India through franchising.

Franchise facts
Investment: Rs 3-5 lakh
Area: 150-200 sq ft
Break-even: 12-18 months

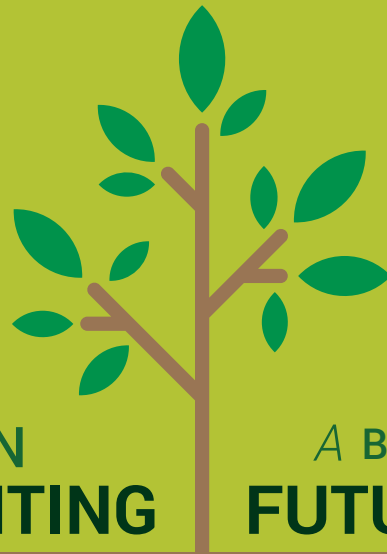


THINK
GREEN

THINK
GREENLANDS



**NATURE
IS THE GREATEST PLACE
TO HEAL & RECHARGE.**



LET'S **BEGIN
PLANTING** | *A BETTER
FUTURE*

 +91 8454 99 6945 / +91 9320 10 5979

  greenlands1940

 contact@greenlands.co.in

 www.greenlands.co.in

OUR PRESENCE

GARDEN CENTRES

INORBIT MALL, Malad West, Mumbai

STAR BAZAAR, Andheri West, Mumbai.

KORUM MALL, Thane West.

OFFICE & NURSERY AT

Plot no. 1719, Vrundavan Society
Opp. Green Village Resort, Madh
Marve Road, Malad (W), Mumbai -
400095.

