



## Message from Director's Desk :

It gives me immense pleasure to publish **AMULYA-TIMES**, a new start up Quarterly News times of Amulya mica where you will get all news, happening & events of Amulya mica. As you all know, we are celebrating **10 years of Excellency**(from 02-Dec-2004 to 02-Dec-2014). In those years, we all together witnessed good times & hard times. I extend my sincere thanks & gratitude to company's all close associates , patrons, Distributors, Dealers, suppliers & my entire team who have given utmost support & efforts to lead Amulya mica , a great height of **SUCCESS & make our business so incredibly alive TODAY !**

Our laminate industry is fashion related industry , which is used as a décor for our home, office & elsewhere. **High Pressure Laminate (HPL)** is one of the popular product categories among interior materials, where India has emerged as vital player offering high product quality with International standards. As per survey of **PLY-REPORTER, Worldwide, India ranks 2<sup>nd</sup> amongst decorative laminate producing countries in terms of quantity of laminates produced.** Everybody is waiting for "Achhe Din " when we all will see the growth in every sector specially in infrastructure development and housing sector where our demand is more. As new budget & new financial year 2015-16 started, we can expect **NEW HOPE of GROWTH.**

At plant , production capacity is increased to 2,50,000 sheets per month from 1,60,000 sheets per month. We design our laminates to enhance the look and feel of spaces with its 500 design and 60 finishes beside suede, matt and glossy finishes and textured from imported design papers like Chiyoda-Japan, Techno Cell –Europe, Shatt décor, Suddeco, inter print, Deco tech- Spain etc. **for domestic as well as international 'Design Conscious' buyers, so to fit in their life style. It is the place where the colours are applied in tandem with culture to bend the ambience.**

Last but not least, our vision –

**"We 'll have more new things & news from our group and we look forward to great more things happening in coming DAY !!!"**

**We wish you all Happy & Prosperous New Financial Year 2015-2016 and hope all of our business expand far & beyond !!!  
Happy Reading.....**

Rakesh Agarwal

**Published By:**  
**Purbanchal Laminates Pvt. Ltd.**  
(A Govt Of India Recognised Export House)

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*Ghar Sajaye  
Saath Nibhaye.*



## Milestone:

### 1. Amulya Mica – Awarded with EXPORT HOUSE STATUS by Govt. of India

The Govt. of India has awarded Purbanchal Laminates Pvt. Ltd as Export House Status in 26.04.13 in recognition of achievement in the international Trade & Commerce. At present, we are dispatching our laminates more than 10 countries of the world...Dubai, Hongkong, Istanbul, Jeddah, Malaysia, Myanmar, Nepal, Phillipines, Riyadh, Singapore, Switzerland, U.K, U.S.A & Vietnam.

### 2. Amulya Mica – Awarded with Power – Brand Rising Star as most emerging brand of India by Indian Council of Market Research (ICMR) & IIPM Think tank at glittering ceremony in LAS – VEGAS U.S.A

### 3. SME Award : (Small & Medium Enterprises)

We are proud to announce that our company Purbanchal Laminates Pvt. Ltd., has been awarded with "Gujarat SME (small & medium enterprise) Excellence Award- 2014. in the category of 'Manufacturing sector on 7<sup>th</sup> Feb/2014. Our MD Shri Rakesh Agarwal has received award by Dr. Anup Pujari , Director General of Foreign Trade, Dept. of Commerce , Govt. of India at grand glittering ceremony in Hotel Cambay Grand , Thaltej , Ahmedabad.



### 4. Nomination as member in Boards of Governors (BOG) of IPIRTI ( Indian Plywood Industries Research & training Institute ) for Two Years (2014-2016)

MD Shri Rakesh Agarwal has been nominated as a member of Boards of Governors (BOG) of IPIRTI ( Indian Plywood Industries Research & training Institute ) for Two Years (2014-2016) by the Ministry of Environment & Forests, Government of India.

### 5. Smart Kiosk App:

Amulya mica, has introduced Smart Mobile & Tablet application along with new design of Kiosk for 'Design Conscious ' people to fit in their life-style. Now in the era of digitalization , it is an easy process to check dream interior with desired colour / shade enhance to look & feel of spaces, by just clicking the key. We are proud to say that this smart Kiosk Apps are installed in Pan India our Dealer Net work for smart & design conscious people and it is first of its kind in laminate industry.



### 6. Fire Retardant Plywoods & Doors:

We are pleased to inform that we have successfully manufactured and tested Fire Retardant Plywood & Door and it is approved by Bureau of Indian Standards (BIS). Fire retardant Plywood – Specification [CED 20: Wood & other Lignocellulologic products] and now waiting for License

**7. Increase the Production Capacity from 1.6 lacs sheet per month to 2.50 lacs per month to meet the increased demand of laminates from our patrons.**

### 8. Amulya mica Designers' Book

As Amulya mica is fashion related interior industry, so the company has taken initiative to bring a mixture of Classical & Modern furnishing ideas with rich regional accent through his Designers' book – a collection from Pan India Architect & Designer that to fit in the life style at home & work place. We are pleased to inform that we have successfully published our three Designers book till now.

### 9. Bar-Coding System

We are pleased to inform that we have adopted successfully Bar Coding System in dispatching the products. Each & every sheet is gone through Bar Code scanner before despatch. This is the first of its kind in Pan India in our panel Trade.

## CSR ( Corporate Social Responsibility)

### 1. Plant for Planet : Building green projects , planting seed of Hope.

As we all know every breath of ours is indebted to greatness of the mother Earth. Realising our commitment towards conservation of nature and maintaining ecological balance, we promise to plant **1 tree for 36 Pieces of plywood**, we (our group of company) manufacture. To achieve this milestone, we have still to date planted **25000 Trees in Jodhpur, Rajasthan** with the help of **GIVE INDIA (NGO), Mumbai, India**. It will be continuous process to plant trees every year in proportionate of sale of plywood. Being member of Indian Green Building Council (IGBC) , we are spreading the **GO-GREEN** concept time to time.



### 2. Health Check-Up

Amulya mica is not only committed for conservation of nature by planting trees on mother earth, it also equally alerts & aware of health & safety of work place and its staff & workers. For this, Amulya mica has awarded **OHSAS : 18001**, Occupational Health & Safety Assessment Series certificate for health & safety management. Under this category, Amulya mica has organized regularly health check up camp. Recently, on **6<sup>th</sup> Feb/2015**, it has organized a preventive health check up camp in association with **Kandala Timber Association Hospital , Gandhidham** at factory premises. The doctor has given health awareness and emphasis more on prevention of diseases. The doctor has checked staffs & worker's health, blood pressure etc. And has collected blood samples for precautionary purposes.



**Mr. Rakesh Agarwal , MD of the company** , himself was present & supervised the camp. He also advised to take precaution for health because

**“PREVENTION IS BETTER THAN CURE “  
and “A STITCH IN TIME SAVES NINE”**

**HEALTH CHECK TODAY FOR HEALTHY LIFE TOMORROW**

### 3. Co-sponsor with Rotary Club ,Bangalore for Noble cause

Purbanchal Laminates Pvt. Ltd 'Amulya Mica' & Amul Boards Pvt. Ltd ' Amul' & 'Saket' has a boarder sense of corporate social responsibility and is committed for social upliftment of society.

On **1<sup>st</sup> Mar-2015**, Rotary Club , Bangalore had organized **Laxmikant Pyarelal Nite** in **Christ University auditorium ,Hosur Road, Bangalore** for charity purpose to medical help of Orphanage. Amulya mica was Co-sponsor with Rotary club for this noble cause.



Glimpses' of the nite.....

**Event : Talk of the town : An evening of Nostalgic melodies recreated by the Maestro himself... an evening of Laxmikant Pyarelal hit conducted by Pyarelal Ji himself.**

The fact is that Amulya mica & Amul Boards is not only committed for conservation of nature, **Mother Earth** by planting 1 Tree for every 36 Pcs of Plywood manufactured but understands its responsibility for upliftment of downtrodden & disable people of society. **So Come & Join with our PARIVAR for betterment of society.**



## International Exhibition to create Brand Awareness for Export Promotion ...



Exhibition At RIYADH  
(17-20 Feb/2014)

### Interzum Cologne -2015, Germany: International Trade Fair From 05-May-15 to 08-May-15

It is our pleasure to announce that we are participating in World's leading Trade Fair Interzum Cologne -2015 at Cologne , Germany which is going to be held from 05-May-2015 to 08-May-2015. Our Hall No : 06.1 , Stand No :- D-075.



Interzum is an international Trade Fair for supplier of the furniture industry and interior fitting, which takes place every two years in cologne. Trade Fair exhibits materials and components for furniture production and interior design, equipment, materials and components for the production of upholstered furniture and mattresses, cover materials, innovative materials and lighting technology. The exhibitors show the latest design trends & visions. Therefore the Fair is a source of inspiration for Product developer, Architects & Designers. We hope to see You in our Stall at Hall No 06.1 ,No- D-075 from 05-May-15 to 08-May-15 Colone, Germany !!!!



### International Events :

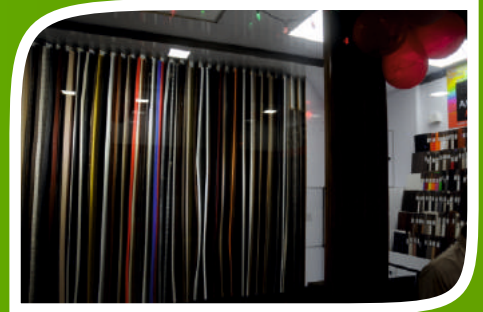
Since four years, Amulya mica has been organizing its ORANGE RIBBON AMBASSADOR award function cum conference to overseas with its all India Distributors, Dealers, Associates, Managing Bodies and its employees. Still now, our team had enjoyed the trip of BANGKOK ( 2011 ) , DUBAI (2012), MALAYSIA (2013) & PHUKET (2014) . Our upcoming trip will be at BALI, Indonesia ..in the month of MAY-2015.

For new financial year 2015-16, our next new destination after BALI, Indonesia is HONGKONG –MACAU. So, HURRY !!! and get touch with nearest Amulya mica Distributor to understand scheme of Foreign trip.....

## Amulya Mica: A Banquet of Styles...



Indore: Decorated Amulya Mica A x 4 size samples in Royal Plywood, Indore.



Chennai: With association with Shri Hiralal Jain of JokarPly, Chennai.



Udaipur: With association with Shri Gaurav Mehta of Vardhman Laminates, Udaipur.



Ludhiana: With association with Shri Taapas Gupta of Hari Bol Traders, Ludhiana.



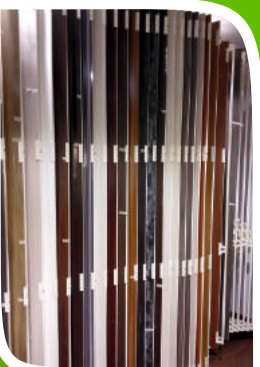
Nagpur: With association with Shri Shyam Maheshwari of Gantavya Marketing, Nagpur.



Jodhpur: With association with Shri Abhishek Jain & Shri Gaurav Patwa of Bafna Trader's Shri Sumati Plywood, Jodhpur.



Bathinda: With association with Shri Sanjeev Jindal of Jindal Plywood, Bathinda, Punjab.



Bangalore: With association with Shri Vijay Poddar of Shyam Plywood, Bangalore, one of the biggest outlet of Karnataka



Valsad: With association with Shri Harshad Bhai of Jalaram Home Decor, Valsad.



## Glimpses' of National Exhibition



Glimpses' of our presence in The Economics Times ACE-TECH-2014, Delhi from 18-Dec-2014 to 21-Dec-2014 at Hall No – 11 & Stall No –E-10-A.

## Glimpses' of National Events

Nagpur Dealer Meet on 21-Aug-14 at Hotel Radisson in association with distributor "Gantavya Marketing"



Bhubneshwar : Dealer Meet on 19-Sep-2014 at Hotel The Marion – Bhubneshwar in association with Vandana Plywood, Bhubneshwar.

# Glimpses' of National Events

**Ranchi : Dealer Meet on 20-Sep-2104 at Hotel AVN Grand ,  
Ranchi in association with P.K.Hardware,  
Ranchi**



**Chandigarh : Contractor Meet on 27- Dec-2014 at Hotel Sky ,  
Chandigarh in association with new  
distributor M/S Aventino International , Panchkula & Dealer  
M/s Gupta Plywood , Chandigarh.**

**. Dehradun Amul Boards Promotional Sales Meet for Brand  
" Hercules" & "Amul"  
on 9-Jan-15 & 10-Jan-15 at Hotel Royal in association  
with M/s Modern Enterprise,  
Dehradun & S.K. Trader, Dehradun.**



**Kurukshetra , Haryana : Contractor Meet on 17-Jan-15 at Hotel Safron ,  
Kurushkshetra, Haryana in association  
with 'Singla Plywood & Hardware',  
Kurukshetra, Haryana for the promotion of AMUL Plywood & B/Board.**

**Kolkata : Dealer – Meet on 6-Feb-15  
at Hotel Hindustan International ,  
Kolkata in association with  
Distributor Neelkanth Sales Agency.**





## Best Vastu Tips for the Office :

Vastu Shastra is a doctrine that is followed by a lot of people when it comes to the construction of houses and offices. This is one of the best ways through which they can make sure that they get a large influx of positivity and prosperity into their lives. This, in fact, is an ancient Indian principle, so it certainly has a lot of credibility. With the help of a few **Vastu tips for offices**, you will certainly be able to enhance your own financial luck.

1. **No obstacles:** Business and work has to be about free and unending opportunities. In order to promote the amount of opportunities you get, you have to make sure that there are no obstacles in your office. There should be nothing obstructing the path between you and the entrance to your office.
2. **Keep the centre empty:** The centre of your office space or work space should be kept empty. If you are working from within a cubicle, you have to make do by drawing a circle at the centre of the work station and make sure that you don't really use any objects within that circle.
3. **Location of the reception:** If you are running a business, make sure that the reception to your business is located in the north-eastern part of the office. When the receptionist faces the clients and the potential customers, he or she has to be looking in the north or the eastern direction, for these are the directions of birth and revival, or new chances as well.
4. **Accounts department:** One of the tips for Vastu Shastra for office is that it would be best for the accounts department to be located in the south eastern part of the office, for this is the direction that stands for prosperity and when the accounts department is kept there, it will be able to attract more returns.
5. **Marketing department:** The marketing department is all about connecting with the people and making sure that they are approachable and saleable, so this department should be located in the north western portion, where the harmony can be promoted easily.
6. **Pictures of God:** In Vastu Shastra, it is considered quite well for people to display their points of view. Hence, having some pictures and Gods would help in promoting the general good spirit and also the spirit of good luck and prosperity.
7. **Using the right colours:** In the office, Vastu Shastra would recommend that you use colours like white, grey and blue so as to put across the right meaning. Certain colours can help a person feel better and it can certainly help them cheer up as well. Hence, using these colours for office Vastu Shastra would certainly be a good idea. [ source : Internet ]

## Natural ways to get rid of Termites in small pieces of Furniture

**Cardboard Trap:** Exterminators often use cardboard for bait traps because it contains an organic compound called cellulose that is attractive to termites. Create your own cardboard trap by spraying three or four pieces of cardboard with water. Stack the damp cardboard together and place the trap near the furniture, which will draw the termites to the cellulose and into the dampness of the cardboard. Leave the cardboard trap in place for two to three days. Remove the trap and burn it to dispose of the trapped termites.

**Sunlight:** Termites prefer dark areas, so one natural approach calls for setting the furniture outdoors throughout the day to ensure that heat & sunlight reach any termites trying to hide. If there is no sign of rain for several days, you may wish to use the cardboard trap in conjunction with the sunlight to maximize termite removal.







## Summer Health Tips --- Burning UP? Some tips to cool down your body.....

In the warmer, longer, lazier days of summer, improve your health in a fashion so seasonally , you 'll barely notice the efforts...

### 1. Get Dirty ... and Stress Less :

To improve your stress level, plant a small garden, cultivate a flower box, or if spaces is really limited, plant a few flower pots... indoors or out. Just putting your hands in soil is “grounding”. And when life feels like you're moving so fast your feet are barely touching the stuff, being mentally grounded can help relieve physical & mental stress.

### 2. Get outside to Exercise..

Pick one outdoor activity--- going on a HIKE, taking a NATURE WALK, Playing games such as TAG with your KIDS,CYCLING ,ROLLER BLADING or SWIMMING – to shed that cooled up feeling of gym workout.

*Always remember – the family that plays together not only gets fit together – it's also a great way to create bonding time.*

### 3. Dress For the Heat :

Wear light weight, light coloured clothing, choose light , breathable fabrics such as cotton, and wear sun glassed to protect your eye.

### 4. Eat Light , small frequent meals include salads in your diet –

Start morning with a sweet , juicy fruit at breakfast. Citrus fruits are also very cooling. Eat whole or extract their juice. Consuming leafy lettuce and summer greens and cucumbers in salads are delicious ways to stay cool. These foods contain a significant amount of water and can actually thin the blood, which has cooling effect. Onion too are great in the summer, because of their ability to beat the heat and provide relief from summer ailments.

### 5 To cool the body through sweating -

Add small amount of hot spices to food while cooking. Hot chili peppers, fresh ginger and black pepper are the great Indian spices to make it really hot for you and then to cool you down. Try & check the result. !!!!

As the mercury rises , the last thing on one's mind is Food – but if you eat smart, small & light meals and accompany it with plenty of fluid, you will be a cooler winner.

These are simple ways to boost your health this summer and stay fit. Try one or try them all. They are so easy you won't even know they're ---- shh ----- good for YOU..

**“HEALTH IS WEALTH HEALTH IS WEALTH”**

## Patron Speaks

We are doing business with Amul Boards Pvt. Ltd & Purbanchal Laminates Pvt. Ltd since long. We are very happy & quite satisfied with the quality of products and services, provided by the company. We sincerely appreciate your responsiveness and the way you conduct business, completely like a family would do.

We always recommend Amul Ply & Amulya mica's name to others because of our satisfaction with the co. We look forward to doing business with you for years to come !!!

**Purushottam Das Patel**, Jalaram Ply & Timber, Company. Vadodara.



We, M/s Rajdhani Timber Trading Co. (Jagat Puri-Delhi), are proudly working as authorised dealer of Amulya Mica products ,i.e. laminates and plywood for last so many years. We always found the product & services of the Co. very good and up to the mark. We assure our long association & support & good luck to, Brand Amulya for grand success in future.

**Manu Khosla**, Rajdhani Timber Trading Co., Jagat Puri, Delhi.  
(Phone) 011-22012799.



We have been using Amulya Laminates & Plywood Products in our various projects (Pan India) for so many years. We found Products & services of the company very good & up to the Mark. The

new edition of 7 wonder series is exceptionally good. We assure our long term association & support to brand Amulya and wish you every success YOU deserve.

**Ar. Neeraj Dhingra**, Dhingra Associates, Kiran Vihar, Delhi. (Phone) 011-22370277



Only few days back, we started to work with your Product. Design & shades are very beautiful and as per latest market trend. We are satisfied with your quality product and courteous services. We want you to know that we appreciate your hard efforts and look forward to continuing friendly business relationship with YOU for years to come. GOOD WORK. KEEP IT UP!

**Kanhaiyalal Agarwalla**, Trade Well (Assam), Guwahati.  
(M) 9435107929/ 9435011668



Amulya Mica always brings fresh & innovative design and do complete justice with the life style of Indian buyers without compromising with the quality. It also respects the emotional desire of client for selecting their dream interior. ALL THE BEST.. AMULYA MICA.

**Rajesh Jain**, Nirmal Sharma Associates, Panchkula, Haryana  
(M) 9417005303





# Patron Speaks



At the time of choosing laminates, I always give importance to quality, durability and at the same time print quality and versatile design with 'near to real ' feel. Amulya mica is one of the leading companies in these laminate industries as they are taking care of all the aspect mentioned above. Apart from those, one more important thing which I love about Amulya , is their continuous process of discussing with people like us about the new designs and what will our customer like and the combination of colours. In recent past, they launched a new series of mica which is very real with natural veneers but with limited shades. I will look forward to get some more shades and texture in matt finish which they commit to make it in n near future.

**Well done AMULYA !! JUST LOVING IT.**  
**Abhijit Kumar Dutta, M.A.R. Associates, Kolkata**  
 (M) 9804333300



**Civitech Group**, a builder firm based out in Sector 63, Noida having its projects in Noida, Greater Noida and Ghaziabad has been associated with Amulya Group for many years. We have been using their products in our project, **Civitech Sampriti** at sector 77, Noida. We are very much satisfied with the service provided by Amulya. Further to this, we wish them all the Good luck in their future endeavor.

**Subodh Goel, MD – Civitech Group, Noida ,U.P.**  
 +91,120-4213239/40  
 Mail : info@civitech.in



Amulya Mica is one of the well known brands available in market. Laminates have wide range of designs, finishes and colours. Wooden range of suede finish is good for commercial projects and it matches our design perfectly. Quality of the material is best. Our carpenter's team is also satisfied with the product quality. Amulya mica has hardworking marketing team. Their follow-up keeps us updated for new products in the market. **Service is one of the reason**, we are using Amulya Mica and also suggesting the brand to our clients.

**Kisandas Bhansali, Effects Interiors, Pune (M) 9765811651**  
 effectsinteriors@yahoo.co.in



I have been using Amulya Mica products for quite some time in my project works and I am not only satisfied with the quality but also very happy with the look and style of the product. Looking forward to new and interesting products, my best wishes.

**Meeta Raina, Ghar Angan, Udaipur, Rajasthan**  
 Mobile: 9829791713. 8003348333  
 gharangan@gmail.com



Amulya Mica I think does an amazing job. It was really challenging to run a HPL plant from Gandhidham. Today Amulya Mica is a well known Brand because of huge effort, consistent quality and regular innovation from the entire team. What a privilege it is to be associated with Amulya Mica.

**Rajiv Agarwal, Asiatic Corporation, Navi – Mumbai**  
 (M) 9867524253

## Colour Theory for Designers : The meaning of COLOUR.

Colour in design is very subjective. What evokes one reaction in one person may evoke a very different reaction in someone else. Sometimes this is due to personal preference, and other times due to cultural background. Colour theory is a science in itself.

A colour trend that is increasing in popularity involves using HIGH GLOSS for accent colours that really pop. Here in this issue, we will discuss about WARM COLOURS, latest in trend and its meaning behind the different colour families.

WARM Colours include RED, ORANGE and YELLOW, and variation of those three colours. These are the colour of fire, of fall leaves, and the sun sets & sunrises, and are generally energizing, passionate & positive.

Red & yellow are both primary colours with orange falling in the middle, which means warm colours are all truly warm and are not created by combining a warm colour with a cool colour.

**USE Warm colour in your interior to reflect PASSION, HAPPINESS, ENTHUSIASM & ENERGY.**

### RED: ( Primary Colour)

In design, Red is a powerful accent colour. It can have an overwhelming effect, if it is used too much in designs, especially in its purest form. It is a great colour to use when power & passion want to be portrayed in the design. Red can be very versatile, through with brighter versions being more energetic and dark shades being more powerful and elegant.

Red is very hot colour. It is associated with violence, anger and warfare, at the same time it is associated with LOVE & PASSION (think of the red carpet at award shows and celebrity events). Outside the western world, red has different associations. For example, in China, Red is the colour of prosperity and happiness. It can be used to attract GOOD LUCK. In other western as well as Indian culture, red is worn by brides on their wedding days.

### ORANGE: ( Secondary Colour)

In design, orange commands attention without being as overpowering as red. It is often considered more friendly and inviting.

Orange is a very vibrant and energetic colour. In its muted forms, it can be associated with the earth and with autumn. Because of its association with the changing seasons, orange can represent change and movement in general. The colour ORANGE is the name of fruit itself, it can be associated with HEALTH & VITALITY.

### YELLOW: ( Primary Colour)

In design, Yellow can lend a sense of happiness and cheerfulness. Softer yellows are commonly used as a gender-neutral colour for babies and young children. Light yellow also give a more calm feeling of happiness than bright yellows. Dark yellows and gold hued Yellows can sometimes look antique and be used in design where a sense of permanence is desired.

Yellow is often considered the brightest and most energizing of the warm colour. It is also associated with happiness & sunshine. It is also associated with HOPE, as can be seen in some countries when yellow ribbons are displayed by families who have loved ones at war.

We will discuss more other colour in our next issue of Amulya Times. Still then check a brief of the meaning of COLOUR – What each colour SAYS -----

- |  |  |
|--|--|
| • RED : Passion, Love, anger               | • Black : Mystery, Elegance                    |
| • Orange : Energy, Happiness, Vitality     | • Gray : Moody, Conservation, formality        |
| • Yellow : Happiness, Hope                 | • White : Purity, Cleanliness, Dependability   |
| • Green : New Beginning, Abundance, Nature | • Brown : Nature, Wholesomeness, Dependability |
| • Blue : Calm, Responsible, Sadness        | • Cream : Calm, Elegant, Purity or Ivory       |
|  | • Purple : Creativity, Royalty, Wealth         |
- [ Source : Internet ]

Amulya mica is a place where colours are applied in tandem with culture to blends with the ambiances.

Check Amulya mica's plain & High Gloss colour and choose as per your mind –set. [www.amulyamica.com](http://www.amulyamica.com)