

Message from Director's Desk:



HAPPY DEEPAWALI

Wishing You a Very Happy & Prosperous Deepawali !!!

After getting good response from Amulya Times Vol.1 & Vol.2 , It is my pleasure & privilege to release Amulya Times Vol.3 on eve of Deepawali.

We feel extremely happy to inform you that our new product Synchronized Laminates 1.25 mm is widely accepted and appreciated by all. We, at Amulya Mica, strive for innate genius & virtue. We believe in crafting masterpieces. With innovation as keystone , we work as team to execute our best in order to meet the changing demand of our national as well as international buyers.

We have successfully achieved **Singapore Green Label certificate for our products as "Environmentally improved Low Emission Low Toxicity" from Singapore Environment Council.** It proves that our products are environmentally friendly and safe to use. In India only four to Seven companies is having this Singapore green Label Certification. So Amulya mica is slowly but steadily going to be an international brand.

At '**Amul Boards**' plant, we have increased the production capacity and intended to double the production by making growth of 25% per quarter. It means before next Deepawali 2016, production will be double. For this, we have brought for you some valuable added products **like Platinum series of Plywood & Block-Board with life time warranty against all kind of insect attack, 4mm Teak Plywood and Fire Retardant Ply & Doors.** We are happy to inform you that **we have successfully achieved Fire Retardant Ply & Door License of IS 5509:2000 under CM/L no 7600024807.** As you know also the latest stipulation in National Building code has necessitated the use of Fire –Retardant Doors in High Rise Building. Slowly it is expected to find market in all types of building.

We have successfully exhibited our products in **The Economics Times-Ace-Tech 2015 at Bengaluru from 9-Oct-15 to 11-Oct-15.** It was a grand success in regard to Brand awareness. We hope the same success we will get in **Delhi Economics Times Ace-Tech-2015 which is going to be held from 17-Dec-15 to 20-Dec-15.**

To support the Govt. drive for Cleanliness, we have constructed toilets blocks in Aadi Village, Anjar- Kutch under **Swachh Bharat Abhiyan.** We have more such plan to construct toilets in near future also.

Our Economy is moving toward crucial phase. Due to Global economy slowdown, Reforms & Infra-structure developments are need of hours in present context of Indian economy. **India has been increasingly looked at as an engine that will drive Global Growth. So LET US HOPE for the BEST. With strong & balance GDP growth, India is expected to move from a low income country to a middle -income or upper middle income country by 2020.....**

Cheers!!!

Rakesh Agarwal



Published By:

Purbanchal Laminates Pvt.Ltd.
(A Govt Of India Recognised Export House)

Maker of Amulya Mica

AN ISO 9001, 14001, OHSAS 18001 Certified Company
GANDHIDHAM-370201, KUTCH,
GUJARAT- INDIA
Web site: www.amulyamica.com
Email: amulyamica@rediffmail.com

Editor:

-Uttam Chowdhury
-Hemlata Chowdhury

Co.Editor:

-Shri H.K. Maheshwari
-Shri Sunil Thakore
-Shri S.K. Tharad
-Shri Ravi Gupta
-Shri Sanjeev Sharma
-Shri Neeraj Khandelwal



Visit us :

" 17-18-19-20 December 2015"

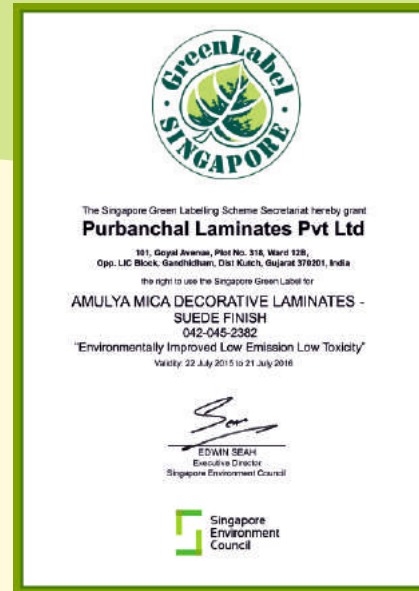
Pragati Maidan, New Delhi

@ Stall No E-9, Hall NO – 11.



Ghar Sajaye Saath Nibhaye

Milestone :



1. The company has successfully achieved **Singapore Green Label certificate for our products as “Environmentally improved Low Emission Low Toxicity” from Singapore Environment Council.** It proves that our products are environmentally friendly and safe to use. The primary Logo of Singapore Green Label consists of a ‘LEAF’ symbol which is used as an Eco symbol to recognize environmental friendliness. **Customers can buy Green Label products with the knowledge and confidence that purchase is not at the expense of our environment.**

In India, more than 150 companies are manufacturing laminates. Out of 150, only 40-45 companies are exporting its products. **In India, only four to Seven companies is having Singapore Green Label certification. Amulya Mica is one of them.** As you know also the company has already achieved **Certification of Registration of C.E. Marking for our products of Purbanchal Laminates Pvt. Ltd from QSA international U.K. Our Registration no is 1505459.** C.E. Marking certificate is required to export goods in European countries.

2. The company has successfully launched **Exterior Grade Fire Retardant Laminate as Amulya Cladding.** At initial stage, we have launched this product in Delhi, Jaipur, Punjab & Bangalore and for export. From the new financial year 2016-17, we have in plan to launch all over India.

3. Under CSR activities, to support unprivileged children for their education, the company has provided Substantial financial assistance to Matra Vandana Charitable Trust, a new primery school for local villagers , Yashodadhan, P.O. Nanicharai, Bachau, Gujarat.

4. To support the Govt. Drive of cleanliness, the company has constructed toilet blocks in Aadi village-Anjar- Kutch, Gujarat under Swachh Bharat Bhaviyan. In future also, the company is in plan to construct more toilets under Swachh Bharat Bhaviyan.

5. The company has achieved **Fire Retardant Ply & Door License of IS 5509:2000 under CM/L no 7600024807.** As you know also the latest stipulation in National Building code has necessitated the use of Fire –Retardant Doors in High Rise Building. Slowly it is expected to find market in all types of building.

6. The company has successfully exhibited its product in **The Economics Times-Ace-Tech 2015 at Bengaluru from 9-Oct-15 to 11-Oct-15. It was a grand success in regard to Brand awareness.**

Dream is not that
you see in sleep,
dream is something
that does not let
you sleep.

~ A. P. J. Abdul Kalam



Amulya Mica's new product range Amulya Cladding

Amulya Cladding catalogue inaugurated by Ar. Ruby
Ar. Harsharan Singh of Archi Hives Delhi with MD
Shri Rakesh Agarwal



FIRE RETARDANT Exterior Grade Laminates

Amulya Mica has launched **Amulya Cladding**, Exterior Grade Fire Retardant Laminate, a perfect cladding material.

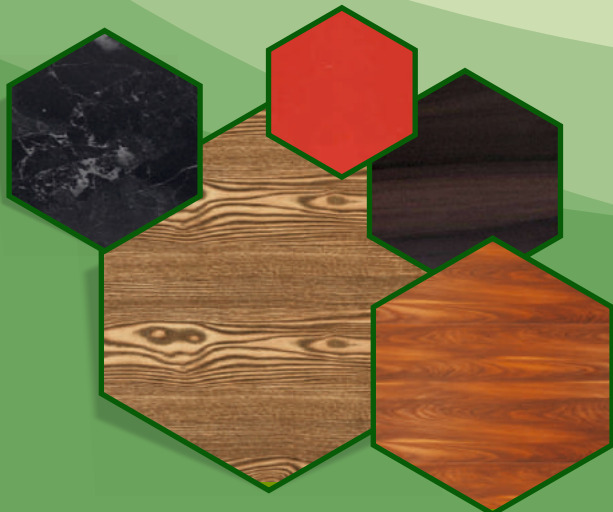
Amulya Cladding is made as per EN 438-6 (Resistance against extreme climatic condition) from superior kraft paper, selected imported European decorative paper with high color retention property, superior UV technology and Pure Phenolic Resin. Hardened Resin provides effective weather protection which makes it capable of withstanding erosion from natural elements.

Amulya Cladding is a high quality construction product which is primarily used for long term façade cladding and exterior applications.

Application : _____

- | | |
|---------------------------------------|-----------------------------|
| 1. Façade Cladding | 2. Balcony Cladding |
| 3. Soffits | 4. Signage |
| 5. Partition | 6. Ventilated Façade |
| 7. Fences, Rails & Screens | 8. Canopy etc. |

Amulya Cladding is found in a wide range of thickness. The range is available in 6mm, 8 mm, 10 mm, 12 mm and up to 15mm thickness and in standard size of 1220mmx2440mmTech 2015 at Bengaluru from 9-Oct-15 to 11-Oct-15. It was a grand success in regard to Brand awareness.



**Glimpses' of Economics
Times-ACE-TECH
Bengaluru Exhibition
from 09-Oct-15 to 11-Oct-15
at Hall No 2, Stall No : C-4A.**



LUDHIANA STAR DEALERS MEET



**Amulya Mica Congratulate
Mr. Sanjeev Jindal of Jindal Plywood ,
Bathinda for highest
Spot booking of 1mm Laminates
Sheet at Ludhiana Star
Dealer Meet held on 26-Sep-15**





AMUL & AMULYA MICA holding at NAVRATRI CELEBRATION at VADODARA 2015



Amulya Mica has celebrated Independence Day by placing Holding of National Heroes at different Dealers outlet of Delhi-NCR region – to salute the all martyrs who scarified their life for the freedom & prosperity of India against British Indian Empire.



Contractor Meet at SAGAR, M.P.- association with Balaji Enterprise and Company's distributor New Plywood Centre, Indore.



Our presence in UDAAN Exhibition of Building materials at Hotel Gulmohar, Ludhiana from 16-Oct-15 to 19-Oct-15.



Amul Boards Pvt.Ltd. has organized Contractor –Meet , Jammu on 9-Oct-15 at Hotel Vardhan Jammu in association with its distributor Shri Anil Agarwal of M/s Building Affairs.



Rajkot Dealer Meet on 9-Oct-15 in association with its Saurashtra Distributor Shri Dinesh Bhai & Shri Mehul Bhai of Laminate Palace, Rajkot



Architect & Dealers of Chandigarh – trip to Shimla & Kurushetra



To support the Govt. drive to cleanliness, Amulya Mica has constructed toilet blocks in Aaddi Village, Anjar-Kutch, Gujarat under Swachh Bharat Abhiyan



Contractor Meet at Dungerpur, Rajasthan - in association with Company's distributor Vardhaman Laminate, Udaipur – is attended by contractors & President & Vice-President of Carpenter Association of Dungerpur District.

Significance of RANGOLI



Rangoli is a traditional Indian art of decorating the entrance to a house and a preliminary necessity in any religious rituals.

Rangoli is a timeless tradition that is followed all over India. Rangoli is named differently in different Indian States like in South India it is called Kolam, Madana in Rajasthan, Chowpurna in North India, Alpana in West Bengal, in Bihar it called Aripana.

The word "RANGOLI" is said to have been derived from the words "rang" and "aavalli" which refers to a row of colours, weaved into pattern or motifs. It is an art which precedes sculpture and painting. **It's exquisite design full of vibrant and appealing color which is typically constructed at the entrance of a house, is a welcoming sign for the Goddess Laxmi—thus inviting wealth, prosperity and happiness into home.** It is both an auspicious and a preliminary necessity in any religious rituals.

Spiritual Significance of Rangoli : In Hindu Dharma, rangoli is drawn in entry gate of every house and during every festival, auspicious occasion, religious rituals etc. All the festivals are associated with one of Deity principles. **During these days, the divine principle of specific Deity (God/Goddess) is present in the atmosphere in a larger proportion or is attracted to the venue where religious rituals of that deity are being performed. In order to attract maximum Deity principle, rangolis that attract and transmit respective Deity principle are drawn so that everyone derives spiritual benefit from it.**

According to a principle in spirituality that "WORD, TOUCH, TASTE, SMELL & THEIR ENERGY co-exist", even if a small variation is made in the form and color of rangolis, its vibration changes. The booklet "Sattvik Rangolis" illustrates various sattvik designs of rangolis which attracts and transmit various Deity principles.

The main features of Sattvik rangoli is that due to transmittance of Deity Principle, the devotees get various **anubhutis** (spiritual experience) of **Shakti** (Divine energy), **Bhav** (spiritual emotion), **Chaitanya** (Divine Consciousness), **anand** (Bliss) and **Shanti** (serenity/peace).

Scientific Significance of Rangoli : It is well established fact in **Neuro -Science that the brain actually responds to visual patterns and depending on the shapes and patterns, it can have different effect on the mind.** There have been research publications on how even a simple geometric shape like a triangle can activate neural circuitry and affect emotions. Not just shapes, but colors also play a role in stimulating the brain. So when a person looks at different patterns & colors of Rangoli at the entrance of a house, it manifests into vibrations (brainwaves) inside the mind of observer which in turn **CALMS the MIND – a Soothing effect, making him/her comfortable & happy.**

Hence, Rangoli is not just an art but actually a science of vibration pattern which was discovered by Indian thousands of years ago and been made a part of the culture for spiritual, aesthetic & scientific purposes. No matter the designs & patterns of Rangoli, Deepawali would be incomplete without traditional rangolis to welcome guests, both divine & human. The drawing of rangoli is a family tradition and is time for togetherness.

Family Bonding, Happiness Togetherness



Family time is so important that it shouldn't be reduced to an either – or –proposition. It has to incorporate elements of both quality and quantity.

Quantity time creates a safe environment where youngsters can feel accepted and valued for who they are. It establishes a solid home base from which *children can launch out into WORLD of CONFIDENCE & STRENGTH.*

Quality Time, on the other hand, is essential to process family bonding. It's *the stuff of which relationship are made.* It's the polished gem that caring parents fashion from the raw material of moments, hours and days spent together.

As in today's world, every one (both Parents & child) is busy in their respective fields. Finding our time & space is a difficult task. But don't be afraid of 'voids'. Agree to turn off all communications devices at certain times of day or on certain days of week. Instead of watching T.V., read together, play board game, take a walk local park or sit and talk. Get into your kid's space. **Hang out with them (in common Hindi, it is called Adda Marana)** and find out what excites them.

Meanwhile, don't forget to take full advantage of simple every day interactions. Drive time, meal time, bed time, all can become opportunities for shared precious and unique conversation between Parent and child. Most children find joy in the little things as they do in life's big events. Activities like eating special breakfast of chocolate- Pancake or BADA-PAV or Noodles or singing silly songs with Kid could turn out to be some of the most memorable highlights of your Kid's childhood years.

As our tagline goes **"Ghar Sajaye, Saath Nibhaye"**, Amulya Mica , for family bonding Happiness togetherness, request you to try this practice and send your review at uttam@amulyamica.com . The best review we will publish in our patron speaks column in our next Amulya Times.

Amazing Fact about Bamboo Building:

A 7.5 earthquakes in Limon, Costa Rica, in April 1991, destroyed almost all concrete building but this type of Bamboo buildings at earthquake's epicenter remained standing. Bamboo possesses excellent strength properties. Bamboo is as strong as wood & possesses high flexibility.



This School's all buildings are constructed entirely out of bamboo, down to the furniture. The main focus is on self sustainability, with solar & hydro power, organic garden, recycling and low carbon impact. The U.S. Green building Council's centre for Green Schools awarded Green School the title " 2012 Greenest School on Earth "

The Art of Interior Design Today Trend



The key idea for modern interior design is a strong refusal of senseless accumulation of the furniture and décor accessories and a necessity of purchasing only what is needed for creating functional, comfortable and pleasant home. Modern interior trends in home furnishing suggest people for creating safe and cozy living spaces where one can feel romantic, comfortable, safe, cozy and relaxed.

Modern furniture pieces have the meaning and the purpose. The modern furniture items are not exactly what they look like. It brings new juicy & bright interior design color, surprising shapes & texture and contemporary art works blended with eco friendly products – add fresh feel & gorgeous look to modern home decorating.

Some tips for modern décor :-

- **Create a focal point in every room**

A great way to set the tone of a room is by creating a focal point which your eye is automatically drawn to.

- **Don't afraid of color & print**

- **Hang Shelves and make cute displays**

We all have favorite little trinkets (cheap showy jewelry or items) that we have accumulated over the years that just sit in a box or on the top of our bedroom dresser. The fun way to display is simply by hanging in some shelves in some unexpected places – like in your kitchen or bathroom. It is always fun to see cute little displays pop up when you least expect them. A good way to fill up self is by using cut filler items. It is not necessary that just because the shelf is in kitchen, it is only meant for kitchenware. Mix in some cute planters and figurines too!

- **Mix old with New.**

- **Hang wall Art**

Hang some fun/aesthetics/modern wall art, the style of art you like most and try to put splashes of it in every room. We are not saying to just limit yourself to one art, but try to pick pieces with consist ant feel.....

- **Create an inviting environment with soft lamp lighting**

By using wattage light bulbs is not only energy efficient but it also gives off a nice dim light which creates a relaxing mood in the room.

- **The decorating tips for small modern Home**

Some people will feel tough when they have to live in the small space of their home. The decorating for small home can be the using of MIRROR or GLASS. You can put the mirror in the corner of your room so the reflection of it will make room seem larger. Besides, you can hang the art work which is framed from the glass in your wall of living room or family room too. Other tips for decorating small spaces are having some furniture which has the same color with the wall. The blend of the color can make the room look larger. Furthermore, do not forget to choose the bright color for your wall, because it is one of the important things to make the room free of feeling narrow.

Turn off the Switch : “ De-electrify your dining room. Put candles on the sideboard and in the sconces and even in your chandelier – Marjorie Skouras. M, makes one that’s dripping with coral. So romantic who cares what you serve “

- Suzanne Rheinstein, Interior Designer

Your home should be something YOU LOVE. Home is a space where we relax after a stressful day. With **AMULYA MICA**, let us step into a home that spells the feeling of serenity (in hindi means Shanti)

patron-speaks

Amulya Mica have a fantastic range of laminates with different hues, texture and finishes which complements to the Contemporary and Classical design and their value based business with superb services followed by a very dynamic team of people eager to fulfill the requirements.

Amulya Mica do have a latest and also upcoming with new concepts in lamination so what more would we want?

We wish to express our delight and thank to AMULYA MICA for their excellent service and wish to thank all concerned people, for an outstanding future ahead.

- Ar. Shobhaa Patil & Ar. Brizesh Patil, B & S Group, Bangalore
(M) 9845156859, 9945656859 (E) bandsgroup@gmail.com



Frankly speaking WHEN WE HEARD about THIS brand WE WERE QUITE SKEPTICAL ABOUT USING it. NEVERTHELESS, WHEN WE USED, We found the products at par with all the prevalent time tested brands, both in terms of technical specifications and design aspect.

We WILL DEFINITELY USE AND RECOMMENDED THE PRODUCT FOR OUR FUTURE PROJECTS.

WISH YOU ALL THE BEST FOR FUTURE PROJECTS.

- AMIT & KALLOL , Director, AK Enterprises Pvt. Ltd., Kolkata
(P) 033-65268856, www.akgroup.org

Very impressed with the Amulya Times Vol. II magazine. I read the entire issue. Everything has been put across in a simple , straightforward manner. Especially loved the short articles on design trends and colors plus the way "Shubh Laabh" concept has been explained. I am going to get one name plate with the same for my home soon.)

- Madhu Chowdhury , Bureau Chief , Surface Reporter
(M) 9867333972 , (E) madhu@surfaces.in



Amulya Mica - Most attractive Brand, Straight forward and simple approach. As an interior designer & furniture manufacturer I suggest this brand to all my projects including offices, commercial & residential building. I can say company is aware of the market requirement and they change their designs & trends according to the market. Broad vision of company makes me comfortable. I can say Amulya mica fit in my style & they regularly improve in all areas. My best wishes to become India's Biggest brand in short time.

- Amit Agarwal, Khits Furniture Udhyog, Udaipur
(M) 9414159702 (mail) khitsinstitute@yahoo.com

Color Speaks: for you

As we already discussed in our Amulya Mica's Vol.1 & Vol.2 about warm & cool color and its meaning: what each color signifies, now here we discuss **Color – related to every wake of life.**

For any business professional, the influence of color is crucial to bridging the gap between what you are trying to communicate & what is actually perceived by your targeted audience. Color is a powerful tool within our visual world –the world as having a rich tapestry of color or colored forms – fields ,fountains, oceans, hairstyles, clothing, fruits, plants, animals ,building & so on. **Color evokes emotions within your targeted audience and can convey a specific meaning about your business. It speaks to all level of our showed “HUE – MAN” experience and can gently enhance & empower your marketing collaterals, serving to support or corroborate.**

Color speaks in any language. We cannot imagine a world without color. Even you have lost your sight, studies have proven that you can still “see” color. Color is energy. Color is life. **Color can also be universal and make connections across the cultures for example : across the world “RED” means “STOP” and “GREEN” means “GO”. Color matters!**

If we see in Indian context, Color is the most important element of Indian from bright colorful clothes to beautiful and creative painting , pottery and handicrafts from mouth watering Indian cuisines to the seasons and festivals & different colorful Dance of India, - it all reflects the distinctive and rich culture and colorful spirit of the people of India.

So dress up your dream interior with Amulya Mica's rich color & shade...

Some latest shade of Amulya mica.

