

## Message from Director's Desk:

After getting good response from Amulya Times three issues, it is my pleasure and privilege to release Amulya Times Vol.4.

If rewind the last financial year 2015-16, we can say that the year 2015-16 is indeed the year of our Brand "Amulya Mica"'s **appreciation & Recognition**. Amulya Mica has been awarded with **'India's Most Trusted Mica and Laminate company in the category of best mica and best after sales services , 16th Annual Greentech Environment Award-2015 for outstanding Environment management and 17th National SME Excellence Award-2015 in the category of manufacturing sector and Power Brand Rising Star-2016. Kiosk – a Smart Apps has been recognized as ' Certificate of Merit' by Frost & Sullivan – an international Consultancy firm, having its head office in California**. So with team efforts & Team spirit, we are able to strengthening and Positioning our brand 'Amulya Mica' among our 'design conscious' buyer both domestic & international.

In the last year , the company has launched two premium products – **Synchronized laminate** – a laminate having a touch & feel sensation of natural veneer and **Amulya Cladding** - an Exterior grade Fire Retardant Laminate having 10 year warranty. In Plywood segment, the company has launched **Amul Platinum Plywood & Board** – a life time warranty and **Fire Retardant Plywood & Door**. I am very happy to say that all the products are getting a good response. *So I extend my heart full thanks & gratitude to company's all close associates, patrons, distributors, dealers, suppliers and my entire team who have given utmost support & efforts to make "Amulya Mica"- A Powerful Brand and lead it to a great height of SUCCESS & make our business so incredibly alive Today!*

It is hard to know what's going to stick and what's going to go down. Interior Design trends come & go and come again, to be sure. The future trend for Interior & Exterior industry for 2016 and beyond, we can expect a more environmentally friendly approach to design, with natural themes of green and wood colour – thinking like throwing more plant life into melting pot, as well , including both pots and hanging baskets.

Amula Mica has been growing at 20-25% annually over the past five years or so even in the mid set of Global slowdown. With improving economic environment, increasing exposure to Global construction, greater awareness of style vocabularies and demand for Smart Living concept through Smart City project, Amulya Mica has high hope to achieve more than 50% growth here on ward. I would like to conclude by reassuring everyone that we will only grow stronger & better and will allow no dilution in our efforts to achieve excellence.

- Rakesh Agrawal



### 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.amlyamica.com](http://www.amlyamica.com)  
Email: [amlyamica@rediffmail.com](mailto:amlyamica@rediffmail.com)

### Editor:

Uttam Chowdhury  
Hemlata Chowdhury

### Co. Editor:

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



Next to Excellence, comes the Appreciation of it:

**Amulya Mica's Award & Recognition**



**POWER BRAND RISING STAR -2016**

IIPM Think Tank and Franchise India, Amulya Mica has been making its mark felt all over in its industry and is among the Top Powerful Rising Brand of India - awarded with 'Power Brand Rising Star-2016'. Mr. Sanjeev Sharma, Regional Manager(N) & Mr. Ankur Maheshwari has received the award on 18 Mar-16 at glittering ceremony held in the HOTEL PARK, New-Delhi.



**Amulya Mica bags 17th National “India SME Excellence Award -2015”**



Purbanchal Laminates Pvt. Ltd has been awarded with 17th National India SME Excellence Award – 2015 in Manufacturing Sector. MD Shri Rakesh Agarwal has received the award from Managing Director & Chairman of Dena Bank Mr. Ashwani Kumar on 30-Jan-16.

## Amulya Mica Bags 16th Annual Greentech Environment Award – 2015



Purbanchal Laminates Pvt. Ltd. “Amulya Mica” has been awarded with 16th Annual Greentech Environment Award – 2015 by Greentech Foundation, New Delhi for outstanding Environment Management at glittering ceremony in Hotel Novotel, Hyderabad on 28 Nov-15. The company's MD Shri Rakesh Agarwal has received the award from Mr. Anup Gogoi, Executive Director R & D Oil India Ltd., Duliajan, Assam.



## Amulya Mica Bags the “India's Most Trusted Mica and Laminate Company Award - 2015”



Purbanchal Laminates Pvt. Ltd “ Amulya Mica” was declared most trusted “MICA” and Best Laminates Company of India -2015 by India's Most Trusted brand Award Council – Consumer survey conducted in India by Media Research Group ( MRG) – in the category of India's Best Mica and Laminates Company both in quality and Sale-services.



## Amulya Mica's Kiosk – Smart Apps has won “Certificate of Merit “ by Frost & Sullivan



Amulya Mica's innovative project Kiosk – smart Apps “Designpedia” for Design Conscious smart buyers both national & International has been recognized with “Certificate of Merit – Process Innovation Theme, Manufacturing Sector “ under “Project Evaluation and recognition program – 2015 by Frost & Sullivan – an international market research consultancy firm having its head quarters in California, with offices in over 40 countries.

## Delhi Dealers Meet on 19-Feb-16

To celebrate the winner of the scheme “*Shtak Lagoa, Munafa Kamao aur inaam pao*”



Patron Speaks



We are the Dealers for AMULYA Products for last so many years. It is always a great feeling that we have been selling the products with confidence that we are giving best range and product & value for money to our clients.

Chirag Gupta, India Plywood, Delhi-110085. Phone (011) 7923105, 7922656

## Proud Moments



MD Mr. Rakesh Agarwal has received the 17th National India SME Excellence award – 2015 from the managing Director & Chairman of Dena Bank Mr. Ashwini Kumar on 30/03/16.



MD Mr. Rakesh Agarwal has received the 16th Greentech Environment Award-2015 for outstanding environment management from Mr. Anup Gogoi, Executive Director of Oil India Ltd, Duliajan, Assam.

## Amulya Mica awarded the title of Power Brand Rising Star at the launch of Power Brands 2015-16 at New Delhi

**'Arnab Goswami, Sudhir Chaudhary get inducted to Power Brands Hall of Fame for being individual Power Brands all by themselves'.**

Amulya Mica was awarded the title of Power Brand Rising Star at the glittering 'Franchise India presents Omaxe Power Brands Glam 2016' held in the Capital recently where Planman Media also launched the 'New Look' version of its News Magazine, "The Sunday Indian". The power packed function also saw the launch of the 2015-16 edition of Power Brands where Amulya Mica got felicitated. The function was presided over by Ms. Najma Heptulla, Minister for Minority Affairs.

*Speaking on the sidelines of the event Prof. Arindam Chaudhuri, Founder Planman Media said, Amulya Mica has been making its mark felt all over in its industry and it totally deserves the title of Power Brand Rising Star for its great brand"*

*Mr. Rakesh Agarwal of Amulya Mica said, "Amulya Mica strives for innate genius and virtue. We believe in crafting masterpieces of fine quality and unmatched perfection. Our whole endeavour is to create a niche in the market and attain the top position in the interior & exterior decorative laminate industry. With innovation as our bedrock, we work as a team to execute our best in order to meet the changing demands of our domestic as well as foreign consumers."*

The guests of honor at the event that was conducted in association with Times Now and Gitanjali, included Shri Sudhir Chaudhary - Channel Head and Editor in Chief of Zee News, Ms Archana Dalmiya from the Congress, Shri Chandan Mitra of BJP, Shri Shahnawaz Hussain - current spokesperson of BJP and former Cabinet Minister BJP, Shri Atul Kumar Anjaan - CPI - National Secretary, Shri Arun Kumar - National General Secretary, JDU, Shri D.P Tripathi - General Secretary, NCP, Ms Manjari Fadnis - film actor, Shri Gaurav Marya -Chairman, Franchise India, Shri Mohit Goel - CEO of Omaxe and Dr. J.K. Mitra, former Dean of FMS.

## HOLI CELEBRATION AT AMULYA



Glimpses' of Ace-Tech Delhi -2015 from 17-20 Dec/2015



Glimpses' ABID exhibition at Kolkata from 10th-14th Mar/16



## New Launches during 2015-16 Laminates for Premium Buyers

### Synchronised Laminates -1.25mm – a Laminate with touch & feel sensation of Natural veneer

In Synchronised Laminates, grain & textures are truly matched with natural wood textures. One can feel touch sensation of exact texture of natural veneer. It is manufactured with laminate press plate, design of which is synchronized laminates gives the real feeling of natural wood even in look & touch just like wood veneer. It is highly resistant in burns & stains as well as low maintenance as compared to natural veneer. It can be used anywhere as regular laminates. It is available in thickness of 1.25mm with 24 design papers and in size of 8'x4'. For more information check website [www.amulyamica.com](http://www.amulyamica.com)



RE-1 3058 Exotic Elm



RE-2 3038 light Hickory



RE-3 3039 Dark Hickory



RE-2 3040 Natural Hickory



RE-3 3072 Orange Agate



RE-4 3074 Cured Ash

### Amulya Cladding - Exterior Grade Fire Resistance Laminate

Amulya Cladding- exterior grade compact high pressure laminate as per EN 438-6 (Resistance against extreme climate condition) is made from high quality kraft & decorative paper with high pressure & temperature using specially treated hardened resin. It comes with high UV and weather resistance properties and fire resistance quality and with **10 years warranty** – ideal for exterior & cladding facades.

*According to Ar. Meenal Sutaria, her article “Sustainable Facade” in Design Matrix,*

#### Functions of Façade

**Rural Context:** Interestingly, historically interior spaces of rural dwellings, across the entire world were unusually dark. Light was controlled by small openings. This was either dictated by the technology of construction or by the function of the space. This also gave an insight that most functions were done outdoor or in semi outdoor spaces like courts and courtyards.

**Urban Context :** However historical cities as well cities of the present require more and more function to be held within the dwelling due to density of building. Gradually, vertical stacking of functions led to taller urban structure, space between the buildings reduced and there was an increasing requirement for visual comfort and thermal comfort i.e primarily light and ventilation for almost all times of the day in the interior spaces. This revolutionized the façade and serves as the primary function even to the present day.





## New Launches during 2015-16 in Plywood

### Amul PF Platinum Plywood

Amul PF Platinum Plywood is a New product with **Life Time Warranty against all kinds of insect attack**. This is zero Gap plywood with thicker face and higher percentage of Glue Line poisoning. The structure stability is further assured by **use of Unisex imported timber and long panels and wider cores**. Together with Life time warranty, the company also undertakes to either replace or to compensate up to twice the value, in case of any unlikely event of insect infestation.



### Fire Retardant Ply & Door

Fire Retardant is a non-leachable plywood. It is not just Fire Retardant but it also resists fungi, insects and more importantly pin-hole borers. Selected hardwood panels and wooden planks undergo vacuum-pressure-impregnation (as per IS:5509 specification) that results in a special chemical composition which helps in forming a protective char, in the unfortunate event of a fire. Plywood is an organic material; it cannot be absolutely fire proof. However, Fire Retardant resists immediate ignition or burning, surface spread of flames and flame penetration.

Amul Fire Retardant Ply & Door are available in thickness ranges from 4mm to 35mm with standard size sheet such as 8'x4'.



## Have a look on Vaastu Shastra - as a Science...

Vaastu literally means “House” or dwelling place and its principles establish to create a harmony between the five elements viz. Earth, Sky, Fire, Water & Air in the environment. It helps us to make our lives better and will secure from things going wrong.

Vaastu Shastra is an ancient building science which covers the philosophy and theory of Architectural works to construct any building and as well as living style of people. It is based on various natural energies which are available free cost in atmosphere like :

- ⊙ Solar Energy from Sun & Lunar Energy from Moon
- ⊙ Earth Energy
- ⊙ Sky Energy
- ⊙ Electric Energy
- ⊙ Magnetic Energy
- ⊙ Thermal Energy
- ⊙ Wind Energy
- ⊙ Light Energy
- ⊙ Cosmic Energy



*Utilization of such energies gives us pleasures, peace, prosperity and money etc in our life.*

Every creature on earth starts its life with sun rise as it performs day & night. Hence there is much importance of SUN in every one life. It gives Ultra Violet rays in morning and infra Red rays in evening which is basic need to reduce / generate bio-chemical germs, N2/oxygen/Caron Di Oxide on earth.


**Sun indicates Light (illumination) –will Power, generosity, solar system, luck or fate, mobility and in body- it rules over bone, eye, heart, spinal cord, blood circulation and soul etc.**

The conclusion is that for selecting any dwelling place (house or flat) or any constructed building, it is necessary to keep in mind that **the place should always receive sufficient SUN LIGHT so that more positive energy can enter in the place.** As per Vaastu, no direction (North/East/South/West) is considered bad. It never says that one direction is good and other direction is bad. **The main thing is to see/check the proper Sun Light in dwelling place (Rahane ka Sthan) as to allow morning Sun Light (UV rays for Purification from darkness of night), fresh light & Air to enter the place...so that dwelling area always looks blooming bloom... (रहनेकी जगह हमेशा खिला-खिला रहे)**

## Waking Up to Live Fully & Passionately

Most people don't discover what life is all about until just before they die. Life is filled with good & bad and everything in between. **And it's only by choosing to wake up that we can really experience it fully.** Waking up means that we are aware of the many horrific things that are happening in the world, but we're also aware of all of the beautiful things. Waking up means that we have to take responsibility for our lives and start moving toward our purpose.

*Some tips :-*

**Smile:** Think each day is full of endless possibilities! Start it with . You are in control of your attitude every morning, keep it optimistic and expectant.

**Love Your Job:** If you just 'Survive' the work week constantly waiting for the next weekend “to get here”, you are wasting 71% of your life ( 5 out of 7 days). There are two solutions : 1) Find a new job that you actually enjoy ( it's out there), or 2) Find something that you appreciate about your current career and focus on that rather than the negatives.

**Dream about the future, but work hard today:** Dream big, set goals and plans for the future. But working hard today is always the first step towards realizing your dreams tomorrow. Don't allow dreaming about tomorrow to replace living in today.

**Think beyond old Solutions to Problems:** Our world is changing so fast that most of yesterday's solutions are no longer the right answers today. Don't get locked into a “but that's how we've always done it “mentality. **Yesterday's solutions are not today's solutions and they are certainly not tomorrow's solutions.**

**Focus on the now:** In order to live fully, you need to focus on the now. Focus on what you are doing. Shut off the T.V. turn off the computer, slow down and savor the present.

**Jay Dixit**, who is the senior editor of Psychology Today, refers to this as '**Mindfulness**'. According to Dixit, living for the moment by practicing mindfulness reduces stress, boost your immune system, lower blood pressure and has other beneficial and mental effects.

**Relish(in hindi- Swad) life in every moment – whether it's eating a meal, drinking a cup of coffee or walking to the store – elicits (in hindi – Prakat Karo) happiness and other positive emotions.**

**Pay attention to the Small things also:** Notice the world around you: the small things. Be thankful for them. Taking notice of the small things will help you cultivate more positive experience – like eating ice-cream, blowing bubbles or listening to music, as these things can make a huge difference in how you feel.

**Be 5 or 10 minutes early:** This will make travel time a time of relaxation and renewal rather than a time of stress and negativity added to your day. Plus, you'll be on time.

**Spend Time with your Friends:** Although an abundant social and romantic life does not itself guarantee joy, it does have a huge impact on our happiness. Learn to spend time with your friends and make the friendship a priority in your life.

## A message from George Bernard Shaw:

“I want to be thoroughly used up when I die. For the harder I work, the more I live. I rejoice in life for its own sake. Life is no brief candle to me. It's a sort of Splendid Torch which I have got to hold up for the moment and I want to make it burn as brightly as possible before handing it on to Future Generation.”

## *Need of the Hour – for Today's Indians.*

Amulya Mica as its tagline goes: “*Ghar Sajaye..Saath Nibhaye..*” evoke every citizen of India irrespective of Caste & Creed & Religion to follow **Swami Vivekanand's principle of Character Building** so to protect themselves & homeland..Mother India..

Swami Vivekananda realized three things are necessary to make **every man great, every nation great:**

- ✦ Conviction of the powers of goodness;
- ✦ Absence of jealousy and suspicion;
- ✦ Helping all who are trying to be and do good.

Swami Vivekananda suggested, to try to give up jealousy and conceit and learn to work unitedly for others. **He told, purity, patience and perseverance overcome all obstacles.** He suggested to take courage and work on. **Patience and steady work, according to Swami Vivekananda, this is the only way to get success.**

According to Swami Vivekananda "faith, faith, faith in ourselves, faith, faith in God- this is the secret of greatness. Swami Vivekananda observed the history of the world is the history of a few men who had faith in themselves, and he it is faith which calls out divinity within. **So he told, if people have faith in three hundred and thirty millions of Hindu mythological gods, and in all the gods which foreigners have , but still have no faith in themselves, there will be no salvation.**

Swami ji told “ Everyone wants to command, and no one wants to obey; and this is owing to the absence of that wonderful brahmacarya system of yore (प्राचीन समय). **First, learn to obey. The command will come by itself. Always first learn to be a servant, and then you will be fit to be a master.”**

Swami ji told ,“ Shall India die ?? Then from the world all spirituality will be extinct, all moral perfection will be extinct, all sweet-souled sympathy for religion will be extinct, all ideality will be extinct; and in its place will reign the duality of lust and luxury as the male and female deities, with money as its priest fraud, force and competition its ceremonies and the human soul its sacrifice. ***Such a thing can never be.***”



Swami Vivekananda