



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

### Editor:

Uttam Chowdhury  
Hemlata Chowdhury

### Co. Editor:

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



## Message from Director's Desk:

After getting good responses and appreciation for Amulya Times, it is my pleasure & privilege to release **AMULYA TIMES Vol. V**

With our Pan India dealers, distributors and associates, we had our 6th International Conclave cum Tour at Hongkong Macau from 5th June to 8th June/16 where top performers were awarded with Orange Ribbon award. We, all together, had spent a very nice time, fun & relax and enjoyed the trip of Hongkong – Macau. Hope in the next year, more new associates will accompany in our Singapore Trip May/2017.

Last year we launched two new products, **Synchronized Laminates & Exterior Grade Amulya Cladding** which is accepted and appreciated by all. This year I am happy to inform you to launching of New product ranges of Amulya Mica “**Amulya Digital Laminates**” in 1.25mm thickness which is particularly designed for contemporary Urban Life-style to make high quality of furniture like cupboards, shelves, kitchen cabinets & business offices etc..

Indians today look for Exquisite designs to furnish their home & offices. So the need of the hour in our panel trade is to offer new fresh décor design to the style Conscious and elite class of Consumer. According to “**Indian Furniture Market Forecast & opportunities, 2019**”, the country's furniture market is projected to grow at a CAGR of around 26% during 2014-19. So let us hope **BEST** and **CHEERS** for our panel trade.

Indian Inc. has appreciated the candid posture of this year's Economic Survey. It is highlighted that India's potential growth rate will be in the range of 7-8 percentage next year but must brace for possible crisis from major devaluations or capital controls in China and other major emerging markets. The good news is that Monsoon gathers momentum, sowing picks up – cheering farmers for good harvest. India Metrological department is expected a very good rainfall which will bring prosperity and growth to Indian Industry.

We wish a very happy & pleasant Rainy season so that we can grow more stronger & brighter.

Happy Reading....

- **Rakesh Agarwal**



## NEW MILE STONE - Amulya Mica

1. MD. Mr. Rakesh Agarwal has been nominated in the **Confederation of India Industry (CII) Gujarat MSME state panel Committee**. Indeed it is matter of Proud.
2. Amulya Mica's new product Exterior Grade Amulya Cladding has successfully passed the test in **Germany's World famous Test laboratory EPH** and awarded the certificate of authentication – *a rare achievement in our panel trade*.
3. Amulya Mica's new product Exterior Grade Amulya Cladding has also successfully passed the **Laboratory test of Fire Retardant quality in National Test House, Kolkata** - *a rare achievement in our panel Trade*.
4. Amulya Mica has launched new product range as **Digital Laminate in 1.25mm – perhaps first of its kind in our panel trade in India**. Amulya Digital Laminate has been specially designed to make high quality furniture like cupboards, shelves, kitchen cabinets, business offices, partition, panels makeshift ceilings and domestic interiors.

Designed particularly for contemporary urban life-style , the new Amulya Digital Laminates collection is coming up with an evergreen appeal with refreshing shades to delight your senses for lifetime....

**Have a look on some of the best collection from the World of AMULYA DIGITAL :-**



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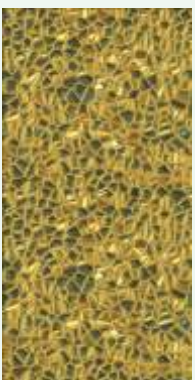
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## CSR – Corporate Social Responsibility

The company firmly believes that the Corporate Social Responsibility (CSR) is not just an additional function to the business. Rather, it is ingrained in our core Business operation. Under CSR activities, Company carries **TREE PLANTATION**. Still now, with joining hand with NGO Give India , Mumbai & Grow Tree Foundation, Mumbai we have planted 30,000 trees in Jodhpur , Rajasthan & Dwaraka - Gujarat. This year we have planted **2500 trees in Sunderban-West Bengal with NGO GROW TREES foundation - a small initiative to protect wild life on earth.**



Besides Tree Plantation, the company's focus is for Social upliftment specially Health & Education of its fellow citizen under Purbanchal Charitable Trust.

The company is founder member of Ram-Krishna Sewa Samiti and handsomely donated towards construction of 100 bed hospital. It has also provided a hefty financial assistance to build Cancer Treatment hospital in Sterling Ram Krishna Specialty Hospital at Gandhidham- kutch - Gujarat under aegis of Ram Krishna Sewa Samiti. It will be the first of its kind in Kutch District as there is no Cancer Treatment Clinic in Kutch District.



To support the Prime Minister Mr. Narendra Modi's dream - *Housing for all by 2022 for economic weaker section of the society*, the company is decided to provide financial assistance to build **“ONE HOUSE” in every month for weaker section of the people.** Still Mar/16, the company had helped to **build 6 houses to 6 families.** The company has provision to build **such 100 houses in 100 month.**



# Glimpses' of Hong Kong – Macau – Amulya



# Mica's 6th International conclave cum trip.



## Glimpses' of National Events



All India Sales Meet at Ahmedabad from 28-Apr-16 to 30-Apr-16



MD Mr. Rakesh Agarwal with motivational speaker Dr. Ujjwal Patni at Ahmedabad All India Sales Meet



Indore, M.P. – Dealers meet in association with Amulya Mica's distributor Mr. Sumit Maheshwari of New Plywood Centre, Indore.



Nagada, M.P. – Contractor Meet at Navakar Plywood, Nagada, M.P.



Akola, Nagpur(Maharashtra) - Contractor Meet



Ludhiana - Get-together on July'16

## Glimpses' of Amulya Mica Sponsorship as Event Partner

Amulya Mica –As Event Partner with WADe India Award

WADe India is a dedicated platform for woman architects and designers of India- the women entrepreneurs & professionals in Design & Architecture. The Platform was successfully launched on 14 May 2016 at The Leela Ambience Gurgaon with the aim to recognize the Role Models & Emerging Young Designers leading the women-led development and also to connect the professional in a common space.

Amulya Mica has event partner with Surface Reporter's initiative to felicitate the Women architects of India –through WADe India platform



## Amulya Mica –As Event Partner with IIID of Saurashtra Region's Design Yatra

Amulya Mica has Sponsored the IIID (Indian Institute of Interior Design) of Saurashtra Region Companion of “Design Yatra” to spread the Design awareness among the common masses. Amulya Mica is Event Partner of IIID of Saurashtra Region, which they have organized conference cum Tour at Gandhidham on 29-May-16 at Holiday Resort, Gandhidham-Kutch, Gujarat.



## Amulya Mica's Chairman Shri Om Prakash Agarwal celebrated 50th Marriage Anniversary with his better half Smt. Santosh Devi Agarwal

Amulya Mica's Chairman Shri Om Prakash Agarwal , father of Managing Directors of Amulya Mica Shri Rakesh Agarwal & Shri Mukesh Agarwal celebrated 50th marriage anniversary with his better half Smt Santosh Devi Agarwal on 17-Jun-16.

For celebrating anniversary, Shri Rakesh Agarwal & Shri Mukesh Agarwal had arranged a grand function from 15 to 17-June-2016 at Holiday Village Resort, Gandhidham, Gujarat. Three days of Satsang – Nani Bai Ro Mayara- by famous Katha Vachika JAYA KISHORI which was live-telecasted in Sanskar Channel . On 17th Jun/16 evening – a day of Marriage was entertained by cutting a Cake and exchanging flower garland to each other in mid-set of vedic mantrachar, duo- both our respected Babuji & Mataji had recalled their old memories and celebrated 50th years of togetherness with children, grand children, friends & relatives which was followed by Rajasthani style Music & dance, performed by Vanni Music Group, Jaipur, Rajasthan and by Lavish Gala Dinner.





This is to certify that Purbanchal Laminates Pvt. Ltd provided us a huge Amulya Mica to execute our S.B.I. project. The quality & service is excellent of Purbanchal Laminates (Amulya Mica).

**P. Ghatak**

*Scientific Requirement, Kolkata  
(M) +91 98306 49756*



I am using Amulya Mica in my interior art works for last many years. The quality and design of product is very good and satisfactory. I greatly appreciate the vast range of different style of design availability. Your great customer service is highly appreciated. Thank You AMULYA MICA TEAM !!

**Renu Garg**

*Radius, New-Delhi  
(M) +91 98180 60909  
(E) renugargdesign@gmail.com*

Since 2008, our Journey with Amulya Mica is Fantastic & very Inspiring. Today, in this most competitive world, Amulya has emerged as the 'Lord of Laminates', because of its high quality, widest range & genuine prices. The 1.25mm New Avtar of Amulya Mica - 'Synchronised laminates & 7 wonders series', is hugely accepted in every hook & corner of India & overseas as well. Today, people love to visit Amulya Studios and buy it with Pride & Confidence. We feel blessed to have been associated with such a Reputed Brand - Amulya !!



**Taapas Gupta**

*Hari Bol Traders, Jalandhar  
(M) +91 98888 02060*



**Some one asked:**

Why we have so many temples when “God is everywhere?”

**Swami Vivekanand said**

*“Air is everywhere, but we still need a Fan to feel it ..”*

## Why Meditation is necessary?

From the time of our birth till death the heart works continuously. Everyday the heart pumps 7000 liters of blood, of which 70% blood is pumped to the brain and the remaining 30% to the rest of body. The blood is pumped through veins/arteries which are about more than 70,000 km long. The strength required to pump the blood upto 42 ft high and weight of 1 tonne is generated by the heart everyday through out its work. We take rest when we are tired but if the heart takes rests for 4-5 minutes we will have to rest forever.

## How does the heart work so much efficiently and effectively?

Heart works effectively because it follows a discipline. In normal conditions the heart takes 0.3 secs to contract (systole) and 0.5 secs to relax (diastole). So  $0.3+0.5=0.8$  secs are required by the heart to complete one beat (1 cardiac cycle). That means in 1 mn the heart beats 72 times which is considered as normal heart beat. During the relaxing phase of 0.5 secs the impure blood travels through the lungs and becomes 100 % pure.

In some stressful conditions the body demands more blood in less time and in this situation the heart reduces the relaxing period of 0.5 secs to 0.4 secs. Thus in this case the heart beats 82 times in 1min and only 80% of blood gets purified. On more n more demand the relaxing time is further reduced to 0.3 secs then only 60% of blood is purified. Thus 20-40% of impure blood is pumped in the veins/ arteries. These impure components (cholesterol/lipid) gets deposited on the walls of arteries/ veins and thus the elastic nature of the veins and the arteries is lost. So they become plastic in nature. After some time due to the above conditions the veins/arteries become rigid. Now if a blood clot travels through the veins/ arteries ( which in normal conditions gets easily passed away due to the elastic nature earlier) gets blocked and resists blood flow in that area This results in a blockage which further results in Heart Attack.

From the above discussion we realise that the main reason for the heart problems is the increase demand of blood by the brain and the body. When the activity of brain is stimulated it demands more amount of blood than that of normal conditions.

To stimulate the activity of brain 25-30% of diet we take is responsible whereas the remaining 70-75% is due to the thinking, emotions, attitude, memories and other processes of the brain.

So those who want to keep their heart working effectively for a long period of time they should protect themselves from - worries, anger, sadness, emotional n sensitive behavior, stress and hurry . To protect ourselves from the above few things there is no MEDICATION available. So the only option is MEDITATION.

By : **Hari Maheshwari**  
(Resident Marketing Director, Amulya Mica, Delhi)

## Gen Z - NEW KIDS on the BLOCK:

Living Life with No Strings Attached.

The new set of consumers is going to be very different from the old set and hence reaching out to them is going to be different too. Look around you and you will see a generation that's growing up in households with no Landlines as everybody in the family and outside (even the vegetable vendor) has a MOBILE. This generation is growing up in schools where most projects and assignment are typed, so they don't write much with Pen and Paper. This generation is growing up in a world where 'instant' is the buzzword ( in hindi- mulmantra) – from food, to movies, to shopping – they want it instantly and they are actually getting it instantly too. This generation values its INTERNET CONNECTIONs more than anything else. It's a whole new world, a whole new culture that is emerging. This generation is going to impact the world in a way no other generation has impacted; and it's going to influence other people of other generations too. So it is necessary that we as Entrepreneurs & Marketers must understand them as our survival depends a lot on them.

GEN Z wants to live a life with no strings attached.


It wants to do a lot and does not like to be tied down with useless commitments and useless baggage – like EMI, like annual maintenance contracts etc. Basically, they want to live with no strings attached.

This is the generation that has grown up in a era of huge economic turmoil; they have seen their parents struggle with jobs, money, recession... they are thus very cost-sensitive. Add to this the fact that they are very aware of what is happening around them, as they are constantly connected with each other. They are also huge consumers of media, so they are a very SMART generation to deal with. Gen Z is not just aware, it's socially conscious too; it's environmentally conscious too; and it's going to change the way the world works.

The new generation has its own rules and you need to bend your rules to suit them, for this new generation of Digital nomads will have it no other way. They love their digital gadgets and it's through these that you can reach them, however you need to connect with them in the way they like.

They are totally prepared, totally aware, totally connected – much more than any other generation, they want to make a difference; they know that they can make a difference and they are quickly changing the world – and rewriting the rules.

- Extract from **4Ps Business & Marketing** magazine.



नींद आँखे बंद करने से नहीं, Net बंद करने से आती है .....।

भूखे को रोटी और Android फोन वाले को Charger देना पुण्य का काम होता है .....।

आज की सबसे बड़ी दुविधा..... मोबाईल बिगड जाये तो बच्चे जिम्मेदार, ओर बच्चे बिगड जाये तो मोबाईल जिम्मेदार.....

गलती से फोन किसी दुसरे दोस्त के यहाँ छुट जाए तो ऐसा महसूस होता है जैसे अपनी भोली-भाली गर्लफ्रेंड को शक्ति कपूर के पास छोड आये हो ।

बदल गया हे जमाना पहले माँ का पैर छू कर निकलते थे, अब मोबाईल की बेटरी फुल करके निकलते है ।

**आज का सत्य**

By - Manoj Thirani

## Feel Romance in Rainy Season:

Rainy season is the most romantic & fun loving season. There are a variety of ways to enjoy this season. You can enjoy this season either with your friends or with your partner. This rainy season if you don't have much work to do then you can plan to enjoy this season.

**1. Joyous long ride with Spouse:** Normal rains are the most enjoyable thing in the rainy season in India. If you happen to be a married person, you can enjoy a joyous ride in a four wheeler with your spouse on a cloudy and rainy day with listening beautiful music of all time favourite Kishor Da song ... Rim Jhim gire saawan.. sulag sulag jaye mann..... This is the one of the most enjoyable thing during healthy rain. To enhance the enjoyment, you can have a lot of cup of Tea or coffee along with some crispy and cranky snacks. But don't forget to follow the important tips to avoid Road accidents and have a safe & enjoyable ride.

**2. Arrange a Get-Together:** People should not spend this rainy season alone. Rain is something gives more fun when enjoyed with many people. So if you are alone and it's rainy outside then just pick up phone and call your friends so that you can enjoy this rainy season with your friends.

**3. Get Wet in Rain:** Some people just love to get wet in rain specially children. They want to play in rain. So getting out in rainy season is the best way to enjoy. So, if it is raining outside, don't stop, just go outside and enjoy the touch of Cold droplet of the rain. You can even make it more exciting by calling up your friends and children and have dance in rain. But beware to check health first... as Rain also brings a host of diseases. So it is important to take care of health before getting wet in rain.

**4. The Child in You:** The child in you comes out during rains. You with children can play by building paper boats, play race-race with others and indulge in crazy fun that's recalling the beautiful old memory of your childhood.

**5. Romance & Mush:** Who does not love to hang out under a single umbrella with "Pyar Hua Ikar Hua" playing in the background? It's cheapest and most romantic date ever.

**6. Such is Life:** In mid set of romance & fun of rainy season, this phase will also become mantra during rains. Trust us!! Don't Oophh ... Your long planned birthday party will get cancelled due to heavy rain, wedding reception can get rescheduled, train & flight will refuse to move, and even random plans will fly out the window.

But CHEERS! As rainy season also brings with some colourful festivals in India such as Independence Day, Guru-Purnima, Sravana Purnima which is celebrated as Raksha Bandhan – a festival that strengthens the bond between brother & sister, Shri Krishna Janamasthami – Jai Shri Krishna, and eco friendly Vinayaka Chaturthi - our beloved Bappa – Ganpati Bappa Morya, worshipping 10 days long Ganpati Bappa with great prompt & show.

So, to make the rainy season an enjoyable one, you can keep involving yourself in such festivals which brings happiness and laughter in your life.

*Amulya Mica wishes a very HAPPY RAINY SEASON... & prays to GOD RAIN..*

Oh! The God Rain  
Let your lovely Children  
Enjoy your stay with them  
And make use of YOU,  
For a better & Stronger Tomorrow..