



Message from Director's Desk.....

After getting good response and appreciation for Amulya Times, it is my pleasure & privilege to release **AMULYA TIMES Vol. 6 on eve of Dussehra.**

Dussehra, also known as Vijayadashmi, is festival that celebrates the victory of good over evil. It is day of victory. It symbolizes the victory over falsehood and chaos. *The message of the festival is very relevant in the present context as the forces of evil & falsehood are trying very hard to establish their foothold but we should collectively defeat their notorious intention and uphold the rich culture ethos of our nation.* It is time to unit!!

As you know, we are engaged in manufacturing veneer, plywood & Laminates, now for diversification, we have taken up the project of setting manufacturing plant of **WPC Board & PVC Laminates** which is also used in Interior and exterior decoration. I am full confident that the love & trust you have shown till toward **AMUL & AMULYA MICA products**, the same Love & trust will bestow to **WPC & PVC products**. From quality side, I assure that we will provide best quality ever in Indian market.

GST is through after crossing all the hurdles. From now, it is only 6 month to go to introduce GST in India. The study explores the impact of GST on growth through direct Cost Reduction as well as Cost reduction on Capital Inputs. Preliminary results indicate that **the growth in GDP can be between 2-2.5% with the implementation of a well designed GST.** The increase of Export can be between 10-14%. *Hailed as the biggest Tax Reform since independence, the ONE-NATION-ONE-TAX regime will convert 29 states into single market. As economists say – it will be beneficial for Indian Economy on multiple count. GST is a Key "Brahmastra" for India's growth domestic product in times of challenging Global environment. Of course, it is good news for us – Organized Brand Sector. Hope for the BEST.....*

Last but not least, this month is full of festival. Enjoy the festivity with DIL SE.....

Rakesh Agarwal

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

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Ghar Sajaye Saath Nibhaye



TOLL FREE NO : 1800-233-1468

New Mile Stone

- To support Govt. drive of cleanliness, the company has taken up the project of toilet construction. In last year 2015-16, the company had constructed toilet block at Aadi village, Anjar in Kutch district Gujarat. This year too, **the company has started the project of construction of toilet block in Bhimasar Village, Anjar in Kutch district Gujarat under Swachh Bharat Abhiyan.** In future also, the company is in plan to construct more toilet under Swachh Bharat Abhiyan.
- Amulya Mica is glad to introduce TOLL-FREE-NO : 1800-233-1468.** For better co-ordination with consumer and for problem solution.
- Under **CSR activities**, company time to time supports unprivileged children & disable children / person through financial assistance and giving moral support so to stand straight in society.
- The company has provided financial assistance to educate children to **SMILE FOUNDATION**, Baroda, Gujarat.



- Amulya Mica is sponsored & event Partner in **Gandhidham Round Table Blind Man CAR RALLY** supported blind Children to give direction to run the car driver so to win the race. The rally is organized by Gandhidham Round Table- for charity drive to build school in association with Blind people's Association.



- To give Tribute /Homage to Uri Martyr , Gandhidham Chamber of Commerce had organized a public program from Jhanda Chowk ,Gandhidam. People gathered together and paid their tearful homage to Uri martyr. Amulya Mica has also participated in rally and given handsome donation to URI martyr Family Fund.
- To make Sales Team more strong, efficient & energetic, the company has opened new department. **Sales support office at H.O. Gandhidham. Mr. A. K. Ganguly has appointed as General Manager – Sales Support Office.**
- Amulya Mica believes that Work Force is the asset of the company. So it always alert & aware of health & safety of work force & its staff & workers. For this, Amulya Mica has been awarded with OHSAS:18001, occupational Health & safety Assessment series certificate for health & safety Management.

Time to time, the company has conducted sales training program for sales team. Till now company has conducted sales oriented program at Delhi & Bangalore.

Time to time, the company organizes Health Check up Camp. Under this category, **recently on 8th Aug/16, it had organized a preventive health check camp at factory premises.** The doctor has given health awareness and emphasis more on prevention of diseases. The doctor had checked staff & worker's health, blood pressure.



Health Check Today for Healthy Life Tomorrow!!

Power Building Brand –award -2016 & Exhibition

Power Building Brand –award -2016



It is very happy & proud to announce that Amulya Mica has been awarded with Realty Plus Excellence Award(West) & Power Building Brand Award-2016 in category of Paints/Wall Papers & Decorative Laminates at 8th Realty Plus Conclave & Excellence Award 2016(West) function held at Hotel Sahara Star – Santacruz – Mumbai on 30th September-2016. The award was given by

- 1) Prof. Christopher Benniger - Chairman & Principal Architect of Christopher Charles Benniger Architects.
- 2) Mr Abdullah Al Abdooli – Managing Director of Al Marjan Island , Ras Al Khaimah, UAE.
- 3) Mr Annurag Batra- Chairman & Editor –IN –Chief of E4M Group & Business World.
- 4) Mr Shekar Dutt – Former Governor of Chattisgarh , Deputy National Security Advisor & Defence Secretary, Government Of INDIA.



A BIG CONGRATULATION TO TEAM AMULYA MICA !!!

Exhibition :

Exhibitions have a special status in the current economy. They clearly show which companies have managed to stay afloat, which companies left the market, which market niches (corner) are still open, and how you should plan your business strategy.

Now –a –day , skipping an Exhibition means missing out on the market.

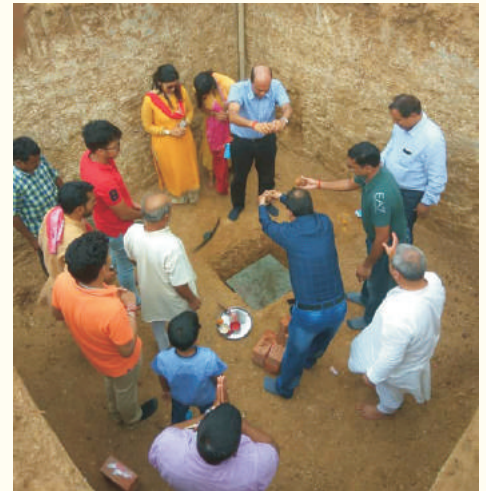
Keeping this in view, Amulya Mica is decided to participate in the following exhibition:

- ET-ACE-TECH, Bengaluru from 21-Oct-16 to 23-Oct-16 at Bangalore International Exhibition Centre, Bengaluru
- ET-ACE-TECH , Delhi from 15-Dec-16 to 18-Dec-16 at Pragati Maidan, Delhi
- ET-ACE-TECH , Ahmedabad from 20-22 Jan/17 at Gujarat University Exhibition & Convention Centre, Ahmedabad. Gujarat
- ABID – Kolkata 2017

Amulya Mica cordially invite you to visit our stall.

WPC Bhumi Pujan

Purbachal Composites Panel India Pvt. Ltd



Presently, the Group is manufacturing Plywood, Veneer & High Pressure Decorative interior & Exterior grade Laminates. The company is having its branch offices in Ahmedabad(Gujarat), Chandigarh, Delhi & Kolkata with more than 80 strong & energetic sales team in Pan India which is supposed to cross 100 sales personnel by Mar/17 and having strong Distributors(45) & Dealer net work (approx 3000) in Pan India.

For diversification, the group has taken up the project of manufacturing **Wood Polymer Composites (WPC) Board //Poly Vinyle Chloride(PVC) Laminates sheet** which is also used for interior & exterior decoration. It is expecting to start manufacturing & marketing WPC/PVC sheet from Dec/2016 with existing our Pan India net work & sales team strength.

WPC/PVC foam Board has become currently an important address of research that gained popularity over the last decade especially with its **properties and advantages: such as high durability, low maintenance, water proof, termite proof, recycle ,fire retardant, acceptable relative strength & stiffness, lower price relative to other competing material. Other advantages have been Strength point including the resistance in opposition to biological deterioration especially for outdoor application where untreated timbers products are not suitable.**

WPC/PVC boards application are both in interior i.e Kitchen, partition, home & Office furniture, Wall Paneling etc. and Exterior i.e Garden furniture, shuttering Board, Exterior wall cladding & pre-fabricated house etc. At the same time, it is used for advertisement – i.e in Sign Boards, Display Boards, exhibition stand etc.

Now-a-day, it is being accepted as “Life Time Investment Product” because WPC as a Polymer with thermoplastic nature gives advantages of Re-cycling. Thus saves lot of Natural resources.

A Grand Launch of Amulya Mica 1mm Catalogue In Ludhiana Dealers Meet at Hotel Maharaja Regency , Ludhiana on 24th -Sep-2016.

Amulya Mica & Amul Boards Pvt. Ltd. together had organized Dealers Meet at Hotel Maharaja Regency, Ludhiana , Punjab on 24th Sep/2016. All the dealers & distributors of Upper Northern Region i.e. Punjab, Haryana, Jammu , Himachal Pradesh & Rajasthan had attended the meet. It was a Grand celebration. During the meet, **Amulya Mica has launched new 1mm Catalogue**. MD Mr. Rakesh Agarwal & entire Punjab Sales team along with GM -Marketing Mr. S.K.Tharad, RM Mr. Ravi Gupta & BM Mr. Vikas Choudhury was present & greeted all the dignitaries.



HPL as a new FAÇADE Material - **AMULYA CLADDING..**

Amulya Cladding - Exterior Grade Fire Resistance Laminate – Exterior Grade compact high pressure laminate as per EN 438-6(Resistance against extreme climate condition) is made from high quality craft & Imported European decorative paper, *with high color retention property* , with high pressure & temperature using specially treated hardened resin . It comes with high UV and weather resistant properties and fire resistance quality and **with 10 years warranty - ideal for exterior and cladding facades.** First Time in India , in the history of Exterior Grade Laminate, Amulya Mica is presenting Textured surface, which provides better choice and great satisfaction to the customer, apart from very attractive but selected wood grains and plain colors.



Some of USP of Amulya Cladding:

- Non Porous & Water Proof
- Inherent Fire Retardant Properties
- ExtremeWeather resistant
- Air Ventilated Facade increase shelf life of building –improves the comfort life of within living areas.
- Orange core in every sheet as the mark of genuineness.
- maintenance Free
- Very Long Life with 10 years Warranty (Tested – EPH-Germany)- a rare in our panel trade
- First time in India with the State of the Art Texture finishes.
- Increased sound proofing function (upto 15Db)
- Easy rapid installation.
- Provides wall protection and heat insulation against atmospheric precipitation.

Amulya Cladding is found in a wide range of thickness. The standard range is available in 6mm, can make against order from 8 mm to 15mm thickness and in standard size of 1220mmx2440mm.

[Fascinating Façade : Extract from Surface-Report- a leading Interiors & Architecture Material Magazine]

A building façade does more than just look beautiful. Façade today are not just meant to create “**WOW**” factor but the design is often a result of integrated solution that make the building work more efficiently in terms of sustainability. **Facades can be single layers, double skinned or even tripled layered.** They are conceived in layers, where materials come together as one complete system. The role of high- performance skins is to protect the building from the elements, provide the occupants with fresh-air exchanges, collect solar energy through various technologies, harvest rainwater for cistern storage, heat water, and provide daylight and views to occupants while minimizing glare.

In Short, Amulya Cladding , with all powerful features of decorative beauty, is transforming the look of building - the way you wish to see !!

Amulya Digital

Amulya Mica has launched a new product range as Digital Laminate as Amulya Digilam in 1.25mm – perhaps first of its kind in our panel trade in India. Amulya Digital Laminate has been specially designed for contemporary urban life style to make high quality furniture like cupboards, shelves, kitchen cabinets, business offices, partition, panels makeshift ceiling and domestic interiors. Amulya Digital are actually the customized printed laminates for interior decoration. What we require is a high resolution picture/image of your dream interior for printing process.

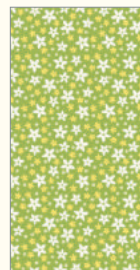
What makes Amulya Digital just right for your needs is its **'Zero defect' manufacturing process**. The raw material used in the manufacturing process are of the highest quality standards.

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



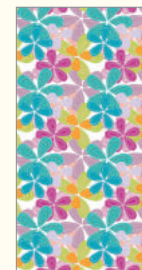
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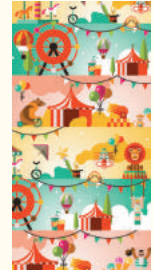
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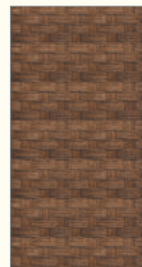
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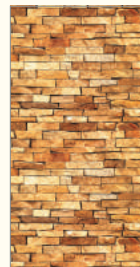
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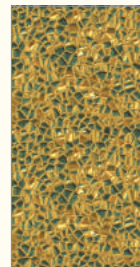
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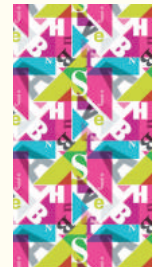
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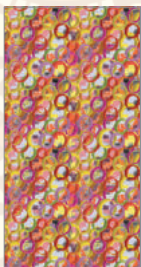
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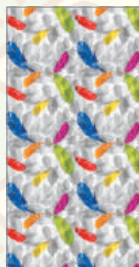
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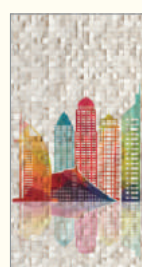
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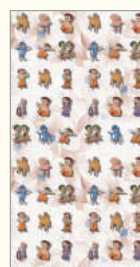
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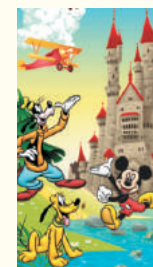
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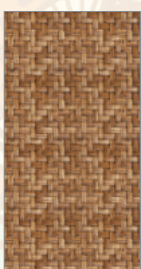
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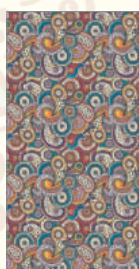
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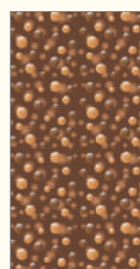
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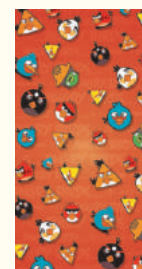
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GLIMPSES' of NATIONAL EVENTS



1. Mr. Hasan Ji, H.R.Timber, Indore – Birthday Celebration . Mr. Md. Talib , Amulya Mica's area sales Manager,Indore, greeted Mr. Hasan Ji.



2. Mr. Md.Talib , Area Sales Manager, Indore Organised small contractor Meet at Ratlam, M.P. and given awareness of all Amulya Mica products.



3. Grand opening of Amulya Mica show-room –Kamraj Kharid VachenSangh at Surat,Gujarat



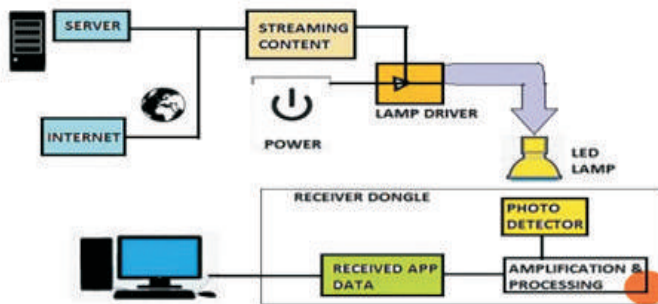
4. Amulya Mica Color Bank displayed Pan India



5. Amulya Mica has organized contractor meet cum get-together at Pawan Ply , Kotkapara ,Punjab .

Human Race: Waiting to transform from WI-FI to LI-FI By: Uttam Chowdhury

ARCHITECTURE OF LI-FI



Wi-Fi is the name of popular wireless networking technology that uses radio waves to provide wireless high speed Internet & Network connection. Wi-Fi works by using Radio Frequency (RF) technology with no physical wired connection between sender & receiver. When an RF current is supplied to an antenna, an electromagnetic field is created that then is able to propagate through space. The counter stone of any wireless network is an access point (AP). The primary job of an access point is to broadcast a

wireless signal that computers can detect and "tune" into. In order to connect to an access point and join a wireless network, computers, smart phone and devices must be equipped with wireless network adapters.

LI-FI or Light Fidelity is a visible light communication (VLC) system running wireless communications travelling at very high speeds. **LI-FI uses common household LED light bulbs to enable data transfer, boosting speeds of up to 224 Gigabits per second.**

The term Li-Fi was coined by University of Edinburgh **Professor Herald Haas during** a TED (Technology Entertainment Talk) in 2011. Haas envisioned Light bulbs that could act as wireless routers.

Subsequently, in 2012 after four years of research, **Prof. Haas** set up company pure Li-Fi with the aim 'to be the world leader in Visible Light Communications technology'. **This LIFI Technology is 100 times Faster than WIFI . The next is now Lights, Windows and solar Panels may Soon get on in our Internet.**

This new inventions technology could one day offer INTERNET speeds 100 times faster than the WIFI we use today. Prof. Haas has achieved speeds in the Lab of up to 224 GB per second. That is the equivalent of downloading 18 movies in the blink of an eye. **LIFI is now moving trials in the real world. By the year 2019, it is estimated that the world will be exchanging 38 quintillion bytes of information each month.** For this WIFI will not be sufficient solution due to Radio Wave transmitting limitation. Like radio waves, visible light is part of the electromagnetic spectrum. The visible light has a spectrum 10,000 times larger than radio waves. This means LIFI has potential for enormous capacity. In state of transmitting information via one data stream, visible light would make it possible to transmit the same information using thousands of data stream simultaneously. **LIFI works by flashing LED lights on and off at incredibly fast speeds, sending data to receiver in binary code(0 & 1).**

With hope by the beginning of year 2019-2020, whole world's Net work users will not face any problem i.e Server to client (LAN-Local Area Net work, WAN- Wide Area Network, Wireless Internet Service... Net -Slow problem... All Net work will be super-Fast 224 GB per Second... WOW millions Thanks to Prof. Haas !!!



Skill – Necessary for today's competitive world!!

The world is changing at an extraordinary pace. And in today's competitive landscape, there are survival skill that young people need to master so that a measure of success can be assured.

- No matter where you work or the profession you are in, you will have to invest effort in solving problems when you are the person closest to the work at hand.
- Adaptability skills, in many ways, are just as important as technical skills. Businesses will change to adapt to market changes. To be successful, you have to know how to buy in & sell in and make personal changes that can benefit your company, similarly, you got to identify what is needed to you to shape up to benefit yourself within the company.
- Where you stand- self assessment- A perfect opportunity at work always strive in giving the best of the rest. This helps in reaching "Out of the box".
- Strive towards polishing your existing skills, the way it can get on with the changes that need to be adapted. Make you things easier with easy steps. Practicing new skills will not only help you work in a fast pace, but increase your confidence as well. Never hesitate in learning from any, this helps you to go way long...
- There used to be a time when goal of the employee was to do whatever his or her employer wanted. In Today's world, there's value in hiring employees who can bring imagination & commitment to the job on a daily basis.

In short, these days the world has become more inter dependent & interconnected, and as such, in order to stay on top of things, one has to stay aware of what is happening around the world. One have to know what is happening; need to have an international perspective on every aspect.

It is the need of the hour!!!

सफलता का मंत्र

- ❁ जब लोग आपको *Copy* करने लगें तो समझ लेना जिंदगी में *Success* हो रहे हों.
- ❁ कमाओ...कमाते रहो और तब तक कमाओ, जब तक महंगी चीज सस्ती न लगने लगे.
- ❁ जिस चीज में आपका *Interest* हैं उसे करने का कोई टाईम फिक्स नहीं होता. चाहे रात के *1* ही क्यों न बजे हो.
- ❁ जिस व्यक्ति का लालच खत्म, उसकी तरक्की भी खत्म.
- ❁ जिस व्यक्ति ने कभी गलती नहीं की उसने कभी कुछ नया करने की कोशिश नहीं की.

Why We celebrate Festivals ??...

India – it is the land of festivity – religious as well as folklorist. In the Indian culture, there was a time when there used to be a festival every day of the year – 365 festivals every day of the year – because festival is a tool to bring life to a state of exuberance (in hindi ullas) & enthusiasm. That was the significance & importance of festivals. If today was ploughing day, it was a kind of celebration with lavish food, dance & music. Tomorrow was planting day, another kind of celebration. Harvesting, of course, is still a celebration. But in last 400-450 years, due to poverty comes to India, we have not been able to celebrate every day. So all the festivals fell away and only 8-10 festivals remain. But now-a-day due to fast life style, we are not even able to celebrate those properly. Unfortunately now-a-day, a festival means you get holiday, and you wake up only at twelve noon. Then you eat a lot and go for a movie/mall or watch television at home. But this should not be!! *If we don't create something festivity in the life, by the time next generation comes, they will not know what festival is!! They will just eat, sleep and grow up without concern for another human being.*

Significance of festival:

Festivals are like milestones or reminders that serves multiple purpose:

- Allow us an opportunity to socialize, unite and come together. Unity is strength.
- Recall our spiritual duties and higher goals than day to day dog race.
- Remind ourselves of good work done by our heroes and role models so that we can follow their footsteps.
- Perform good activities on a larger social platform that are not possible on individual or small team level.
- In a world, where negativity overshadows positivity, the proponents of every religion felt the need for festivals to introduce positivity through celebration of festival. This helps us to create emotional balance and act as stress busters.

Festivals are like valves in pressure cooker which releases the steam because in the competitive world, our brains have become pressure cookers and perpetually in danger of exploding. If there are no festivals, our negative thoughts would have had a free and continuous run without any respite..

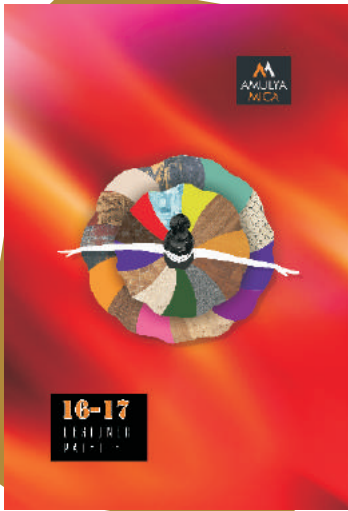
In short, festival celebration gives us peace of mind and joyful atmosphere! We dress up, go out, bring new things, spend more time with family & friends, eat good food, feel good and get refreshed....

That is why every religion has festivals and it is necessary to celebrate them pomp & show... because **Zindagi Na Milegi Dobara (You get life only once)**

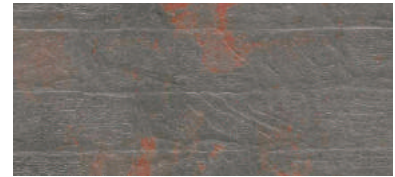
This October/2016 is full of festival. Enjoy the festivity.... Colour of Indian culture....

**Amulya Mica wishes happy festival....
May each & every festival bring abundant joy & happiness!!!**

Enjoy the Festivity with **AMULYA MICA** NEW SMART SHADE CARD



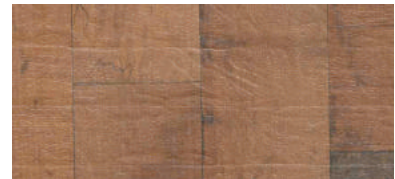
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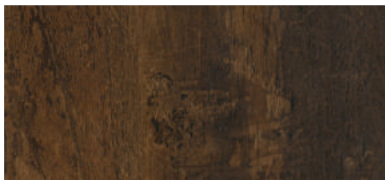
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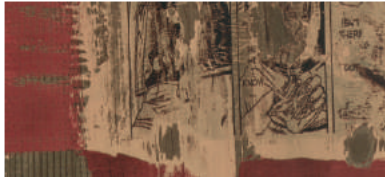
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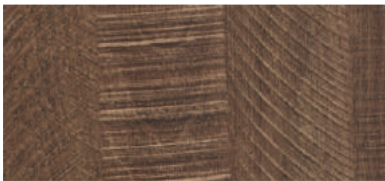
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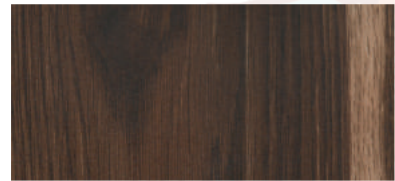
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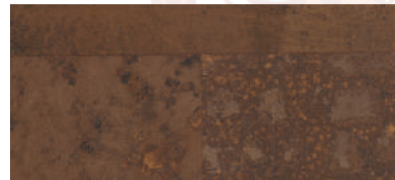
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