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THE

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# AMULYA

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TIMES

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Vol. 28th Edition | August 2022

*Happy*  
*Independence*  
*Day*



Ghar Sajaye Saath Nibhaye

[www.amulyamica.com](http://www.amulyamica.com)



Amulya Mica @ India Wood, Bengaluru - 2022



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## FROM THE MANAGING DIRECTOR'S DESK

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Dear Friends,

Congratulations and I wish all fellow Indians on the Amrut Mahotsav celebrations of Independence.

I also take this opportunity to wish our 15th President Ms. Droupadi Murmu for achieving the highest office in the country. Appointment of Ms. Murmu has broken multiple records and appointment of a person from tribal community has proven to the world that that Indian democracy is matured and evolved.

Congratulations to Neeraj Chopra who is making all us Indians proud after winning Silver Medal at the World Athletics Championship'22 held at Oregon. Today India is making its name on world sports events too, thus showing that this is New India.

Our southeast Asia neighbours whose economies are going kaput one after the other, which is a cause of concern. Kudos to our political leadership that has proven that many unpopular decisions taken by them has been beneficial for our nation. Learning for us as a corporate is, that foresight, vision, and planning are crucial to tide any challenges. It also inspires us, that taking tough decision in the overall interest of the business should be taken without hesitancy but giving a detailed consideration. This is a management lesson for the corporates.

In India, economic indicators are positive. Direct tax collection which has increased by 42% over previous year indicates that corporate profitability is improving. Dollar is on the rise since the world economy is on the turmoil, impact on Indian Rupees is around 7.5%, whereas Euro has weakened by almost 15% around same period. With the start of Russia-Ukraine war, there was apprehension even in our country, that crude will hit the roof, economy will sink, but the situation at the ground level is not so grim as it was being perceived. Shipping rates which had risen multifold have now more or less stabilized thus bringing stability to the raw material cost, although the challenge for manufacturers remain since the input cost has not reduced to pre-covid period.

One quarter of the current financial year is over, and we have entered the second quarter. In India, post August festivity starts and for companies like us this is the most crucial period since business of interiors rises. I urge all our teams that we should ensure that all our channel partners are well stocked and particularly both are Shop-in-Shop and showrooms where Amulyamica range is on display, the latest designs should be lined up at the forefront.

I'm positive and confident that in the balance period of the current financial year we can recover partially the setbacks which we had in business over last two years. It just requires the extra push like our Indian sportsperson have started showing and we shall be the winner.

When the overall going is good, put in your best. Like to quote Jody Bower, "Follow your hopes and not your fears".

Happy Independence Day to you, your family, and friends.

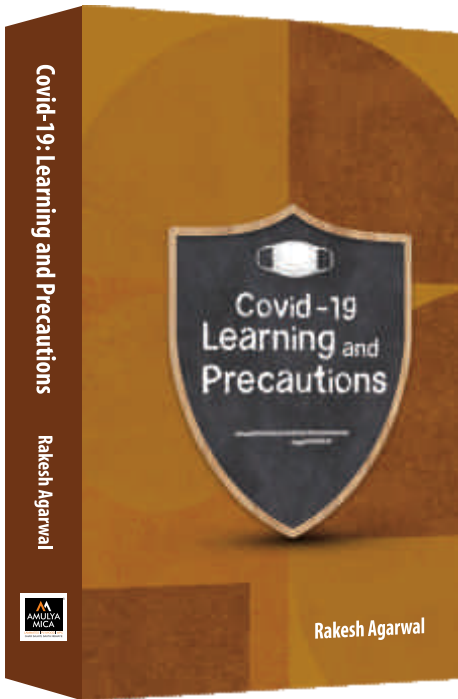
Jai Hind!!!

Warm Regards,  
Rakesh Agarwal

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# Corporate Social Responsibility

## Covid-19 Learning and Precautions



As a part of CSR initiative to help people cope up with their health during covid-19, Mr. Rakesh Agarwal wrote a book titled Covid-19 Learning and Precautions. This book was made available absolutely free of cost to the masses. Since then the book has gained popularity & is liked by some of the renowned people like Mr. Amitabh Bachchan, Mr. Om Birla, Mr. Bhupendra Patel and Mr. Ratan Tata. The Book has been able to gather more than 210K lacs views on Instagram & 10,756 views on YouTube. This Book is available on Amazon, Flipkart & Kindle at a very nominal price on cost to cost basis. Some of the Good wishes in the form of Appreciation letters are as given below.





"UDAAN KAMYABI KI" This was the motto of Amulya Mica Annual Sales Meet 2022 which was held at Agra, the city of Taj Uttar Pradesh on 09th to 11th April 2022.

During the meet discussions were held on how to resolve the challenges & also make Amulya Mica a progressive, Customer friendly & as always a quality conscious company along with fairtrade policy which has always kept Amulya Mica a cut above the rest. The other highlights were, Mr. Rajagopal Ji joining as VP Sales (South & West). The Sales Meet was started with lighting of lamp, Ganesh Vandana & National Anthem followed by Dr. Ujjwal Patni Prayer. The Sales meet also saw the launching of New Corporate Video, Corporate Profile, and Amulya Times & Testimonial Book Vol 2. The New Catalogue of Cladding folder launching & Amulya PVC Folder.





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**NEW LAUNCHES**

## New Catalogue Unveiled

Amulya Mica Launches PVC Laminate Catalogue Amulya



Amulya Mica organized a virtual event on 08-May-2022 in association with Ply- Reporter for launching its new PVC Laminate Collection. Mr. Rakesh Agarwal, MD Amulya Mica, Mr. Abhishek Agarwal, Director Amulya Mica, Ms. Shailja Agarwal, Director Marketing, Amulya Mica, Mr. Rajgopal Pillai, VP Sales Amulya Mica & Mr. Surendra Tharad, VP Sales Amulya Mica along with key distributors Mr. Amit Poddar, Radheshyam laminates, Bengaluru, Mr. Gopal Agarwal, Neelkanth sales agency, Kolkata, Mr. Vishnu Pacharia, Nikita Amulya plylam, Visakhapattanam, Launched PVC Laminate Collection 2022-23.

Star Attraction of the event was PVC Laminate Video highlighting the USP of our PVC Laminates. Talking about the campaign Ms. Shailja Agarwal, Director Marketing spoke about marketing campaign (Na Tutega, Na Jalega, Na galega Bus Chamkega). She

highlighted that this campaign is focussed towards educating customers, channel partners & architects the unique & superior features of this product.

Post Launch Mr. Abhishek Agarwal elaborated the features of New PVC laminate. He talked about the range and the trend. Speaking on range he emphasised that this catalogue is an equilibrium catalogue. It has just the right number of designs. Not too less not too much. It helps that customer does not get confused with too many designs and channel partner also does not have to keep too much of inventory.

Speaking of the launch event, Mr. Rakesh Agarwal, MD Amulya Mica talked about a very unique manufacturing feature or advantage that this has no limitation of length or height unlike conventional laminates. Amulya Mica can deliver it in any length which reduces lot of wastages and makes it a favored product with contractors.



Scan to Download the  
PVC Laminate Catalogue



Scan to Watch  
PVC Video

## PVC Laminate Catalogue

Amulya Mica Launches PVC Laminate Catalogue at Delhi, Gujarat, Kolkata & Punjab



**DELHI**



**GUJARAT**



**KOLKATA**



**PUNJAB**

Amulya Mica launched its PVC Laminate Catalogue online on 8th May 2022. The USP of the product is Na Tutega, Na Jalega, Na Galega bus chamkega. To demonstrate the USP it was the time to conduct live demo of the product. Amulya Mica conducted live workshops by jumping on it, burning it and immersing it in water. This was done to prove that it's not only an advertising gimmick, our product has these properties in reality.



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## AWARDS & ACCOLADES

### The Tiger Roars

Inspirational leader of Roaring India & India's 20 Most Impactful Power Brands 2022



Amulya Mica was awarded the title of India's 20 Most Impactful Power Brands - at the launch of the Power Brands Edition 2022 at Mumbai on 28th June 2022.

We are pleased to inform you that Amulya Mica was awarded the title of India's 20 Most Impactful Power Brands 2022 and our MD Mr. Rakesh Agarwal as most Inspirational leader of Roaring India on 28th June/2022 at a glittering ceremony at Hotel Sahara Star, Mumbai. The event also witnessed the launch of Dr. Arindam Chaudhuri's latest book - THE TIGER ROARS. The book was unveiled by cine star Boman Irani and Dr. Ritesh Malik of Innov8 fame. The Tiger Roars is a fascinating journey of 12 inspiring success stories mirroring the rise of India- stories picked up carefully from the hinterland to the glamour capital of India, from start-ups to old money. We are proud to inform you that among 12 inspiring stories, one of the stories is of our MD Mr. Rakesh Agarwal - his journey of success.

The evening also witnessed the salutation of Indian brands, inspirational leaders and

the next generation entrepreneurs, who have shaped and continue to shape the contours of branding across the globe.

Speaking on the sidelines of the event Dr. Arindam Chaudhuri, Founder, Daily Indian Media said, Amulya Mica has been making its mark felt all over the nation and it totally deserves the title of India's 20 Most Impactful Power Brands for its great brand"

Speaking on the occasion Mr. Rakesh Agarwal, MD of Amulya Mica said it was indeed a delight to receive this award. It is yet another feather in our cap and this award has further augmented the value proposition of the group. He appreciated Dr. Arindam Chaudhuri for giving him recognition and including him in his book titled "The Tiger Roars" among great personalities like Mr. Adi Godrej, Ms. Farah Khan & Mr. Guru Randhawa and many more. Last but not least he thanked his team, friends, relatives, associates, channel partners and patrons who supported and stood with him in every walk of his life and with Amulya Group.



## Vadodara Lady Architect Meet on 09<sup>th</sup> May, 2022



Time and again Amulya Mica as a special gesture towards lady Architects keeps on doing seminar, workshops & contests. The Lady Architect Meet at Vadodara was one more such step in this direction. The meet was attended by more than 50 lady architects & Mr. Sunil Thakore welcomed them with a big smile & Amulya Mica team interacted with them on market trends, Amulya Mica products & asked for their feedback & suggestions.

## Udaipur Dealer Meet on 11<sup>th</sup> June, 2022



Amulya Mica in its vision of to always remain in touch with their dealers across India conducted a dealer meet at Yaan (Heritage Resort, Udaipur) along with Vardhman Laminates on 11 June 2022 in the Presence of Vice President Mr. Surendra Tharad.

## Activities Post Launch PVC Catalogue Conducting Workshops



Belda, West Bengal



Dwarka, Delhi



Kanpur, Uttar Pradesh



Kapurthala, Punjab



Ludhiana, Punjab



Nagpur, Maharashtra

## Activities Post Launch PVC Catalogue Conducting Workshops



Panipat, Haryana



Patiala, Punjab



Patna, Bihar



Pitampura, Delhi



Ranchi, Jharkhand



Saharanpur, Uttar Pradesh

## Participating in Exhibition and Events

Amulya Mica Participated In India Wood 2022, Bangaluru  
from 02<sup>nd</sup> June to 06<sup>th</sup> June, 2022



To keep abreast with new products in the industry and interact with all the stakeholders; Amulya Mica participated in India Wood exhibition 2022 held at Bengaluru, India from 02<sup>nd</sup> June to 6<sup>th</sup> June. INDIA WOOD is one of the world's leading exhibitions for the furniture manufacturing and the wood working industry. It offers its audience a comprehensive overview of the prevailing technological innovations and the latest manufacturing trends in furniture manufacturing, woodworking technologies, tools, fittings, accessories and raw materials. INDIA WOOD takes place every two years.

The biggest knowledge sharing show for furniture manufacturing machinery, raw materials, panels, hardware components and accessories





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**NEW INITIATIVES**

## Ever Increasing Amulya Mica Shoppe

Amulya Mica opens 4 New Shoppe at Bengaluru & Muzzaffarpur

Amulya Mica Shoppe are exclusive Amulya Mica Gallery, & shop in shop stores opening up across the length and breadth of the country, to serve their customers with huge range, variety and altogether a unique shopping experience. Up till now 33 shoppe are operational and Amulya Mica plan to open 100 such shoppes.



**Name: - Shiv Enterprises**  
**Location: - Bengaluru, Karnataka**



**Name: - N. Dilip Kumar Manae & Co.**  
**Location: - Bengaluru, Karnataka**



**Name: - Right Way Decor**  
**Location: - Bengaluru, Karnataka**



**Name: - City Ply & Glass House**  
**Location: - Muzzaffarpur, Bihar**



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## FORTHCOMING EVENTS

### Matecia (Formerly knowns as Wade Asia)

Amulya Mica invites you all to WADE Asia 2022 & will be more than happy to see you at our stall.

This year, the annual event of WADE ASIA is going to conduct on 2nd, 3rd, & 4th September 2022 at Pragati Maidan in New Delhi.

WADE ASIA – Architecture & Design Conference & Awards is Asia's 1st dedicated collective platform for Women Architects, Interior Designers, Artists, and Engineers. WADE which started the mission in 2016 is an initiative to celebrate and promote women in architecture, design, and art.

You can Visit Amulya Mica at Hall 4G & Stall No. i3 to participate in exciting games & chances to win prizes.

Glimpses of previous wade Asia Participation

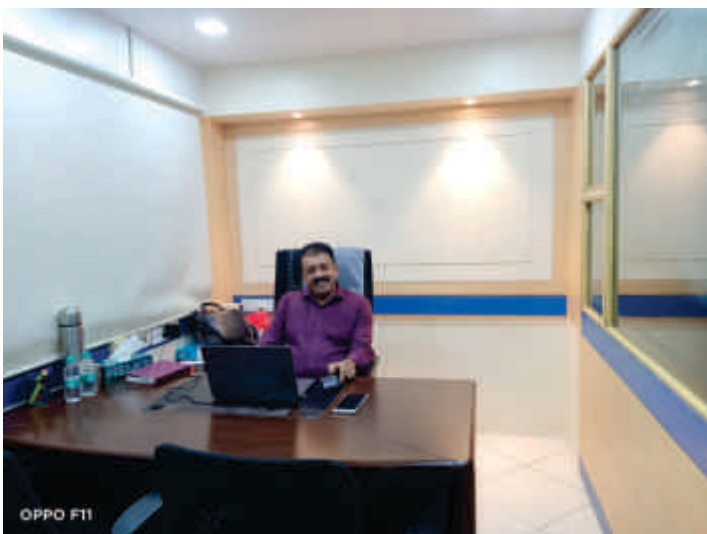


## Amulya Mica Circle



The Amulya Circle was inaugurated with LTILK National highway Authority, Local MLA Smt. Malti Ben Maheshwari along with Mr. Abhishek Agarwal (Director, Amulya Mica) & team members. Not only keeping the world green & we also understand that it is equally important to keep your surrounding neat & clean and beautiful with this vision in mind Amulya Mica took the responsibility of maintaining & managing Varsana Circle, Gandhidham, Gujarat near Amulya Mica Plant.

## The Opening of Amulya Mica Mumbai Office



The long awaited Mumbai Office became operational in the month of June 2022. One can visit our Mumbai Office at Office No. 104, First Floor, Shreya House, Pareira Hill Road, Off Andheri-Kurla Road, Opp. Gurananak Petrol Pump, Next To WEH Metro Station, Andheri (East) Mumbai-400099 (Maharashtra)

# THE GROUP OF COMPANIES



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