



LAMINATES | PLYWOOD | WPC
GHAR SAJAYE SAATH NIBHAYE

THE

AMULYA

TIMES

Vol. 29th Edition | January 2023



Ghar Sajaye Saath Nibhaye


www.amulyamica.com



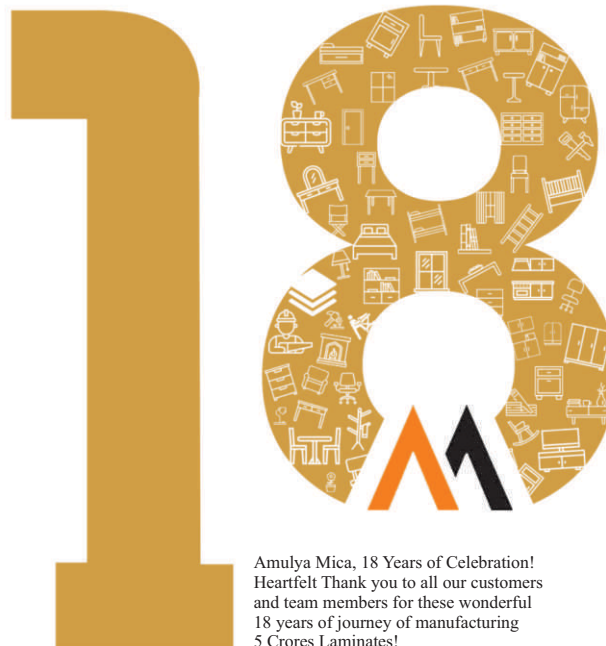
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SPOT LIGHT




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**CELEBRATING
18 YEARS WITH
5 CRORE
LAMINATE SHEETS**



Amulya Mica, 18 Years of Celebration!
Heartfelt Thank you to all our customers
and team members for these wonderful
18 years of journey of manufacturing
5 Crores Laminates!

www.amulyamica.com



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FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

Season's greetings! Wishing you, family, and friends a very Happy and Prosperous 2023!!!

The year 2022 was quite a relief compared to previous two calendar years. The good news has been that inspite of the apprehensions about many, that the Ukraine - Russian war may flare into World War III has not happened. Worry about rising prices and world economy getting into recession has been partially true. India stood its ground by not taking sides, which showed the determination and vision of the Indian leadership has been well appreciated. Indian leadership actions, which was questioned by many, has possibly prevented India from plunging into recession.

With almost all our neighbours facing economic crisis, so called tough decisions have helped India survive. Similar is the case, with Corporates. Often not so popular actions taken by leadership helps the Organization achieve its goal, so leaders should not hesitate to take tough decisions if situation warrants and if it's in the interest of the organization. Leaders should remember that decisions should be taken in the interest of the organization and not to appease a select set of people.

During the quarter gone by, we've been aggressively focused on reaching out to the influencer segment. In almost all states either Architect or Contractor or Carpenter meet was organized. Thanks to all Executives who have taken the initiative of organizing the demand generation activity and the efforts have paid results and there has been positive movement in secondary and tertiary sales. I congratulate and urge to each of the Executive that in coming months should intensify the demand generation activity and involve all your channel partners.

Last quarter Company launched Amulya 800 catalogue focused on the economy segment of the end-user. The response received has been overwhelming and encouraging for us. We as a company makes us distinctive by having the widest range of product for every segment of the customer and this is one of the Unique Selling Proposition (USP) which makes us stand apart amongst companies of our stature. Our presence in Matecia helped us to showcase the entire range and reach out to far more customers, who were earlier not associated with us.

Last quarter of the financial year is the boom time for our industry, since all corporate and Government agencies, are ready to exhaust their infrastructure budgets and many activities involving repair and reconstructions are taken up during the last quarter. Identify and explore such customers alongwith your local channel partners. "Early birds catches the worm". This popular English saying signifies that if we are proactive, we shall be able to maximise our business.

January is the festival of harvest in India, celebrated with different names; Baisakhi, Sankranti, Lohri, Pongal. My wishes to all, for the forthcoming festivities.

Warm Regards,
Rakesh Agarwal



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NEW LAUNCHES

Ultra Plywood Range

Amulya Mica all new ultra-plywood range. Depending upon which variant you choose; collectively this range meets ISI specifications and is moisture resistant dimensionally stable borer & fungus resistant, strong & durable & are made from select wood species. This range comes in a warranty of 7 years to 15 years.



LONG LASTING QUALITY PLYWOOD

ULTRA GOLD BWP PLYWOOD
BOILING WATER PROOF | BORER & FUNGUS PROOF | TERMITE RESISTANCE

15 YEARS WARRANTY



AMULYA MICA
PLYWOOD
GHAR SAJAYE SAATH NIBHAYE




Pure Quality Pure Satisfaction

ULTRA 710 PLYWOOD
BOILING WATER PROOF | BORER & FUNGUS PROOF | TERMITE RESISTANCE

11 YEARS WARRANTY




AMULYA MICA
PLYWOOD
GHAR SAJAYE SAATH NIBHAYE



EXCEEDS YOUR EXPECTATION NOT YOUR BUDGET

ULTRA MR PLYWOOD
BOILING WATER PROOF | BORER & FUNGUS PROOF | TERMITE RESISTANCE

11 YEARS WARRANTY



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NEW DEVELOPMENTS

Plywood & Green Tech / Certificates



TEST REPORT

LAB NO. : 2202662/ 1	DATE: 21/10/2022
NAME OF CUSTOMER	: MIS. AMUL BOARDS PVT. LTD
ADDRESS	: 309 & 310/2, Nani Chiral, Taluka Bhachau, Dist. Kachchh (Gujarat)
REFERENCE	: Your Letter Ref. Nil dated October16, 2022 Kind Attention: Narendra Sharma
DATE OF RECEIPT	: 17/10/2022
DATE OF INITIATION	: 17/10/2022
DATE OF COMPLETION	: 21/10/2022
SAMPLE DESCRIPTION	: Test sample labeled as -
Sr. No.	Sample Code
1.	Plywood
Untreated lab control	

We are Pleased to announce that now Amulya Mica Plywood is Anti-bacterial & Anti-virus. The Certificate has been awarded by Biotech Testing Services.

Name of Test:

Measurement of Antiviral activity on plastics and other non-porous surfaces and coating materials

Name of Test Protocol:

ISO 21702: 2019*

Scope of Method:

This test specifies method for measuring antiviral activity on plastic and other non-porous surface of antiviral-treated products against specified virus. Due to individual sensitivities, the results of one test virus might not be applicable for other viruses.

*Modified method with use of MS2 virus

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• Samples are not drawn by the laboratory • Result relate only to the samples tested
• This report shall not be reproduced except in full without prior permission of this laboratory

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www.biotechts.in



Amulya Mica has always given top priority to the well being of society and in this journey get appreciated by numerous awards. The winner of CSR India award 2022 are such awards which motivate us to further this journey and do more.

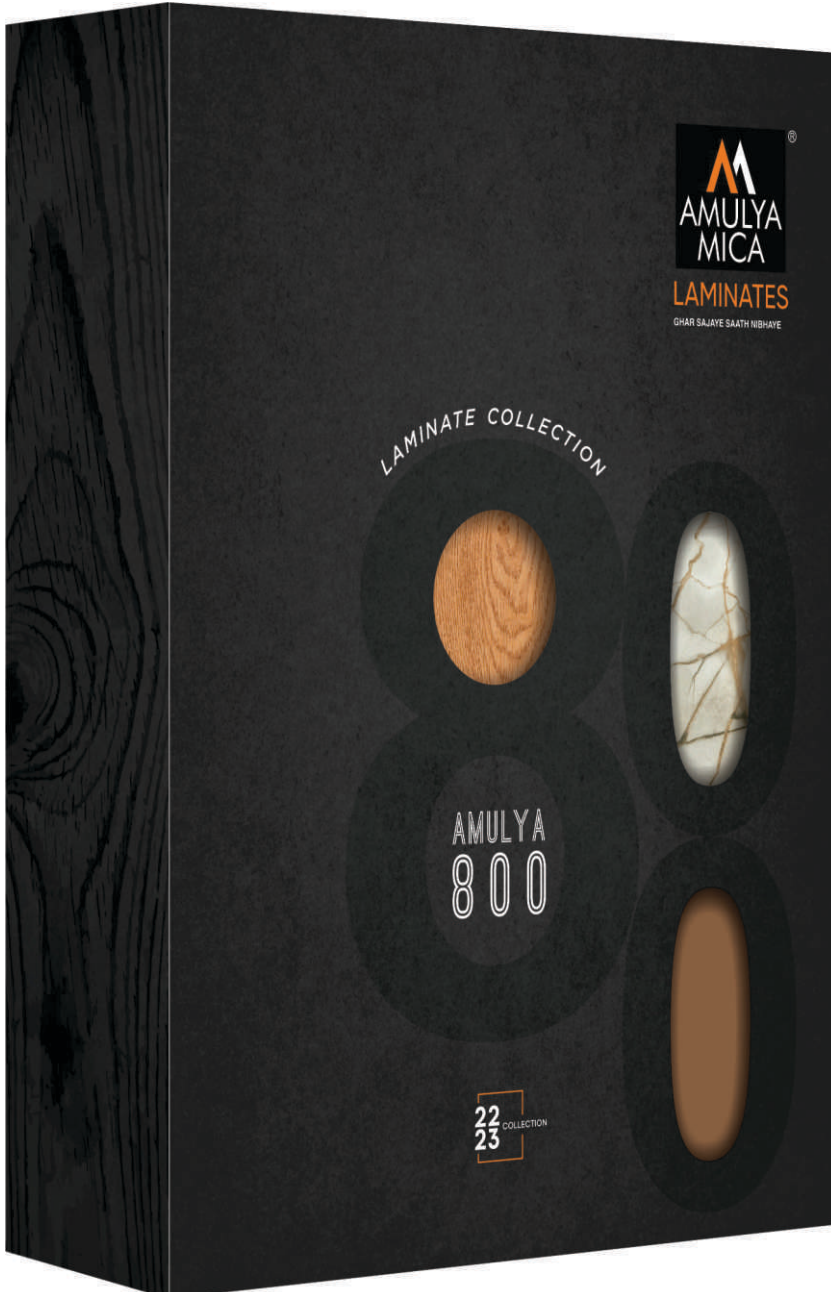


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NEW DEVELOPMENTS

Newly Launched Amulya Mica 800 Laminate Collection

Amulya 800 Laminate are an all-new offering from the Purbanchal Laminates Pvt. Ltd. In this new offering of laminate collection, we have come up with 10 new designs in wood grain vertical, 2 in wood grain horizontal, 1 in stone & marble and 6 new solid color designs. We have also introduced 4 designs in Digital collection. Overall, we have introduced 23 new designs to give our customers designs that are trending in the market.



**Amulya Mica
800**

Scan to view or download
Amulya Mica Laminate
Collection

18th Foundation Day Celebration

Amulya Mica celebrates 18 years of accomplishments and hard work. We celebrated this day with Blood Donation Camp, Distribution of Nutrition Kit, Sundarkand Path & Maha Prasad. This camp was held at our Amulya Mica Plant in Bhimasar in the presence of Ms. Nimaben Acharya, the first female speaker of the Gujarat Assembly.



METACIA EXHIBITON

In September – 2022 & Amulya Mica Participated in Metacia – 2022 from 2nd Sep to 4th Sep – 2022. These 3 days were full of engagement with the visitors. A great interest was shown in our product range by our end Customers, Architects and Channel Partners.





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SALES MEET

Half Yearly Sales Meet

Amulya Mica Conducted half yearly sales meet from 3rd November to 5th November - 2022 at Gandhidham. The objective of the meet was to review our performances across all functions & to Check if we are heading in the right direction. It was SWOT (Strength Weakness Opportunity & Threat) of every department where plans were discussed to continue maintaining our strengths, eradicate weakness, grab the opportunity & Stand tall against market threats



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**HALF YEARLY SALES MEET
AT GANDHIDHAM
3rd to 5th NOVEMBER - 2022**



Engaging with Architects

As apart of our plan to engage with Architects & Influencers
we continue to conduct such meets.



DEHRADUN, UTTARAKHAND



BHUBHANESHWAR, ODISHA



SIRSA, HARYANA

Dealer's Meet

Amulya Mica organised Dealer Meet on 17th December at hotel The Amaaya, Varanasi along with the Distributor Pooja Traders.

During this meet, the company discussed with the dealers about its upcoming strategy. In this discussion, the company shared information about the upcoming developments and products with the dealers.

Abhishek Agarwal, Director Amulya Mica stated that this company is a 24 years old company which started with plywood material but now it is manufacturing many products. While praising GST, he said that it is good for traders. At the same time, Saurabh Pandey told that Eastern Uttar Pradesh now has its 1st dealer meet. Dealers from entire Purbanchal and many parts of UP have come for this meet. In which they have been given information about the products.



Amulya Mica Contractor Meets



DEHRADUN, UTTARAKHAND



PALANPUR, GUJARAT



RANCHI, JHARKHAND



MUZAFFARPUR, BIHAR



CHANDIGARH, PUNJAB



KIRTI NAGAR, DELHI



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CARPENTER MEET

Amulya Mica Carpenter Meets



OM SAI PLYWOOD, LAKHISARAI.



GANGAVATI, KARNATAKA



HYDERABAD, TELANGANA



GULBARGA, KARNATAKA



RAJDHANWAR, JHARKHAND



MUNDKA, DELHI

EVER INCREASING AMULYA MICA SHOPPE

Amulya Mica opens 2 New Shoppe at Deoghar & Ranchi



Name :- Swami Ply
Location :- Deoghar, Jharkhand



Name :- Sri Ram Trading
Location :- Ranchi, Jharkhand



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AMULYA CORNER

LET'S PLAY DISPLAY

Amulya Mica Conducted let's play display contest in Kolkata & Gujarat to help retailers to increase the visibility of PVC Laminate & also help customers to understand easily the benefits of using PVC laminate. Participating outlets were provided with certificate of appreciation for their participation.



GUJARAT



KOLKATA

THE GROUP OF COMPANIES



PUBLISHED BY : PURBANCHAL LAMINATES PVT. LTD.

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AN ISO 9001 OSSAS 18001 CERTIFIED COMPANY

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